

What Marketing System is the Best?

The one that has a system that everyone can duplicate no matter what level of experience. This is difficult to achieve because of the diversity of both the customer and the distributor. Customers are focused on the product and usually on what they WANT and then what they NEED. Distributors vary on the business level from sharing because they like the product and what it does personally for them, all the way to making a six or seven figure income.

Good systems usually cost tens of thousands of dollars to build and require hundreds of dollars a month for the distributor. Most companies cannot afford to build a system and most distributors cannot afford the overhead of a system along with product cost, especially in the beginning of their business. The system must be affordable for the casual distributor but powerful enough to duplicate at any level for the serious distributor.

Systems designed as general funnels or lead capture DO NOT WORK. They end up selling the system instead of the target product they claim the system will help with. If the system was so great at lead generation, why would they not pick any of the great products in the industry and turn their own system on to make money? This is why companies try to build a system around their product. The challenge is that they are a product company not a system developer. They generally hire a compensation software company and have them integrate a system. The challenge again is the software company develops compensation plans and fail at building a good system.

A good system needs the following to be successful:

- It must be duplicatable. In other words, ANYONE can use it easily, whether a customer or distributor on any level. This means the entry point should be standard but can be targeted.
- It should have a clear flow of separation between end user of the product, and the business for the distributor. This means the customer should immediately see the benefit of the product without any relation to the business. At the same time the business approach should easily demonstrate the product while focusing on the business. This is best done when the product drives the business.
- There must be MANY easy ways to introduce the product via the system. This can be done by short intro videos with specific messages like testimonials. A good system will have an app for cell phone, social media, and website integration. The average person needs to see something about seven times before you get their attention. The system needs to drop DIFFERENT websites, videos, or social media posts over time that all link back to the duplicable system targeted to customers or distributors as needed. A good system will give you the ability to track details like when they opened videos and how long they watched.
- The system must integrate seamlessly with the Product Company so that it is not necessary to duplicate anything the company produces. Most companies have some system like tracking apps for sending out videos but lack the ability to “market and train” both customers and distributors. This is why there are so many companies selling “lead generation systems”. Distributors end up focusing on selling the lead generation system instead of selling the product. The best system will focus on the product and or marketing the product.
- The system must train both the customer and the distributor providing information as needed as the customer or distributor grows without distracting each other. This means a section must

easily answer customer questions about the product and guidance on how to use the product with tools like brochures WITHOUT needing to log into the product company back office. There should be a separate section for training the distributor on the business. This would include flyers, multiple levels of compensation training, strategy, motivation, how to use the system, and other tools like how to market. All this needs to be integrated so when looking, as example, at a compensation video, they can easily get to buying the product.

- The system should provide external benefit outside the product to attract someone to look at the website. As example, offer a free eBook on a general subject that has links to your products or business, if the person provides their email or phone number when visiting your capture page.
- The system should generate exponential income. In other words, the more effort you apply, you can multiply that effort through the efforts of others you involve using the same system.

In summary, a good system is built around the product, not the product integrated into a general system. The system must be turnkey and not add cost to the product.

As stated above, companies spend tens of thousands of dollars for systems adding to the cost of the product, or they recommend external systems to market their products with marginal results.

We have a system that is price competitive and includes all the benefits above. This system is not going to cost you hundreds of dollars a month in addition to your product costs. It is built around one breakthrough product line that outperforms competitors at a fraction of the price. Incredibly this system costs about \$125 a month and INCLUDES the product. (The price may very slightly depending on shipping and tax in various countries.)

You can use the product yourself, give it away, sell it, or let customers buy it directly through the system. Your cost will never be greater than the \$125 a month unless you purchase additional incredible product for loved ones, friends, or others.

What is the best product to market?

Digital products have many benefits mainly for quick delivery. However, these products are the easiest to duplicate and become a competitor to the original. At the speed of the internet, a competitor with more money, new twist, or better commissioning for distributors make the original company obsolete almost instantly.

General mass market products have tons of competition like local and online stores. It gets down to who has the best system, but ultimately requires personal marketing to expose your product.

Direct sales, by personal engagement, is the best approach because you build your own customer base. This is usually difficult because of the cost of manufacturing and branding your product. This means you will need to use another company's product line. It also means you need a good system to manage most of the product questions, orders, training and other business issues.

The company that has the most unique, best, and inexpensive products are the most successful. If the product is unique you can beat the competition because you do not have competition. The best products are products that people not only "need" but "want". Inexpensive means the product is well

within the budget to keep purchasing for the product benefits they need and want. I am still taking products from companies I was introduced to 35 years ago.

The company we recommend meets these challenges because NO one has their delivery system making it unique. It is a product EVERY BODY needs, and women and sports professionals in particular, WANT the product because of the physical benefits. Most everyone enjoys the results if taken three to six months or longer and will want to continue the product. Finally, the price is a fraction of the competition and provides unparalleled delivery and effectiveness.

What is the best marketing approach?

This depends on if you are marketing a product or a business. The best approach is with a system that integrates both product and business by targeting your client.

With the system we recommend, most people take the product without any consideration of the compensation plan. People want the product, so focus on RETAIL. When was the last time you bought something at Macy's and the clerk spent most of the time trying to get you to fill out a job application? That is what happens in most marketing companies because they are selling the opportunity (JOB) not the PRODUCT. You get the best sales results from strangers and friends by marketing the product (95%). You get the best large business results by targeting the business to opportunity seekers (5%). You should focus on marketing the product to everyone but be prepared to professionally market the business to the 5% opportunity seekers.

What is the best compensation plan?

If we are talking about the most profitable for your time, then the best compensation plan is the plan you WORK. It does not matter what the compensation plan looks like if you join and hope it will make you money, because it will NOT. Just like you cannot go to work at a big company and hang around the coffee pot all day and think you will keep getting a paycheck. You need to plan on spending eight hours a day and all the incidentals like driving to and from work to get that paycheck. Compensation plans are designed to pay the one who works.

Unfortunately, many scammers are attracted to programs that APPEAR to pay high. This is what gives the industry a bad name. The scammer hypes the compensation, making it look like it is high paying, and convinces people there is a golden entitlement world out there and no work is required. They tell everyone to fake it until they make it. You can detect these guys because they AWLAYS seem to be making the money, but you ALWAYS find them in a NEW program that is EXCITING. It is all talk until they milk you and your friends out of all they can get. Sadly, people just keep following them until they give up on all networking.

Does the word "binary" sound familiar to you? Binaries were not originally developed as a scam, but a way to keep people excited and work long enough to become successful knowing the average person never sponsors more than three people. However, over time they were designed and tweaked to ensure the company and a few top marketers who negotiate to top positions make a lot of money. They seldom, if ever, have a real product and depend on hype like crypto currency or a new technology gadget with lots of claims that are never provable and always seem to fail because of some government or "hacker". Some companies have been successful with a binary as the front-end shiny thing but depend on a long term unilevel directly or with matching pay to generate sustainable income.

What impacts compensation plan payout?

If we are talking best mathematically, that is a tricky question. Most network plans are designed mathematically to consider overhead for product and operation costs with a built-in bottom-line profit, then divide up the rest to the marketing department.

In general most retail companies use keystone pricing or basically double their cost to determine retail. This means retail companies seldom use networking products because they cannot double the price paid for it to sell at retail. That problem is solved with our company because there is a Professional Retail Program that will give you better than keystone pricing if the product is placed on the shelf. No networking, no downline, just buy at wholesale and sell retail.

Let us compare network marketing companies' compensation plans mathematically. I have consulted for MANY MLM companies and in general they will try to target a 50% commission maximum. If they cannot get their overhead, product cost, and profit in the 50% range they seldom succeed.

There are two main things that impact the bottom line; the actual product cost, and how well can they make the company look like it is paying more than it really pays.

Think how much you pay for a juice, water, other similar supplement, or product already on the store shelf. The answer is usually a few dollars, so based on keystone pricing you know the wholesale price for the store is half or less. (Commodities like milk have lower margin but turnover many times a day.) Therefore, if a company really controls the wholesale price of a product, they can afford lower retail price and still get their margins. This can make their compensation competitive with high commissions. Our product is very competitive because the proprietary technology to create the product allows a greater price margin. Companies like ours usually have a compensation plan that is dollar for dollar. In other words, our commissions are paid on what the customer pays, not a percentage of what the customer pays. (If a company incorporates many products, they usually pay on percentages because each product usually has different manufacture costs.)

Most network companies do not control the wholesale price because they "mix" the product instead of manufacturing the product. This means the price margin is about the same for all competing companies, therefore retail is more competitive than networking which has larger marketing costs. Companies in this condition try to mix ingredients others are not mixing claiming they are unique, but anyone can mix their combination. This is how competitors end up in retail chains. Someone takes a networking product and mixes the same ingredients, even adding a few more for extra appeal, then cut out the network marketing costs and sells wholesale to retail at keystone pricing.

Mixing companies cannot compete price wise with companies that control the manufacturing. Our company is a manufacturer controlling the unique process making it very competitive with other mixing companies using lower technology and ingredients.

In order for mixing companies to overcome the extra cost of the network company, they try to sell at a competitive market price, but only commission a percentage of the price. This is why you hear Retail Price and the BV/CV or Business Volume / Commission Volume Price, and or Qualifying Volume (price). Our manufacturer bases commissioning and qualifying volume on real retail price. Mixing companies either price higher (Not smart but claim they have a better product to justify it.) Or price to market, but commission a percentage to pay less in marketing to keep their margins.

The more deceptive companies create compensation plans that appear to pay great or easy to obtain then create qualifications that make it virtually impossible for most to qualify for that pay. Some are very deceptive to the point the average person makes NOTHING from their compensation plan.

Types of compensation plans, benefits, and challenges.

Besides profits and margins for companies which I covered above, compensation plans must balance five things:

1. The product must be sellable to the end consumer. In most cases the company does not control the bottom wholesale price so the retail is more expensive. In this case retail is not an option and the target customer is a member paying higher price to be able to receive commissions. Our company controls wholesale and has a competitive keystone retail price AND very competitive member price. In addition, our company NEVER requires more than \$100 a month personal purchase or customer sales for commissions.
2. The compensation plan must offer an easy way for the casual member to pay for their product with three to five customers. Our company would pay \$71 to \$85 monthly with three to five customers easily paying for a bottle of product costing \$50 at member price.
3. The plan must pay for the part time member working two hours a day sponsoring no more than three customers. In our company, if someone builds a group of 39 individuals either personally or by others; 3 front level, 9 second level, and 27 third level, they generate over \$1500 a month. This can possibly be done without sponsoring anyone because your two upline have a financial interest in you having three front line. Likewise, anyone they sponsor below you has an interest in developing three personal partners.
4. The full time member working eight hour days should be able to generate full time income. With our program and everyone sponsoring three members each, the income is between \$1700 and \$24,000 per month between three and seven levels. With our program you can get paid all seven levels with only three lines and a minimum of 50 sales per line and maximum of 250 sales in one line with a total of 500 sales.
5. The serious leader should be able to generate unlimited income. In our program, the leader NEVER needs to build more than six lines with a minimum of 50 sales each. However, there is no restriction on the width a leader can build. Our compensation pays seven levels on dynamic compression (50%), has six 1% pools, six leadership pools (6%), four rank pools (4%), and a \$1500 bonus for EACH 3 x 3 matrix (up to 67%) they build from their front line. The maximum commissions would be 60% to 67%. Real percentages of sales commissioned probably run between 54% and 65% on promotions.

EVERY compensation plan is a UNILEVEL. This means you are paid on who you sponsor to some depth. The major difference is how you qualify on your direct line of sponsorship and how many lines you have from your front line. In the following examples, realize as stated above, that commission generally pay 50% or far less of the sale price of the product. That is where the company ensures their overhead and profit. The following examples assume the average “business” person sponsors three people because as stated before that is the statistics. I am not discussing fast start sales, but monthly long-term results based on the various plans. Notice, our compensation has a real retail AND network plan that allows retail customers to receive products the same as members. You can focus on selling product at retail and select your business partners from serious marketing prospects.

One Line and Pools – Everyone is placed below each other or in a group. Payment is basically your percent of sales to the total percentage of sales. This is deceptive. As example suppose you sponsored three customers and they each sponsor three customers. Counting your cost to be in the program that is you bought one of thirteen total sales. You would get \$150 out of \$1300 in sales. Your three customers would each get \$150 for their sales with total commissions = \$600. This is a **total of 46% of commissions paid**. No matter how you look at the huge downline, everyone receives \$50 on each personal sale with or without a downline or a pool. Additionally, nine downline earn nothing and only one sale upline is paid \$50 on you when you buy \$100. In this case the company made 54% commission. In no event can anyone receive a commissions from the sale of another individual.

Binary – This is a two-line width unilevel. The most common is a one third / two thirds commission. This means you are commissioned ONLY on the SHORT line. Using the example above you would need three in one line and six in the other line with you at the top. In fairness any or all the six in one line will generally come from upline. This is the “Power Leg” and usually has MANY customers in that line. However; you will be responsible for sponsoring one on each line, and you, or the one you sponsor, will need to find the other two on the short line and it is usually you in order to receive any commission. Therefore, you will need to sponsor three to four people to receive any pay in a binary. (You need three in the short line, and NO one will put them but you or your customers, and you need one in the longer line. The longer line must have six so the other the other three of nine do not count for commissions.) In this case the cost is \$1300, and your pay is \$50. **The commission is 3.8%**. In fairness, several lines above could also be paid on your three customers provided they have six new matching customers in their other line. **Binaries typically pay 13% to 18%** but show about 65% on paper. They have lots of fancy bonuses or matching pay to make you work harder for the commission, but very few members collect on them. Very few people ever make money in a binary because they join, do not put in the work, and the upline has NO incentive to build both your lines.

Matrix Program – Most matrixes pay 3% on 15 levels = 45% or 5% on 10 levels = 50%. Unfortunately, no matrix by itself is successful because in general you need to keep enrolling to get paid one level per personal member. Generally, you would need 10 personals to get paid the entire matrix and there are a lot of holes. This leaves out the majority ever getting paid on more than a dozen people. In this example **you** have three front line, and nine second level with a commissions of $12 \times 3\% \times \$50 = \18 . Your three front line would have $3 \times 3\% \times \$50 = \4.50 or \$13.50 total. This is a commission of \$31.50 in your group or **1% commission total**. In fairness, depending on how many upline have enough personal customers the matrix would pay out ten times more or about **10% to 15% total commissions**. It looks good but does not work. They try to fix it by paying a lot more on the first few levels like 25%, 10% then 3% another six levels. They just fail.

Unilevel – This is the best compensation plan that has proven itself over the years. They generally have a higher commission on your personal sales like 25% first level then 5% to 7% until they commission 50% (100% of the available \$50 commission.) These companies typically have a LOT of products to keep you using their products instead of purchasing from competitors. The more you buy and the more you personally sponsor, the deeper into the unilevel you can be paid. Using the example, you would make 25% or \$75 on your three persona, \$45 to \$63 on your nine second level for \$120 to \$138 total. Your three frontline would make \$75 each. The max is 363 or **28% total commission**. Unilevel can pay you unlimited income if you keep sponsoring new lines. The challenge is most people quit on the slow build

pay. A unilevel adds many types of features to try to provide all the features needed in the five bullet points above.

Our Program – Our program is a unilevel that adds what I believe are the best features. You have the ability to build under anyone like a binary. You can Retail. You have dynamic compression to be paid deep. They use a SIMPLE matrix with \$50, \$250 and \$1500 steps for bonuses to pay early for those who work it. They have realizable rank increases with bonuses to encourage you to build wider paid from pools. They limit the width to make maximum rank, but you can build unlimited income with matrix bonuses building as wide as you want. There are extra bonuses as you grow your business.

In our program you would make three sales and your front line would each make three sales: You have 12 members at $7\% \times \$100 = \84 plus a \$250 bonus or \$334. Your three frontline each has three members at $7\% \times \$100 = \$21 + \$50$ bonus or \$71 each. Nine have no commissions. Total payout is \$547 but another four with dynamic compression are paid upline 7% plus profit share equal to or greater than this group. As you can see, compensation is based on building a stronger team than on individual sales, though it is possible to build your entire team without others selling. Note: Someone or several upline could have built your entire group because of the bonus they receive creating the same income for everyone. Your group could have completed a \$1500 bonus for your immediate upline. This is 42% in your group and a minimum \$273 upline or **63% minimum payout**.

As I said in the beginning, I consult and have built compensation plans for major companies and have a math degree. This program out pays every program I have ever seen and still can mathematically stay in business.

Yes, it is a unilevel and the bottom line it takes time to build a big successful business; however, with all the little tricks along the way you should be able to get paid for your work until you reach your goals.