

# How To Get Rich Building A **LAZY** Downline

By James Grandstaff

This e-Book Presented By:

**Dan Liptak**

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A message from the author...

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Contrary to what many people say... there is a quicker way to building a large downline on the internet. The idea in the pages that follow will hopefully open your eyes to this easier, and more profitable method of downline building.

This eBook is dedicated to those of you that apply the concepts revealed here and take massive, life changing action!

**Success is Yours - Take it!**

James Grandstaff



<http://InstantMLMSqueezePages.com>

**P.S. Want in on a little secret? [Read page 16](#)**

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# INTRODUCTION

## You're on Your Own Kid!

**A**llow me to start first by congratulating you for having the courage to go after your dreams and pursue a better life for you and your family. Despite the pitfalls you'll likely face, **don't ever quit... your freedom is worth it!**

Second, if you grasp the concept I'm about to share with you, and take immediate action on it, you'll have a fantastic chance at growing your network marketing business to the size most only dream about. You'll also have more fun because you'll learn how to make money (almost instantly) regardless if people join your MLM downline or not.

Now here's the rub... you may have to unlearn a lot of what you've been taught about how to build a downline.

### **I'm sure you're familiar with recruiting methods such as:**

- \* Passing out DVDs to friends and family about the product or opportunity.
- \* Conducting three way conference calls with your up-line and interested prospects.
- \* Buying and sending email to bulk leads.
- \* Calling "surveyed" prospects who don't remember requesting information in the first place ;)

The problem with these methods is that in order to really succeed, you have to work extremely hard. Now, don't get me wrong... I don't have a problem with working hard. But there is a difference between working hard and working smart. I have achieved massive success in MLM because I chose the latter.

Speaking of working hard...

I have a story to share with you about a gentleman who is probably one of the hardest working people in MLM. One day, out of the clear blue, this person contacted me about my automated downline building methods. I had never heard of this person before, but I was familiar with the network marketing company he was with. Before he told me exactly why he was contacting me, I asked him how much money he was making with his current MLM.

He said he was making over **\$13,000** per month.

I said "**Man, that's a lot of money! Why are you contacting me?**"

His answer stunned me.

The bottom line... **he was scared.**

He didn't come right out and admit it; he didn't have to... I just knew it.

I asked him how he managed to build such a huge downline... He went on and explained that he mainly calls leads.

I knew where he was going with this...

The income he was earning was mostly from his efforts alone. He seemed to have a gift at getting people to say "Yes" to joining his business. His gift however, was one that his new recruits didn't possess. Most of them disliked sales and calling strangers on the phone terrified them.

His main fear was that he'd have to keep working harder and harder *forever* just to *barely* maintain his level of income. He wanted a proven method that didn't require so much of his time.

We talked for awhile and he was shocked to learn that I no longer lift a finger and several of my downlines continue to grow on complete auto-pilot.

His concern *confirmed* (to me at least) that building a downline by calling leads or using any of the methods above is like building a house of cards.

The problem is when people start to drop out (and they do) you have to work twice as hard just to maintain your level of income. If your team doesn't duplicate and you're doing all the manual labor, what's the point? Working hard and being scared all the time doesn't sound like much fun to me. And it's certainly not the reason I got involved in network marketing.

**Actually, freedom and big checks coming in each month, while doing *exactly* what I wanted, is more like what I had in mind ;)**

What if I showed you how relying on **you** (and you alone) could produce the **exact opposite results** of the person I described above?

What if you didn't have to rely on your downline and yet earned more commissions each month?

What if I revealed a **\*shocking\*** new method that explodes your downline and puts money in your pocket now?

What would your life be like if you targeted the 95% of people that fail in MLM and they ALL joined your downline?

Better yet... what if they all joined your downline and paid you?

Intrigued?

Read on...

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# REASON ONE

## It's Less Work

**T**his probably goes without saying... but what I've found is that many people are looking for a push button magic solution to building their MLM downline. At first glance, this may seem impossible or not very likely. However, in business (including network marketing) shouldn't it be our job as leaders to provide our customers (i.e. our downline) with what they ask for?

If everyone wants a magic pill that helps builds their downline, don't you think we should at least **try** to come up with a solution? Or is it easier to say "That can't be done... stick with buying leads and calling strangers!"

Let's find out...

When I was 16 years old I entered into a alcohol rehabilitation center. Yes, I was 16 and already drinking for nearly 3 years. One night I was involved in a car accident while drinking. I crashed into a giant boulder in someone's front yard. Luckily nobody was injured. 4 days later I was in a rehabilitation center in Minnesota and diagnosed Alcoholic.

After rehab (28 days in-patient) I was told that in order to live a long sober life, **I would have to attend "12 Step" meetings for the rest of my life.** So I tried it. I attended meetings and stayed sober for 3 1/2 years.

Why only 3 1/2 years?

I finally realized if I had to attend another meeting and listen to those "excuse makers" talk about why they relapsed for the 10th time and cry about how bad their lives are, I would rather drink again. I was only 21 and there was *no way* I could attend meetings for "the rest of my life."

What does this have to do with you building a "lazy" downline?

Let me explain.

You see, I continued to drink for nearly 4 years and "they" we're right about one thing... I picked up right where I left off and it was getting ugly fast.

So, I had a choice make.

Quit drinking or die. I wasn't about to attend meetings again, so what could I do?

...like my favorite Frank Sinatra song goes... "I did it my way!"

I never went to another meeting again. Instead, **I just quit drinking!** I haven't had a drink in 7 years as of this writing.

The point is... they practically brainwashed me into thinking I couldn't stay sober unless I went to meetings. They were wrong. There was another way for me.

The methods they taught were written many years ago and simply didn't (and still don't) work for everyone.

The MLM training out there (mostly devised by the companies) suggests we build our downline using methods that are difficult to duplicate for the average person. Truth is, those methods only help the company and the top dogs get rich... while the rest of us tend to fail fast and quit.

**Our prospects really want us to do the work for them;** results from my surveys prove this. As lazy as that may sound, it's reality. So instead of trying to force people to conform to the current training methods, what if we **can** create a magic button? What if there **is** an easier, softer way?

The method I'll be sharing in a minute **is** the blueprint to creating the magic button for your prospects!

Let's get moving...

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## REASON TWO

### The Pay is More Stable

**H**ow in the world can we create a **more stable** income by purposely building a "lazy" downline?

We start by changing the way we think.

I recently heard someone explain their process for creating digital products to sell on the internet. They summed up the most important element with 4 simple words...

"Give Them The Fish!"

The concept is simple yet many of us don't operate from this position.

Here's an example of giving someone the fish...

Instead of **teaching** someone how to "do" something, such as write powerful sales copy, why not give them pre-written "fill-in-the-blank" sales copy that targets their intended audience?

A great example of this for us net marketers is a product that my friend Chris Zavadowski created. It's called Instant MLM Sales Letters. Chris' product is a perfect example of "Giving Them The Fish!" By providing this awesome resource, Chris' income is more stable than if he **only** relied on the income generated from his MLM business.

Furthermore... by thinking this way, you actually protect yourself from financial disaster should something happen to your MLM company... fact is, many companies don't last more than a few years.

In the pages that follow, you will discover a powerful method that allows you to **bullet-proof your income** and get paid to "Give Them The Fish!"

Keep going, this is about to get good...

## REASON THREE

### You'll Have More Fun

I covered something extremely important in my last manuscript called "7 Secrets To Building A Productive Downline!" One of the secrets is titled: "Become The Sponsor You Never Had!"

The story behind is simple... Once I started thinking "How can I become a great sponsor?" instead of "How come my stupid upline never did anything for me?" my whole world changed and I started having fun finally!

Since being involved in this business I've come to realize there are 2 types of people: Leaders and Followers. In order to win in this game, we need to think like leaders. Once we do, we start to take responsibility for ourselves... and positive financial results soon follow.

So how exactly do we have more fun building a "lazy" downline?

Easy...

We lead by "Giving Them The Fish"...

We leave the headaches and frustrations behind...

...and we cash big checks!

**Don't let the simplicity of what I'm about to reveal fool you...**

This strategy works because it's simple ;)

# FINALLY

## The "Master Plan"

**T**his plan is fairly straight forward and easy to implement once you understand the concept.

But first, think about this...

Let's say for a moment that you are currently involved in a popular online MLM program. During your time as a member you've discovered that it's very hard to bring new people in.

Maybe you believe the program is "saturated" and that's why it's difficult to sponsor new people. Whatever the reason is, you and most of the members are having a hard time growing your downlines. And there are probably numerous reasons why this is the case...

Nevertheless, what if you discovered a sponsoring process that had people saying:

*"I know I can get others to join my downline because this recruiting **process** is so simple and powerful... If it was simple enough to get me to take action and join, I know it will be simple enough to get others to join too - I CAN do this!"*

That would be awesome wouldn't it?

Good news!

You're about to learn how to create that very **process** over and over whenever you want.

Let's start with a recent example of a system I put together...

The site is called "MyProspectingSecrets.com"

It's a simple 3 step system that consists of affiliate links to several programs. My visitors are invited to join each program one by one. Some of the programs are multi-level income programs while others are traffic generators that offer single payout affiliate programs.

After joining the listed programs, they simply enter their affiliate ID's on a sign-up form and click submit. From there, the custom made **Downline Secrets Software** I developed, automatically creates a replicated page populated with their affiliate links. At that time, the software emails their special URL for the system and **they have a money making website set-up in seconds!**

What makes this system unique is that during step #3 of the process, I allow my members to "**plug-in**" any program they want to promote to their referrals.

This way they are not restricted ONLY to the programs I have added to the system. My members love the idea of being able to advertise their **primary** business!

### **Here are some results...**

To date, I have generated over 6,728 subscribers to my list, plus ongoing monthly income from the MLM and affiliate programs included.

Now, at this point you may be thinking...

"Ok James, but the title of this eBook is "How To Get Rich Building a **Lazy** Downline!" It sounds like all your members still have to promote the unique URL you provide them?"

Good point.

I'll address that concern now...

Once someone enters their IDs and submits the form, they are presented with a special one time offer where they have the opportunity to get their affiliate URL in the system's rotator. The price of this is \$57.

If you're not sure how a "rotator" works, let me explain...

When someone visits the main site: "MyProspectingSecrets.com" they are randomly forwarded to a "Gold" member's affiliate URL.

Gold members IDs are added to rotation which benefits them in several ways:

For instance...

Many times when I send a mailing to my own list, I mention "MyProspectingSecrets.com" in my signature and many of my readers click the link to visit the site. This takes them to a random "Gold" member's replicated page that is filled with their links.

This kind of ongoing advertising would cost hundreds of dollars elsewhere. Instead, for a low fee I offer a "Set-and-Forget" ad campaign that runs indefinitely and **helps build their primary business** that they "Plugged in" upon sign-up.

I generated a little over \$6,213 during the first 2 months with sales continuing every month.

A lot of people would prefer to "outsource" traffic and lead generation. This is exactly what I provide with the "Gold" membership offer. With my system, my members are getting a lot more than junk hits to some page; **they are getting highly targeted traffic to a money making website loaded with their affiliate links.**

That is how you "Get Rich Building a **Lazy** Downline!"

But it doesn't have to stop there.

Here's another golden opportunity to benefit from...

You could expand on what I've done by creating a MLM traffic co-op.

Here's how it works...

First, you create a killer recruiting system similar to the one I described above. Only this time you'll need to target members of a specific MLM company (one with a huge membership.)

Second, find a resource that you can advertise in such as a MLM related publication (on or offline.)

Third, you only allow a *limited* number of people to participate in the co-op.

You should run a test campaign first to determine how many total leads/sign-ups you will generate from running the ad. This way you can mathematically narrow down the number of people allowed in your co-op. This also serves as a great (honest way) to stir up "Scarcity" in your co-op offer.

Next, you create the co-op offer and collect payments. After your members order, they will simply enter their username in a form on your "Thank you" page and be instantly added to your "rotator."

You then use the bulk of the money collected to buy the co-op advertising and keep a percentage for yourself for setting up the co-op.

As you advertise the domain (i.e. MyProspectingSecrets.com) the people that visit that URL will randomly land on a paying co-op member's page and opt-in. You can set it up so that your co-op member will get an email notifying them of a hot fresh "real-time" lead.

Pretty cool *huh?*

I hope this has opened your eyes to the endless possibilities out there. If you focus on becoming a problem solver for people in other MLMs or affiliate programs you can make a killing with this strategy. It will require some work but you will be handsomely rewarded for your efforts. That's a promise!

I wish you much success in life and business!

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## Your Bonus Video Tutorials



### Squeeze Page Traffic Secrets™

Easy to follow video tutorials  
reveal the exact system I use  
to generate 600+ visitors to  
my squeeze pages...  
(per hour!)

Real Value: \$97

[Click Here To Watch Video #1](#)

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**"I have a dirty secret  
confession to make..."**

**M**y name is Dan Liptak and yes, I have something to confess.

I'm the one who invited you to download a copy of: **How To Get Rich  
Building A Lazy Downline!**

However, that's not my confession.

*This is...*

The "squeeze page" you just came from is part of a brilliant system that James Grandstaff created to help people build their MLM businesses using the internet.

It's called Instant MLM Squeeze Pages(tm) and trust me, it works. (the fact you're here is proof.) But don't worry, I'm not going to send you a bunch of emails begging you to join my MLM business.

Instead, James is letting me offer you a 30-day trial to Instant MLM Squeeze Pages(tm) for only \$1. The catch is you must subscribe right now from the link below. (You'll save \$18.98 off the regular price.)

If you're interested in learning more about this great offer, please click the option that best describes you:

**Option 1** ..... [I am NOT currently involved in a MLM program](#)

**Option 2** ..... [I am currently involved in a MLM program](#)

## STEP 1

In order for this system to work, you need a reputable MLM program which offers in-demand products combined with a lucrative compensation plan.

I encourage you to take a minute to discover if my MLM opportunity is right for you: [Click Here To Evaluate \(and join\)](#)

*Disclaimer: Instant MLM Squeeze Pages(tm) does NOT screen the MLM programs our affiliates promote using our service. We recommend conducting your own due diligence when joining any business opportunity.*

## STEP 2

**Instant MLM Squeeze Pages**(tm) helps build your MLM business quickly and easily, without having to rely on outdated "painful" recruiting methods...

[Claim Your 30-Day "No-Risk" \\$1 Trial Here](#)



## Instant MLM Squeeze Pages™

**A Complete A-to-Z System  
For Growing Your MLM  
Business Online!**

[Click Here To Test Drive  
Instant MLM Squeeze Pages™  
For Only \\$1!](#)

**Note:** The \$1 trial offer is **only good from the link above**. If you close this page (and visit main site later) the price goes up.

Thank you again and I look forward to hearing good news about your success.

**To Your Success!**

- Dan Liptak

**P.S.** You will also be receiving more helpful information and tips from me, so look out for them in your email... In the meantime, be sure to claim your \$1 trial [here](#).