

# LMSuccess.com

## **“You’re Two People Away From Financial Freedom!”**

*Each and every day, seventy to eighty thousand people fill out a form to be matched up with a home business on the TV and Internet. They’re looking for something specific— low cost and easy— a great product they can believe in—where a high skill level isn’t required to create a high level of success— but they want the assurance they’ll be paid at the end of the day.*

This is what attracts millions to network marketing (NWM) each year because they can build a highly profitable business for free just by duplicating simple things over and over again.

Here’s what I mean for free. You’re using a product you believe in and sharing the opportunity. You get paid commissions to unlimited levels of people who believe the way you do. It doesn’t cost anything other than the \$9.95 a year for the BackOffice and Website.

According to the leaders joining our business daily, our business plan is the easiest because it does something that few other companies’ plans do—it makes sense! *“We find people who’ve never made money from home before are succeeding because of its simplicity and affordability. In all the companies we’ve worked with before, it’s never been this simple.”*

This is within everybody’s reach to make money quickly. And that includes millions of people right now. That should be extremely important to you. *“When you’re looking to build a network and make a large income, your opportunity must be accessible by all, whether they have money or not, whether their skill levels are high or low. There aren’t many companies that actually deliver on this.”*

**THE ONLY OBJECTIVE**  
is to FIND TWO PEOPLE who will duplicate this system. It doesn’t matter where they fall in your binary structure, as long as there is one on your Right Team and one on the Left.

This article is a study on how to maximize your growth and profits in the LifesMiracle business opportunity and compares our binary structured pay plan to the other top three compensation plans in the industry. But even if you don’t understand it right away don’t worry; it’s not difficult to learn.

Just remember, four things are needed for *any* business to work—1) *products people need that give results in one day*, 2) *affordability* 3) *simplicity*, and 4) *partnership*. Even with companies *with* great sales plans, without products that give results the same day, simplicity, or real support from your team, people are struggling to be successful. You need every one of the four criteria.

- ***Products that produce immediate results***
- ***Affordability***
- ***Simplicity***
- ***Partnership***

***And a Success System and TEAM that ties it all together.***

“I don’t know your family and friends and neighbors, but one thing I *DO* know for sure: Unless your products give people results *they can feel* immediately-- the same day you give it to them, then you don’t have a business!

**Know your objective.** Once you understand how the system works, your only objective is to find two people to duplicate it. You don't *EVER* need to sell, and you don't need to sponsor the world. It's simple. Study and learn this model:

1. Invest \$9.95 to register with the company;
2. Invest \$25CV a month, *using a product you need*;
3. Attend conference calls and study the information on the websites;
4. Find two people who will do what you do AND help those two people do these four things!

Just do these things! By the way the whole support website at LMSuccess .com has all the information that will help you do this!

So let's continue by comparing this to the other plans out there in the market and then get to the details on how to make it work— the certain steps for predictable success...

### ***The 3 Most Common Network Marketing Compensation Plans***

**The Stairstep/Breakaway Plan—** In this plan you succeed by ascending a staircase of achievement levels. The more product you sell each month the higher you ascend up the ladder and the higher your commissions. As you ascend, so do the people in your group. As soon as someone on your team reaches a certain volume they break away from your personal group, along with all the people under them. You no longer receive a direct commission on product sold to them, or their downline. You will, however, receive an override (a much smaller commission) on them. Most of these plans require you to meet high monthly volume requirements to qualify for commissions and the fact that whole groups are breaking away from you puts you under constant pressure to sell more product and recruit more people because you're losing all that volume when they break away. Most of these plans are very difficult to explain and therefore difficult to duplicate. Also they pay only to a certain number of levels deep and then cut you off from commissions from the sales below that.

**The Unilevel Plan—** The Unilevel is basically the same as the Stairstep Plan except there are no breakaways. However the Unilevel pays to a smaller number of levels and to compensate you must sponsor "wide" instead of deep. That limits your effectiveness and growth because you can't give the same level of support to anyone on your team.

**The Matrix Plan—** The Matrix is like the Unilevel in that your depth is limited, but your width is also limited. A typical Matrix could be a 3 x 9 which means you can have three people frontline and be paid nine levels deep in your organization. Anyone you recruit into your organization will spill over into the lower levels. *For example*, the fourth person you recruited into your 3 x 9 matrix will be placed under the first person you sponsored and be on your second level (and on that person's first level.) Theoretically, that means a person can sit in the Matrix, do nothing, and wait for their upline to build a downline for him or her through spillover. Unfortunately these are the people this system tends to attract, and, though it looks good on paper, the high achievers get less in return for their efforts because a large share of the available commissions are sucked up by large downlines of "Spillover MLM junkies."

In all the above plans you're limited by the compensation structure and in most cases there are varying percentages paid on each level. You're required to maintain personal volume (purchases for your own use and for resale) usually in the area of a hundred dollars a month or more. You also need to maintain a group volume at a certain level. And each person in

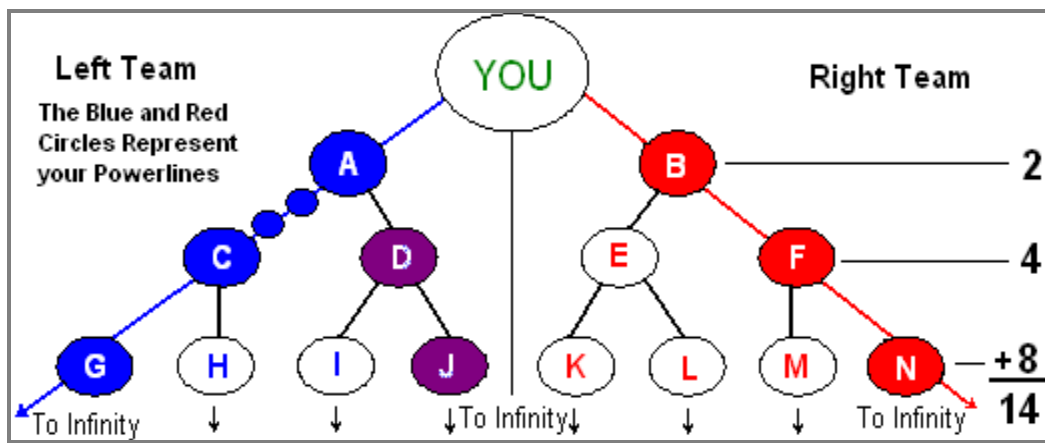
your group must do the same. There are usually sign-up fees ranging from twenty-five to over a thousand dollars for the right to become a distributor for the company, and or, you need to pay a monthly fee for the website to promote your business. One company charged a monthly fee of \$15.00 just to access the downline reports in the back office! This is the reality and people still are doing it! It just shows that the core belief in Networking is very powerful and people are waiting for the right opportunity to come along; the one that THEY can succeed in!

The leaders in our company have come from a broad Networking background and have actively built large organizations in companies that utilized each of the three plans outlined on the previous page, and have earned millions of dollars in commissions, so we are collectively speaking from experience. And with everything being said; it is still the dream of owning your own business and finding the right opportunity and being a part of the right team that is going somewhere that makes the opportunity exciting and worthy of the effort to get serious and build your business right.

There are just some ways that make more sense than others.

Now we'll compare our Binary with those compensation plans...

First of all this is NOT Multi-level Marketing (MLM) There are no levels. You get paid on orders ANYWHERE from inside your organization without ever being cut off from those below you. And everyone can sign up for \$9.95. Beyond that, there are no costs to become a distributor and you get a website to promote your business for free. And so does everyone in your group! To maximize the pay plan you're responsible to work with two people AND help them become successful. That's represented by the letters A and B in the diagram below.



You get paid on orders regardless of where they fall in your binary structure. This is the most compelling reason to be involved with this. In matrixes, stairstep/breakaways, and unilevels there comes a point where the people under you break away from you and you no longer earn commissions on their sales. In our binary you get paid to infinity on EVERY order even to a thousand levels deep, or ten thousand... *There are no levels.*

But it's the simplicity and affordability that make this program work!

## ***The Powerline Concept***

The blue and red circles on the previous page represent the people you personally enrolled and are positioned on your left and right “Powerlines.” So you sponsored A and B, and they partnered with you to build their own networks. Now as you continue to build your organization, the next person signs up, loves the product and orders it every month but doesn’t participate in the business. That’s ok because this is not MLM, you don’t get paid on levels but on orders. You get credit for that order every month and so does A, the first person you sponsored. That person is represented by the small circle between A and C. No one is obligated to build the business.

Now every time your Commissionable Volume (CV) reaches \$330 on one side and \$660 on the other you get a check for \$50. That process is called a cycle. You get paid on unlimited cycles. **NOTE: You must personally enroll at least two people to qualify for commissions.**

Here’s where it really gets powerful! Look at the powerlines. Just say you’re “Ed Super Recruiter” and you bring in twenty people your first week. You place ten of them on your Left Powerline and ten on your right. So now your friend at position A has nine people on his or her left powerline! All the volume generated by those nine people count toward A’s volume! All A has to do is enroll people on the right and build all his or her volume down the right side.

A only has to build one leg because YOU built your powerline down the left side which is also his or her left side! When you look under Position A, with D and J that will be the only powerline that A has to build to earn commissions! C will have to build H and the line below H, and D will have to build I and the line below I, etc. The same thing will be happening on the right side of the diagram. When you have a super-recruiter above you or below you, you can focus all your efforts on one line! And there are plenty of those out there!

Understand the power of this. Just build the left powerline of everyone on your left side and the right Powerline of everyone on your right side and you’ll have a strong organization! Ed, your positions A and B have nine people each placed under them by your efforts. Positions C and F have eight each, Positions G and N seven, and so on. You have made it easy for them *and* still motivated them to take action by your efforts!

Now just consider that it also happens the other way too. Now say you’re NOT Ed Super-Recruiter. Look at the diagram and at position G you find Super-Recruiter. What’s he is going to do... is sponsor twenty people his first week and all twenty of them will be on your left SIDE! Also both positions A and C will have ten more people in their downline! And you and they will earn commissions on all of them. Talk about motivation!

Just remember to earn commissions you need to have volume on both the left and right legs. So when you’re building those powerlines, in order for the people under you to earn commissions, they need to sponsor people on their opposite leg. Imagine that you had all that volume in one of your legs growing. Wouldn’t you develop ONE LEG to earn the commissions on all that volume? If you didn’t know how to do it wouldn’t you ask for help? I’m amazed that some people just don’t get it. They only need to build ONE LINE to earn all those commissions! If they can’t build one, they can’t build four or five like you have to in all the other pay plan models out there! The sooner they do get it the sooner they can succeed.

### **The Networker Phenomenon**

The fact is, there are millions of networkers in thousands of companies who believe in the dream, and yet they've never made any money...but they somehow feel as though something's about to happen, like they're going to sponsor THAT person who is going to help them make a fortune... if they only stick with it. But the truth is; that seldom happens. With most of the companies it's just too expensive and complicated and the qualifications to earn money are too high. In LifesMiracle's plan THAT person is the one who follows the plan and finds two people who will duplicate what he or she does!

### ***More money has been earned (and much faster) through binaries than any other compensation structure***

There is a great deal of confusion whenever the Binary is spoken about, mostly by people involved in companies that use different marketing plans. But you can hardly blame them; they want you to join *their* company and will bad mouth any other marketing plan except their own! But historically more money has been earned (and much faster) through binaries than any other compensation structure.

The one I hear the most is: "Binaries are hard because you've got to keep those legs balanced; you only get paid on the shortest leg!" True, but stop and think about that:

The only way that happens is because of the efforts of Super-Recruiters either above or below you. You have complete control of where you place your new people. If you were in any other compensation structure you wouldn't be paid on any of those people at all! So this is the system that's fair and rewards those who do the work. You're just one good recruiter on your weakest leg from making a fortune, and you don't even have to find him or her. They can be recruited by anyone, at any level on your weaker leg!

You just have to keep to your objective, which is outlined at the top of page 2.

There are two additional things that can turn this so called negative into a positive that's built right into the plan:

There are no monthly volume requirements so all that volume in that big leg is just waiting for you like money in the bank, while you're building your weaker leg. It doesn't reset to zero at the end of every month, so there's no rushing to "get yourself qualified" at the end of each month. Your volume keeps rolling over to the next month.

The other thing is the unique way you get paid on your CV points.

In most companies you need to keep you legs balanced and whenever your volume reaches 500CV on the right side and 500CV on the right, you earn check for \$50. That's pretty much standard. With the LifesMiracle plan, instead of having a 50% divide like that, we have a 1/3 -2/3 split so that when your greater leg gets to 660CV and your lesser leg 330CV you get paid a \$50 commission. So in this way twice as much volume is being deducted from the greater leg as the lesser. This means you will get paid twice as much from the same amount of new volume that you are bringing in when you're in this situation.

### **Non-flushing Binary**

As long as you remain on Autoship for a minimum of 25 CV points, your points remain active, that is, they will not flush like some companies do after a set period of time, usually six months. This is especially important with the two-thirds one-third balance aspect we have

because active recruiters above or below you can create a leg with huge volume under you. With most plans that volume will "go away." With our plan it's like money in the bank from which you can draw on when enrolling new Members on the lesser leg as the points accumulate. So instead of getting \$50 for every 1000 total points, you will get a check for \$50 for every 330 points on your lesser leg because you have all those points "in the bank."

Binary Cycle Commissions often take a few months to generate income and it's the Fast Cash Bonuses and Matching Bonuses that provide you with your initial business profit. Conversely the Binary provides the long-term residual income that comes from building a strong organization. But the important thing to note is that we offer both! And this marketing plan pays very well on both the front and back end.

**Matching Bonuses**-- Every time someone you personally enroll receives a binary cycle commission check, the computer automatically credits you a percentage of what they earn in addition to your commissions. It doesn't matter where your personally enrolled people fall in your downline structure; if you are the personal enroller of someone two hundred levels deep you will earn a first level matching bonus on every check they get.

**20-20-10 Matching Bonuses** You generate a 20% Matching Bonus of every check your personally enrolled people earn, 20% of the checks of the people they personally enroll, and 10% of the checks of the people they personally enroll, for a total of 50% Matching bonuses paid out on all binary cycle commissions. (Does not apply to Fast Cash Bonuses) The matching bonuses are the incentives for the recruiters in the system to earn very large commissions. This is the reward for those enrolling many people into the Network and it creates "spillover" in the binary for the people who don't recruit as many.

### **Fast Cash Bonuses**

Fast Cash bonuses are the way to earn money upfront and we're one of the few companies that offer it. You will earn \$20-\$80 Fast Cash Bonus anytime anyone you have personally enrolled orders one of the five Presidential Packages!

The Presidential Packages are very popular nutrition packages that have been put together at reduced prices by our doctors to give the body what it needs to remain healthy. You need to look at our website to see what makes these packages up, but they are very popular with our members and many purchase them on a monthly basis.

The bottom line is you get to start earning commissions immediately

### **Tax Advantages**

We'll show you how to use the tax laws, created specifically for the growth of home-based businesses, to get you up and running and put money in your pocket starting your first day! The only requirements for this immediate cash are that: you're currently working; money is being deducted from your paycheck for taxes; and you're actively building your home business. We'll teach you how to use the tax advantages as a recruiting tool on our Thursday and Saturday Business Training calls.

Visit [www.LMSuccess.com](http://www.LMSuccess.com) for more information