

The Funded Traffic Method TM

**Build An Attrition-Free Downline By Exploiting A
Little-Known Comp Plan Loophole**

Patrick Williamson

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1st PDF Edition, July 2017

Published by Patrick Williamson (the “Publisher”).

Welcome to the Funded Traffic Method PDF Guide!

If you want to discover a little-known comp plan loophole that lets you build an attrition-free downline, then set aside the next 11 minutes and read this guide.

As you probably know by now, building a downline that earns you sizable, recurring commissions is an incredibly difficult task...

...one that only a tiny handful of prolific recruiters with super extroverted personalities ever achieve.

This is due to the 97% (and above) attrition rate that happens in everybody's downline.

Attrition is when people stop their prospecting and recruiting efforts and quit their monthly autoship soon after joining your downline (usually within 1 to 3 months).

Attrition is caused by a few things.

One of these things is the old, outdated approach to prospecting and recruiting that's still commonly taught to

people at all the home and hotel meetings.

Everybody's taught to prospect and recruit from their warm market of family and friends, from cold market prospects (aka strangers) they approach, and from meetings and events they host.

People recruited using these unsolicited tactics will quickly regret joining your opportunity, won't put much effort towards the biz (if any), and will usually cancel their autoship within 1 to 3 months of joining.

That's why a growing number of network marketers over the years have been using the internet to prospect and recruit instead.

With the internet, you can attract prospects to you (instead of using the unsolicited tactics mentioned above) and better qualify them before they join your downline.

But the problem of attrition isn't solved by the internet alone.

The other thing (in fact, THE biggest thing) that causes attrition...

...something I realized after doing some deep research into how network marketing comp plans work in order to better understand what I was doing...

...is that almost everybody...

...even the super extroverted gurus who seem to have it all figured out...

...wrongly assumes that going after the higher ranks in their opportunity is the best way to build a downline.

Network marketing comp plans are designed to pay out the bulk of their commissions to everybody through team commissions.

Everybody can qualify for team commissions without having to achieve any rank beyond the lowest executive rank.

(in the binary-style comp plan, only 2 personally-sponsored reps are required to achieve the rank of executive and to qualify for team commissions).

By doing nothing more than qualifying for team commissions...

...and encouraging all your downline members to qualify for team commissions...

...you'll go a long way in overcoming the vast majority of attrition that normally happens.

But that's not all I discovered about the power team commissions has in solving the problem of attrition.

One day during my research...

...soon after getting out of the shower and getting dressed in the morning...

...I had what (literally) felt like a "light-bulb-over-my-head" moment.

I realized there's a naturally-occurring loophole that exists in team commissions that doesn't just let you overcome

the vast majority of attrition that normally happens...

...it lets you build a downline that's *immune* to attrition in the first place.

The way the loophole works is that instead of assigning all of the reps you recruit to yourself as your own personally-sponsored reps (i.e. the normal, ignorant approach to downline-building meant to achieve the higher ranks)...

...you only assign yourself the amount of reps you need in order to qualify for team commissions.

You then assign some reps to each person who joins your downline (as their own personally-sponsored reps) instead of assigning them to yourself so that they *also* qualify for team commissions.

As a result of building your downline like this, *everybody* in your downline is put into a position to earn team commissions from *all* the product volume filling out underneath them...

...all without having to recruit anybody themselves!

When you invest into your downline members' success like this and they're earning team commissions (probably for the very first time) without having to recruit anybody themselves...

...they're not going to cancel their monthly autoship and drop out of your downline like they normally would!

It's a win-win-win all the way across the board.

And, it's within network marketing policies and procedures and fully legal within the laws of the land.

I call this method of downline-building the Funded Traffic Method.

(important note: the way you'll generate these reps is through the internet. The internet allows you to consistently generate leads and reps for your downline so you don't have to bug your friends and family anymore, use cold-market prospecting tactics, or host meetings and events. In the P.S. section at the end of this guide, you'll be able to subscribe to a free training series that shows you how to consistently generate leads and reps through the internet.)

The Funded Traffic Method can be used in any type of network marketing comp plan that pays out team commissions, but it's easiest to use in an opportunity with a binary comp plan.

In the binary-style comp plan, a person only needs 2 reps assigned to them as their personally-sponsored reps to qualify for team commissions.

Team commissions are calculated on the product volume flowing underneath you in your downline organization from everybody's autoship orders and through any retail product sales that take place underneath you.

In a more conservative binary comp plan, the way team commission payouts are calculated is that you get paid at or around 5% of the overall product volume amount that's flowing underneath you in your downline.

In a more generous binary comp plan, the way team commission payouts are calculated is that you get paid at or around 5% of the product volume amount that's flowing underneath you on your lesser volume leg and then another 5% or so of the matching product volume amount on your greater volume leg.

The team commissions you earn in binary opportunities are usually paid to you on a weekly rather than monthly basis.

Now that you know how team commissions work, here are some sample commission payout amounts...

...derived from the *conservative* binary comp plan example used above...

...that demonstrate the earnings potential you'll be privy to when using the Funded Traffic Method:

With 9 reps underneath you on a 100 CV (commissionable volume) point autoship order (which would make them active in the downline and would fulfill requirements for them to earn team commissions), a binary comp plan will pay you, in weekly team commissions, at or around \$35.00 USD.

$\$35.00 \text{ USD} \times 4 \text{ weeks in a month} = \$140.00 \text{ USD per month.}$

\$140.00 USD every month is generally enough to pay for a 100 CV point autoship order that's required to be active in the downline and to fulfill requirements to earn team commissions.

So after you break even on your autoship order every month with 9 reps underneath you on a 100 CV point autoship order, now the fun really begins...

With 18 reps underneath you on a 100 CV point autoship order, a binary comp plan will pay you, in weekly team commissions, at or around \$70.00 USD.

$\$70.00 \text{ USD} \times 4 \text{ weeks in a month} = \$280.00 \text{ USD per month.}$

Let's go further...

With 36 reps underneath you on a 100 CV point autoship order, a binary comp plan will pay you, in weekly team commissions, at or around \$140.00 USD.

$\$140.00 \text{ USD} \times 4 \text{ weeks in a month} = \$560.00 \text{ USD per month.}$

And further...

With 72 reps underneath you on a 100 CV point autoship order, a binary comp plan will pay you, in weekly team commissions, at or around \$280.00 USD.

$\$280.00 \text{ USD} \times 4 \text{ weeks in a month} = \$1,120.00 \text{ USD per month.}$

And further still...

With 144 reps underneath you on a 100 CV point autoship order, a binary comp plan will pay you, in weekly team commissions, at or around \$560.00 USD.

$\$560.00 \text{ USD} \times 4 \text{ weeks in a month} = \$2,240.00 \text{ USD per month.}$

The team commission payout amounts shown above are just the tip of the iceberg of what's possible for you to earn when using the Funded Traffic Method.

(in binary opportunities, the team commissions earning

potential usually maxes out at \$10,000... *per week*.)

In order to earn the team commission amounts shown above, everybody that builds their downline using the normal, ignorant approach will have to recruit *far more* reps than you.

Just factor in a 97% attrition rate (within 1 to 3 months of joining) to the rep numbers shown above...

...and you'll quickly see the night-and-day difference between the normal, ignorant approach to downline-building and the Funded Traffic Method.

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P.S. In order to use the Funded Traffic Method (and in order to start building your downline organization in the first place), you'll need to consistently generate leads and reps through the internet as mentioned above.

As important as this is to building a downline, most network marketers haven't considered it yet or don't know how to approach it.

Most marketing gurus overcomplicate the topic of building an online marketing funnel so they can impress a tight-knit cadre of their peers and keep people's wallets chained to them.

Personally-speaking, I spent several years...

...and over \$20,000 of educational, training, and trial-and-error expenses...

...going down this rabbit hole before I was able to cut through the B.S. and get a simple, no-frills online funnel up-and-running for the first time.

In order to save other network marketers (such as yourself) from a similar ordeal, I created a free resource called the Simple Funnel System Training Series that shows you how to build your own online funnel with as little effort and resources as possible.

Each installment can be read in 10 minutes or less and is delivered in PDF format, so you can read, download, and save each installment to your smartphone, tablet, desktop, or laptop.

To subscribe to the Simple Funnel System Training Series, click the link below and follow the directions on the next page in order to get it delivered to your email inbox:

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