

Published based on [How To Crush Your MLM Recruiting Goals in The Next 100 Days](#)

# **How To Crush Your MLM Recruiting Goals in The Next 100 Days**

When I first became involved in MLM, I struggled more in my recruiting efforts than in anything I'd ever attempted in my whole life. I mean I did very well in school, was good at sports (except for basketball), and was even recruited into the Naval Nuclear Engineering Program right out of high school, so I figured that I'd be equally successful in my new business. Makes sense, amirite?

Wrong!

I was doing everything my upline told me to do, but no matter what I did I just couldn't reach my MLM recruiting goals. Does that sound familiar?

Here's the reason that I'm taking the time to [write this article](#) - I don't want you to have to go through the [soul-crushing failures](#) in MLM that I did. Plus, I figure that if this article helps you with your MLM recruiting, you'll probably return the favor by sharing this with some other people who may be struggling as well. \*hint\* :D

Anyways, after many years of hard work, struggle, and persistence, I finally began recruiting MLM distributors into my primary company, almost at will. If you follow what I'm about to share with you, it will absolutely put you on the fast track to hitting any MLM recruiting goals that you've set for yourself and your business.

Here are 5 amazingly simple things you can start doing [right now](#), and if you put forth some concentrated effort every day for the next 100 days, you will be recruiting 1-3 people per week (some would even argue *per day*) into your company.

**1. Stop spending huge amounts of money** on books, courses and seminars. I'm serious. The only book I'd recommend you pick up if you haven't already, is Mike Dillard's *Magnetic Sponsoring* because it'll teach you the principles you need to understand if you ever want to stop chasing after people and begging them to join your business. Otherwise, skip the latest and greatest course or seminar that promises to revolutionize your business.

The reason is you're going to be better off spending that money on *inexpensive* tools you'll need if you want to hit your MLM recruiting goals FASTER than you ever thought possible. Since there is only so much time and money that you'll be able to spend on [building your business](#), you're going to need the time, money, and energy that you're spending right now going to hotel meetings, attending seminars, or studying the newest course to invest into something that will actually help build your business.

**2.** The next thing is you're going to need to **change your focus** to the same activity that the top MLM recruiters have all successfully done, and that is [BUILDING A LIST](#) of targeted prospects. Notice I said **building** and **not buying**. Buying a list of strangers that don't know who you are is the best way to waste weeks talking to people who aren't interested and is the surest path to MLM recruiting hell. I've done it and would have quit the network marketing industry a long time ago if I had to keep doing that.

All you're going to focus your efforts on for the next 100 days is building your list (and maximizing your recruiting from your list, of course). No cold calling, buying "opportunity leads", or chasing after your friends and family for the 12th time, OK? The good thing is there are A TON of ways to build your own list, but in my opinion the best way is through the Internet as you'll see.

**3. Set up an online network marketing system** with your articles, videos, and training to educate people on the MLM industry and to showcase your knowledge as a potential sponsor. You need to stop endlessly promoting your company-replicated website and/or your upline's site, because it will never help to show YOUR true value as a leader.

Think about it - If you're going about your MLM recruiting by sending people to your upline's website, they probably won't want to be involved in *your* business; they'll want to join your upline's business instead. Does that make sense? The [underlying principle](#) behind this is something that [all of the top earners](#) have been practicing for the past 50 years when they had their downlines running around town handing out tapes, CD's, DVD's, etc. of them to their prospects. That's a subject for another time, though...

You don't want to spend a lot of time building websites in the beginning either. It's extremely time-consuming and burns through hours that you could be spending promoting your website and building your list. Hitting your MLM recruiting targets is the end goal of all of your efforts, and frankly you'll most likely get frustrated and quit before the 100 days are up if you are spending countless hours trying to build capture pages on a website. I use a system that allows me to customize it however I want, but you can also hire someone to design a basic website for you relatively inexpensively (usually under \$1000).

**4.** Next you need to set up a recruiting funnel to **market affiliate products to your list while still sharing your value** as a leader. The reality is it takes some time to develop enough quality relationships with your prospects to effortlessly hit your MLM recruiting goals of 1-3 per week, so in the meantime the best way to make money with your list is to offer them valuable products and services. This will provide you the immediate cash flow you need to cover your business overhead as you're getting started. The key to this is to only offer programs of real value that will truly help these people whether or not they join your business, and they will LOVE hearing from you.

Just don't forget to continually provide valuable content as well, or you could risk losing people if all you do is market products. Remember, the main purpose of your list is to showcase yourself as a leader in this industry.

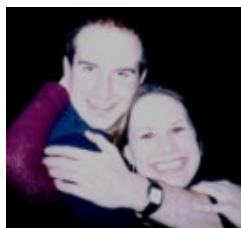
**5. Make a commitment to stick with the process for the full 100 days.** Write articles, do videos, build relationships via [social media](#), but do whatever you have to until you're adding at least 25 people per day to your list. If you don't know how, there are many resources that can show you how to do it (*I'm currently putting together a comprehensive training series that will show my process, so stay tuned for that if you're stuck*).

Imagine for a moment how, not only your business, but how your life will be different when you have people contacting you and asking to join your business. How will that affect your [MLM recruiting](#) efforts?

All you need to do is to move forward and dedicate yourself to following these steps for the next 100 days. If you do, you'll be able to recruit distributors into your [MLM company](#) *at will* who will be grateful to have you as their sponsor.

If you liked this article, please share it with your team and leave me a comment below saying that you're accepting the challenge!

Let's break through any and all barriers to your success,



**Brian Rakowski** MLM & Internet Marketing Coach 512-850-4857 <http://www.RuleYourMLM.com>

You can also find this article published on [How To Crush Your MLM Recruiting Goals in The Next 100 Days](#), and on the tag pages [how to crush your mlm recruiting goals in the next 100 days](#), [mlm recruiting](#), [mlm recruiting goals](#), [mlm recruiting hell](#), [mlm sponsoring](#), [network marketing](#), [network marketing industry](#), [network marketing recruiting](#), [online network marketing](#), [recruiting goals](#).