

GETTING STARTED

A 'Better Buying' methodology for network marketers to save time, save money and make money.

BY BOB THOMPSON MCIPS



Open your eyes to the hidden potential of network marketing.

"A common sense unconventional 'better-buying' solution to mitigate network marketing inefficiencies and finite population effects. Putting power back into the hands of astute entrepreneurs across 49 countries!"

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"We can't solve problems by using the same kind of thinking we used when we created them." –Albert Einstein

Table of Contents

Table of Contents	4
Introduction	5
Our Goal	6
Quick Tour.....	7
Business Vehicle.....	8
The 5 Phase Process	10
Phase 1	11
Phase 2	12
Phase 3.....	13
Phase 4	15
Phase 5.....	16
In Summary	17
About the Author.....	18



Introduction

Welcome to the **MLM Buyer Getting Started Guide**, which is only available to members of the MLMBuyer.Com Community.

This Guide will show you how to get the best from your membership. We recommend that you read the MLM Buyers Guide before you get started so that you're fully conversant with it. If you haven't yet, [here is the link](#).

Remember, the goal of the MLM Buyers Guide is to *help educate, build networks, qualify members and of course, make some money whilst having fun.*

The MLM Buyers Guide itself has taken many years of thinking and research. We've borrowed the 'better buying' methodology from corporate procurement.

This better buying methodology brings together the disparate spend of individual network marketers such as yourself who traditionally struggle to make a success of their own network marketing business and uses it to better effect.

Our community and everything we do is geared not just to you, but to hundreds of thousands, if not millions of other people who may want their own home business and who may come after you. Indeed, it is our collective confidences and successes that will be the real driver for others to follow.

Of course, there is a place for competition in our World, but everything that we do, must be efficient enough to work; however, for many it isn't.

Unfortunately, the network marketing industry is completely fragmented and with a serious lack of education that binds people together to create sustainable profitable networks the minimal results many achieve are usually a foregone conclusion.

Follow these 5 Phases and you have the chance of finally becoming a successful network marketer.

This isn't the end of it all as all of us will continue to write this story for many years to come.



Our Goal

The goal of the MLM Buyers Guide and this work is simple, to create a growing, prosperous, long-term and sustainable network for as many independent distributors as possible, all of whom collectively benefit from our better buying methodology and the products and services we bought.

In short, it's about providing everyone with the opportunity to create a downline and qualify for commission.

This isn't a money game, nor is it to be viewed as one. This is about building professional business relationships with like-minded entrepreneurs who individually and collectively want better results and who are enlightened enough to build a revenue stream in a more efficient manner.

This drives up performance and benefit for everyone. Period.

Doing this stops people from their wasting time and wasting their money, or getting into further debt, or jumping from one opportunity to another or simply struggling and falling out with other family members because money is tight.

At the end of the day, network marketing is a business and as responsible business owners we owe it to ourselves to find better ways of operating.

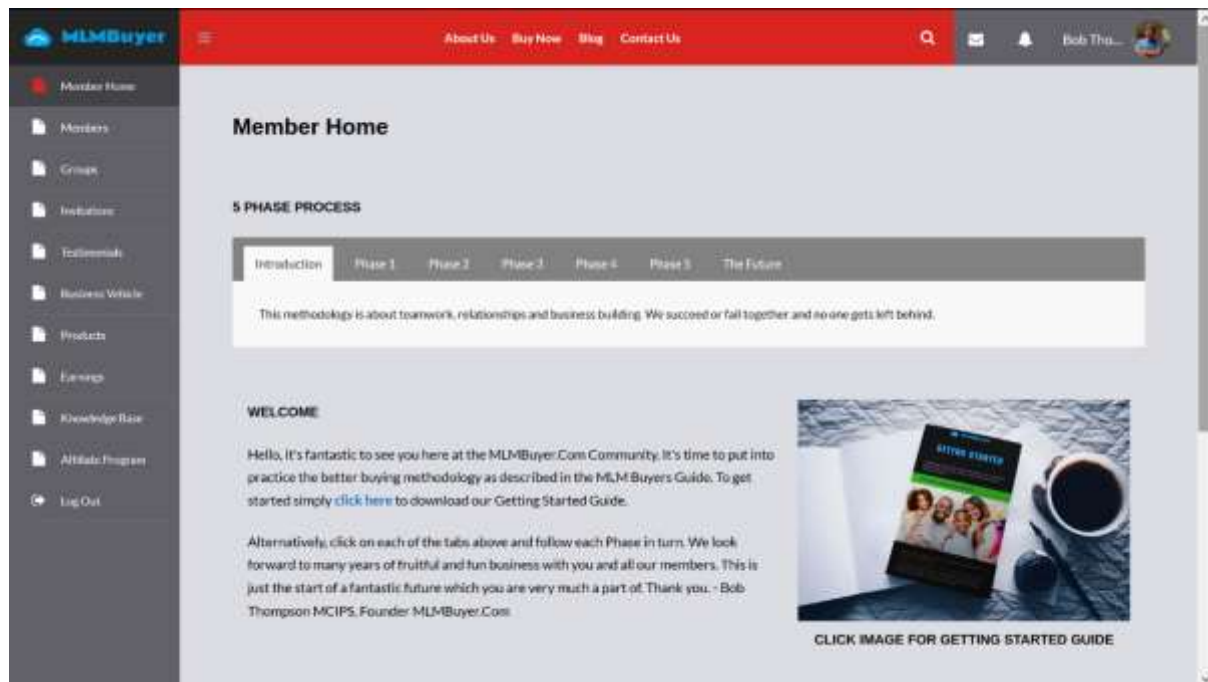
There is no amount of regulation or litigation that can make business processes efficient. We need to make it work or we to stop doing it.

It's as simple as that.



Quick Tour

We'll be going through the 5 Phase Process as outlined in the MLM Buyers Guide. First though, let's take a tour of our Community.



The Community is a social network that comprises also a 'manual' downline builder. It is this mechanism that ensures there is order in growth and that no one feels left out. Once you log in you'll see this page:

At the top of the page is the 5 Phase Process and below that a short welcome message. To the right of the message is an image of this Guide.

Top right, by the name and picture are the links to the social network functions and to the right are key member links that you need to review.

It is very intuitive.

Not only is the community here to provide structure to downline development, it is also a social network where everyone can come together, post videos and pictures, ask questions etc.

Please bear in mind that this isn't just a 'chit-chat' environment, it is really designed to focus around all things relating to network marketing.

Business Vehicle

MLMBuyer.Com is both knowledge and a business community, a little like LinkedIn but a lot more purposeful. Our community is all about building purposeful business relationships, selecting uplines, meeting new people and some collaborative marketing to drive massive collective action that benefits all members.

There are an estimated 100 million people 'doing' network marketing globally and we have chosen a business vehicle that operates in 49 countries.

These countries are American Samoa, Andorra, Australia, Austria, Belgium, Bermuda, Canada, Canary Islands, Channel Islands, Croatia, Cyprus, Czech Republic, Denmark, Dominican Republic, Estonia, Finland, France, Germany, Gibraltar, Greece, Guam, Hong Kong, Hungary, Ireland, Israel, Italy, Japan, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, New Zealand, Norway, Poland, Portugal, Puerto Rico, Singapore, Slovakia, Slovenia, South Korea, Spain, Sweden, Switzerland, Taiwan, US Virgin Islands, United Kingdom and United States.

The reason we operate in these countries is quite simple, it is where our business vehicle delivers product.

Our better buying methodology is predicated on corporate procurement. Corporate procurement itself uses a number of different strategies to buy better and so manage and reduce risk, find and manage suppliers, negotiate terms and conditions as well as identify and manage spend. Often, this spend is centrally managed and aggregated so that economies of scale can be achieved by the company.

It is this concept that lies at the heart of MLMBuyer.Com, only this time the economies of scale benefit the members.

We really did agonise about which opportunity from the hundreds available, should be the one that underpins this entire solution. Of course, it doesn't make sense to have hundreds of opportunities, so we picked one.

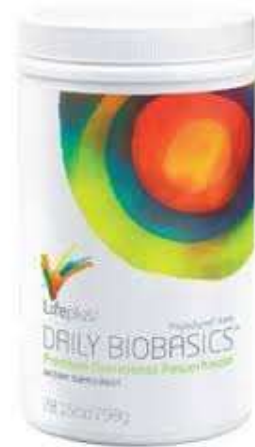
The one we picked; after much soul searching was a company called Life Plus. In fact, when one thinks about it, it really was the obvious choice.



Lifepius

Life Plus does business in 49 countries; has great products; has a low spend threshold; and of course, we have good personal experiences buying from this company for the last 20 years. So yes, taking everything into consideration, it was the logical choice.

To learn more about Life Plus, click on the 'Member Home' to open up a drop down with links to more pages where we share information on Life Plus, their products, the compensation plan and earning detail.



As you learn more about this exciting company, we'll soon put into practice the better buying methodology and become actively involved.

Of course, the company and the product is important but an optimised business strategy is even more fundamental to one's success and that takes some getting used to.

The 5 Phase Process

We've been personally involved in network marketing since around 1991, that's more than 25 years.

We've watched as the FTC in America has taken companies to task and we've watched as the Internet has become one of the main marketing tools that independent distributors use.

At the individual level, sponsoring others and qualifying for commission are still the two biggest issues we all face.

The better buying methodology as outlined in the MLM Buyers Guide, once understood, provides a strategic framework to overcome the issue of a fragmented market and brings people together to create networks and so improve qualification levels.

This 5 Phase process is used at an operational or tactical level, one that implements the better buying methodology/strategy framework at an individual level.

The 5 phases are:

Phase 1 - Join the Community

Phase 2 - Complete Profile

Phase 3 - Set up the business vehicle

Phase 4 - Add Testimonial

Phase 5 - Promote & Earn

In the following pages we will review each one in detail.

You'll note that these phases are not difficult to do individually; however, one should not under-estimate the power of these phase implemented collectively by many people.

This is the power of the MLM Buyers Guide.



Phase 1

There are two membership levels of our community – Supporter and active Distributor (i.e. Levels 1 or higher) in our business vehicle.

When you sign up you start your journey with us, you do so as a Supporter and remain so until you consciously choose to actively get involved in the business, which is undertaken at Phase 3, at which point, one changes Level >>> but more of this in Phase 3.

Suffice to say, as you've now signed up and reading this Guide, you've already completed Phase 1.

We understand that some of you will have joined our Community but NOT have purchased the MLM Buyers Guide and that's fine.

*We designed this process to be so, to give you a sneak-peek behind the scenes >>> HOWEVER we highly recommend and invite you to learn all about our better buying methodology outlined therein >>> **BUY NOW** <<< as it will give you a different perspective on network marketing. Guaranteed.*

Well done. You've completed Phase 1 and this is just the start of your journey with MLMBuyer.Com, our Community as well as with our current and future members.

Here's to a wonderful future for you and everyone!



Phase 2



Everything we do is designed to be simple yet purposeful; after all, network marketing shouldn't be a chore.

In fact, we believe that network marketing is about building profitable business between people who want to work together and of course, it makes

sense to understand the risks as well as how to mitigate those risks.

One way to mitigate risk (aside from following a robust business strategy); is to be completely open and honest with each other.

We are a family!

So, to Phase 2... which is really a simple phase to showcase yourself to all our members, current and future.

Indeed, future members will be looking to find suitable sponsors (in Phase 3) and this is your ideal chance to tell everyone about yourself.

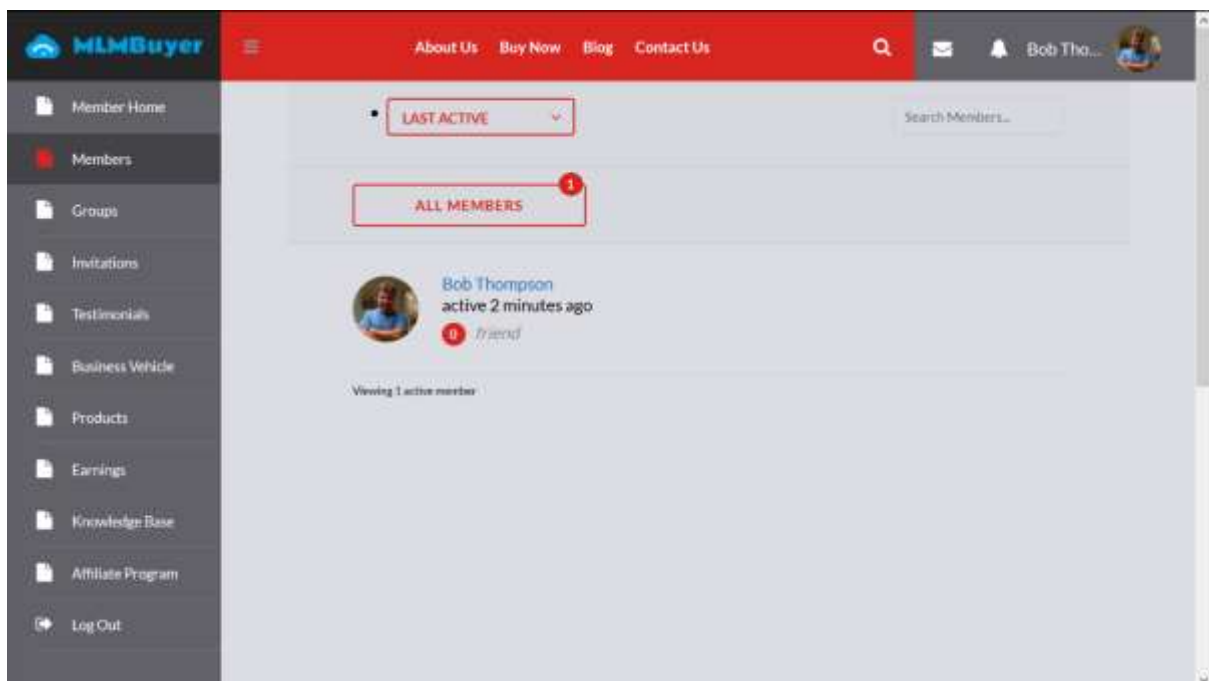
It's easy to do and you can come back to this activity as many time as you like:

- *To start, click on the top right social menu and select Profile/Edit.*
- *When the page loads, add your profile picture and cover photo; then answer the questions in each of the sections underneath.*
- *Note that you cannot add your 'Sponsor Website' link until Phase 3.*
- *Please ensure your membership level is still set as 'Supporter'.*
- *You're now ready to begin Phase 3.*

Phase 3

Once you get the hang of this, you'll find it an easy process which enables downline development and qualification. Please read and re-read until you get the hang of it.

In this phase you'll need to join our business vehicle >>> LifePlus; but before you do, you'll need to select a suitable sponsor.

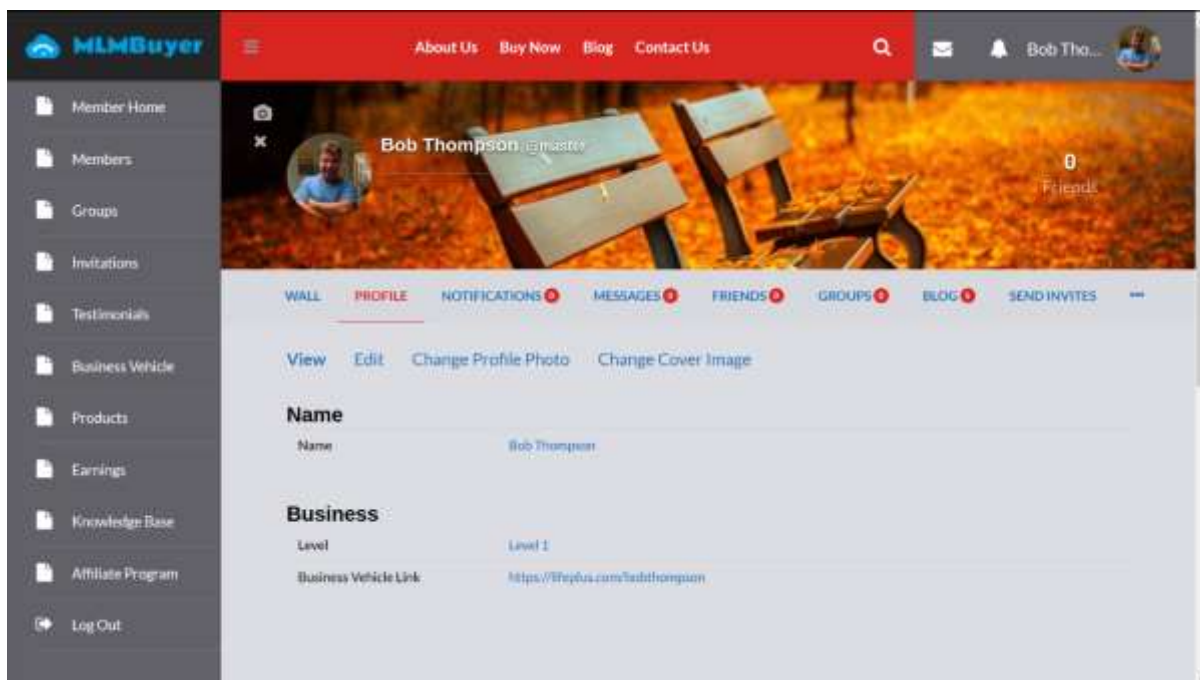


Click on the 'Members' link in the left-hand menu as shown above, then in the 'Search Members' box type in Level 1. This will bring up a list of available candidates.

Check out each available profile and select one person to be your sponsor.

Select someone that you gravitate to and think you want to work with; of course, you can contact any of them and ask questions if you wish.

Once you're happy and made your choice, click on the 'Name' of your chosen person, then navigate to their profile page as shown on the following page.



WALL		PROFILE	NOTIFICATIONS 0	MESSAGES 0	FRIENDS 0	GROUPS 0	BLOG 0	SEND INVITES
View	Edit	Change Profile Photo	Change Cover Image					
Name								
Name	Bob Thompson							
Business								
Level	Level 1							
Business Vehicle Link	https://lifeplus.com/bobthompson							

You'll see the member's name, level and business vehicle link.

Click on the business link to go to their Life Plus website.

Select your country, then sign up and place your first order. The sooner you do this, the sooner your position is locked in.

Once you've signed up and have your own business link, enter it in your 'About' page then change your level from 'Supporter' to 'Level 1'.

Once you have changed your level to 'Level 1' you make yourself available to be selected as upline to newer members.

Note that once you have 3 new member 'Level 1's' under you, you will need to change your level to 'Level 2'.

You will become a 'Level 3' member once you have 3 'Level 2's' and 9 'Level 1's' in your downline. This logic continues throughout for all members.

Don't forget that you can read more about this strategy in the MLM Buyers Guide.

It's now time to begin Phase 4.

Phase 4

This phase 4 is all about creating credibility and confidence both within our membership as well as for new visitors, both of which are key components needed to build a strong network.

We do this by writing testimonials.

Lots of them.

By all members.

This can create massive viral activity.

At the end of the day, people create business.

So, when completing Phase 4 you can talk about your personal experiences with MLMBuyer.Com, our Community, our Members, product benefits, friends made, how your business has grown etc. There is no limit to what you can say.

It's quick and easy.

To write your testimonial, click on 'Testimonials' in the left-hand menu.

Fill in the fields shown and submit. Note these will be live as soon as you submit and available for the outside world to see. Please use this tool responsibly.

Of course, please write as many testimonials as you would like.

That's it for Phase 4.

Phase 5

This phase is very powerful and does several things at once.

It helps get the word out about our community; it increases our SEO in Google and other Search Engines and it can provide you with another income stream.

Indeed, Phase 5 is all about promoting MLMBuyer.Com.

One way to do this is by joining our Affiliate Program and putting your Affiliate links on your website, blog or social network. It doesn't take long.



Just navigate to the bottom right of the page and click on 'Affiliates'.

We use 'ClickBank' to manage the process and we pay you 50% of all sales of the MLM Buyers Guide, which can soon mount up, given our community can help millions of people.

To start promoting MLMBuyer.Com, you need to be a registered user of ClickBank.

They track all referrals and purchases and send out your payments every week. If you don't have a ClickBank account, you can join for free by [clicking here](#).

Once you have your ClickBank account, go to our [Affiliate page](#) and follow the instructions provided to personalise your affiliate tools.

There is a lot of information about Affiliate Marketing throughout the web, so we won't duplicate it again here, however if you don't know, please ask.

In Summary

A lot of consideration has been given to these 5 Phases and how they work collaboratively to provide you and all of our members with a mechanism to start generating a profitable income stream from your own home-based network marketing business.

As a member you can do many more things within our MLMBuyer.Com Community even after qualification.

For example, you could discuss the future of Network Marketing itself, write your own blog content and document your journey, add photos and videos, ask questions and get answers, create groups.

There's no doubt that the potential for working together is enormous and we are looking to grow our membership and network to epic proportions.

If the statistics are right and 99% of the many millions of Network Marketers are failing to qualify or make money then our processes really can be an alternative methodology for anyone to benefit from.

At the end of the day, all we need to do is:

- Phase 1 - Join our Community
- Phase 2 - Complete your Profile
- Phase 3 - Set up your Business
- Phase 4 - Add your Testimonial
- Phase 5 - Promote & Earn

Follow these 5 Phases in conjunction with our better buying methodology as outlined in the MLM Buyers Guide.

Imagine the possibilities?

Thank you!

About the Author



Bob Thompson is the author of this Getting Started Guide as well as [MLMBuyer.Com](https://www.mlmbuyer.com), which is an optimised procurement-based approach to selecting an opportunity, building networks, qualifying for commission and generally understanding the industry more.

Bob, now 57 years old, started his procurement and supply chain career in the Army, however on leaving the military he first learnt about Network Marketing through an introduction to L'Arôme. Long before the internet, he promoted many opportunities including Exel Communications and Lifeplus. At the same time, he developed his corporate career, achieving full membership of the Chartered Institute of Purchasing and Supply (MCIPS) and Institute of Logistics (MILT).

With the advent of the Internet, Bob started developing websites and learnt advanced internet marketing from the likes of Jay Abraham. He even promoted one of his old sites and achieved a top 100,000 Alexa ranking.

All the while, Bob felt a mismatch between how optimised procurement thinking improved company profitability and managed risk and the way Network Marketing was being positioned by many companies, how Distributors were being asked to develop their respective businesses, the issue of litigation and poor regulation and of course the results achieved.

As a Network Marketer with contacts throughout the World and as a procurement transformation expert, Bob was on the front lines of both business optimisation and Network Marketing failure. He saw how people struggled to develop networks, qualify for commission, retain teams and developed The MLM Buyer as a way to help them achieve fast growth and revenue.

"I'm a firm believer that with something that is traditionally hard to do like Network Marketing, enjoying quick success and driving change for greater overall benefit can provide just the encouragement that is needed for more people to get involved," Bob says.

Bob created [MLMBuyer.Com](https://www.mlmbuyer.com) after seeing how Network Marketing brings division to society. He embedded his procurement, business process

optimisation, website development and internet marketing knowledge within the Buyers Guide.

In all, he spent over two years doing research and another year fine-tuning his Network Marketing blueprint.

“This is a revolutionary way of collaborating because it focuses on network development and qualification, the lack of which is the real cause of failure and is something that most Network Marketers struggle with,” Bob says. “Collaborate and qualify and you will earn money and increase your ability to create the residual income you’ve craved.”

Bob’s blueprint also opens up the debate on what Network Marketing is, or should be as well as explore the future, which he calls Social Earning.

“If you would have told me back when I was fresh out of the Army that one day I would create a new way of looking at Network Marketing I wouldn’t have believed you,” Bob says. “But now that it has happened, I’m so excited to be making a positive difference in so many people’s lives.”

Bob’s current mission is to help as many people as possible by promoting [MLMBuyer.Com](https://www.mlmbuyer.com) around the world.

“I want to help people learn what to buy and how to work together to develop mutually beneficial business,” Bob says. “I also want to help them develop the knowledge, to succeed both now and in the future.”

Since developing [MLMBuyer.Com](https://www.mlmbuyer.com), Bob continues to work in corporate transformation as well as delivering a message of hope to those wanting to earn more money — a message that Network Marketing doesn’t have to be a slow, tortuous grind, it is possible to achieve more quickly and easily with the right mind set.