

**Presented By: John Wray**

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**How To Build a Six Figure Residual Income With Safelists and Listbuilders. John Wray and Barry Husband, Authors  
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# Introduction

## Welcome to How To Build a Six Figure Income

Thank you downloading this report. I'm going to assume you are an internet marketer looking for a better way to utilize list builders and safelists to grow a successful online business.

Maybe you are looking to create a full-time income or maybe you are just looking for some extra cash to pay down debts or take your family on a really nice vacation. Whatever your reasons, this report will give you a marketing plan to get you on your way to achieving your dreams.

The strategies I am going to outline for you in this report are based on the principles of attraction marketing.

Attraction marketing is a marketing method that derives its success from the basic principle that people do business with those they know, like and trust. To get people to know, like and trust you, you need to provide them with valuable content before you try to sell them anything. In other words, build a relationship before you pitch them.

By leading with high value information, you will build trust, people will start to like you and will know and recognize you as a leader. I highly recommend reading [Magnetic Sponsoring](#) by Mike Dillard. This report and our system is based on the principals laid out in this book. Mike Dillard is considered by many to be the father of online attraction marketing.

The challenge for newcomers to the industry is feeling confident enough to provide value when they are not experts themselves. The reality is, by just learning one or two marketing concepts you would already know more than most people online today. You don't need to be an expert, you just need to be perceived as one. I'm not suggesting you lie to people. Eventually people will see through the lies and

then you're finished. All I am saying is learn one or two things as well as you can and then share what you have learned. You don't need to learn everything before you start to teach others. That would take forever.

Using this report, I am going to show you exactly how I provide high value information to my customers and attract customers to me. I am also going to share a program that has all the training you need to start mastering online marketing. Then I'm going to show you how to start sharing high value information with your prospects to turn them into customers and how you can start doing this *today* to start building your six figure income.

Now...let's get started!

# Chapter 1

## Providing High Value Information - It's Easier Than You Think

How many times have you read a blog post that you found really informative or watched a video on Youtube that taught you a new marketing technique that actually worked? How many free reports or e-books have you downloaded in the quest for more marketing information? Well...I know you've downloaded at least one. ;-)

These are all examples of people providing high value information. It didn't cost you anything and you probably learned a few things you didn't know before. If you found something you really liked, you probably tried to find more information from that same author. How would you like that author to be you?

It can be and it's really not that difficult. You see, most of the content you have seen on the internet wasn't written by experts. It was written by ordinary people that learned a technique or maybe a few techniques really well and then shared what they had learned.

Now, that's not to say there isn't some effort involved. But the rewards for a little bit of effort are well worth it.

You don't have to go to all the trouble of writing an entire report, but it is one of the methods that I use. The benefit to writing a report is the ease in which it can be shared. It's as easy as a friend sending a friend an e-mail with the report attached or tweeting a link to all their Twitter followers.

The other benefit to writing a report or an e-book is giving people the ability to rebrand it. Then when they give it away it becomes their content and an easy way for them to share high value information and possibly make some commissions selling products that are recommended with the book.

Most importantly though, it allows you to build trust with your readers because you are sharing valuable information with them for free. The key is, the information must have value on its own. This means the reader doesn't have to buy something to actually receive value. They can take the information they have learned and do something with it.

However, by building trust they may buy something from you later on because they will value your opinion.

This is called attraction marketing and is laid out in much more detail in [Magnetic Sponsoring](#).

### **Where Can You Learn Something You Can Share?**

Before I tell you, I have a secret to share. This resource not only has loads of audio and video training to teach you things you can share with others, but it also provides an income opportunity that can help you build that six figure income I mentioned in the title to this report (I go into this in more detail in Chapter 4).

The resource I am referring to is called Infinity Downline. If you've heard of Infinity Downline, I bet you didn't realize it offered training. Well, that's actually the primary product offered by Infinity Downline.

They have training on everything from popular productivity software such as Excel and Word to training on marketing techniques. They even have a self help section.

Once you become a member of Infinity Downline you have unlimited access to hundreds of hours of training. All you need to do is pick one topic, learn it really well, implement it and share your results with others.

It's that simple.

You could even write an article about what you learned from [Magnetic Sponsoring](#) after you have read the book. The sky is the limit.

Like I said before, you don't need to be an expert. You just need to share your experiences.

Now, another great thing you can share is a report or an e-book that you really liked. I already talked about this earlier. A lot of authors will give you the opportunity to rebrand their content and share it as your own with your readers.

If you want to learn how you can rebrand this report and give it away, keep reading.

## Chapter 2

### How Do You Share What You've Learned?

Once you have learned something and you want to share it, you need a way to do that. There are several great ways to share your content that are free or extremely low cost.

#### **Blogging**

You could start a blog. Blogging is very popular and very easy to get started with. There are several services that let you setup a free blog such as Blogger or Wordpress.com. However, I recommend using a self-hosted blog. This means you pay for your own domain name and your own hosting.

Don't let that scare you off. It is very cheap to setup your own self-hosted blog. A domain name costs less than \$10 for a year and domain hosting is usually less than \$10 per month. An excellent resource to help you get your blog setup is [Blog Setup For Dummies](#). This is a free resource that shows you how to setup a blog from start to finish.

The reason I recommend a self-hosted blog is control. You control all aspects of your own blog. With Blogger and Wordpress.com, they control your blog and can shut you down in a heartbeat. Imagine having your entire marketing system ripped out from under you with no warning.

#### **Article Marketing**

Writing articles is a great way to provide high value content for no cost and drive traffic to your offer. There are a ton of article directories you can post articles to and most of them are free.

There are usually restrictions about links within your articles and some of them don't allow content about certain subjects, but writing articles is a great way to brand yourself.

### **YouTube**

Making videos is the latest craze. Ever since the advent of services like YouTube there are thousands of instructional videos online on almost every topic. YouTube videos also tend to rank very well in the search engines. How often do you do a Google search and find YouTube videos on the first page of the search results?

Videos are incredibly easy to make and upload. The best way to get good at making videos is just practice. Just start making videos and get them on YouTube. Your first few videos will probably be pretty bad, but that's ok. They will get better over time.

Below your videos you can put a link to your offer to drive traffic to whatever you are promoting.

### **List Builders and Safelists**

Of course, I saved these for last because I use them a lot and have gotten very good results. The experts say the money is in the list, but if you are just starting out and don't have a list, list builders and safelists let you borrow theirs.

Read on for a more in depth discussion of list builders and safelists...

## Chapter 3

### List Builder & Safelist 101

You will hear a lot of differing opinions about how you should advertise. All of them are valid and over time should work. However, if you're like me, you like to see results right away. There's a certain satisfaction that comes from getting that first lead and then another and so on.

The other marketing methods I mentioned above such as blogging, article marketing or YouTube marketing all take time to start seeing results. They are all great methods of marketing and at some point you should try to implement one or two of them, but they are more long-term strategies to implement once you gain a little more confidence.

To get quick results I like to use list builders. List builders are very similar to safelists but more responsive. This is because the e-mails you send are usually delivered right to the main contact e-mail addresses of the other members. With safelists most of your e-mails are getting delivered to a secondary address that was setup just to receive e-mails from the safelist. This means a lot of your safelist e-mails don't get read by anyone. The ideal list builder is one that sends the e-mails as if they are coming directly from you. The e-mails are not flagged as being from the list builder in either the sender or the subject line. These e-mails have a much higher open rate.

Don't get me wrong, safelists still work. The results are just a little slower to come. The rules for using safelists are the same as list builders, so if you want to use safelists, just follow what I am going to tell you below. I will also provide you with a couple of safelists I have had decent results in.

## How Do They Work?

The idea of a list builder is you agree to receive e-mails from other members in exchange for being able to send your e-mails.

Most list builders are free, but I have gotten the best results from the list builders I have upgraded in. If you can't afford to upgrade then you can still use them as a free member, it will just require some more of your time and the results will not be as good. You will still see results though.

The extra time will be spent clicking for credits. That's because most free list builders are also credit based. Free members can only send e-mails if they have credits. You get credits by clicking the links in others member's e-mails.

I think the main reason you get better results as an upgraded member is because upgraded members are allowed to mail more often and to more members. You also don't have to spend as much time clicking for credits. In some cases you don't have to spend any time clicking if you upgrade. So I guess you need to decide if you have more time or more money.

If you want to use list builders as an upgraded member keep in mind the best upgrades tend to be the one-time-offers when you first sign up. I have gotten a couple of good deals after the fact, but these are rare. There are also a couple of list builders that let you upgrade on a monthly basis rather than having to fork out a large amount up front. Here are some of my favorite list builders:

### **List Adventure:**

List Adventure is a credit based list builder with just over 4,000 members and growing. It is free to use, but if you are thinking of upgrading in any of the list builders this one gets my highest recommendation. I have had very good success and with new members joining every day there are lots of new members to check out your offers. There is a one-time-offer or a monthly membership option.

[Click here to sign up for List Adventure](#)

### **Downline Builder Direct:**

Downline Builder Direct is another credit based list builder that has been a solid performer since I signed up. It has a fairly large membership and upgraded members can send to 20,000 members every two days.

[Click here to sign up for Downline Builder Direct](#)

### **List Effects:**

List Effects has just over 12,000 members and also has the ability to upgrade on a monthly basis. It also has a free option. Upgraded members can send mail every three days.

[Click here to sign up for List Effects](#)

### **List Ablaze:**

List Ablaze is a relatively new list builder and still has a fairly small membership. What I like about List Ablaze is members must remain active to be able to send mail. This means even upgraded members have to click a certain number of e-mails every month to remain active so your offers are consistently being seen by active members. List Ablaze has a one-time-offer upgrade as well as a monthly upgrade option.

[Click here to sign up for List Ablaze](#)

**List Bonus:**

List Bonus is a responsive list builder with several membership options. If you are going to upgrade I strongly recommend the one-time-offer for the best value, but there are monthly membership options as well. Free members can mail every seven days and upgraded members can mail every two to four days depending on your membership level.

[Click here to sign up for List Bonus](#)

And here are a couple of my favorite safelists:

**Adsolutionline:**

A safelist with a large membership base. You can e-mail every day to over 12,000 members. There is no option to upgrade, but I have found there really is no need.

[Click here to sign up for Adsolutionline](#)

**Prospect Geyser Co-op:**

A fairly new safelist run by Janet Legere - a top internet marketer who has been in the business for years. Free to join with upgrade options if you want.

[Click here to sign up for Prospect Geyser Co-op](#)

## **What To Promote?**

This is very important and you will see this is one of my rules for using list builders below. What you promote is key. You have learned a skill and have some content to share. How do you get people to read that content using a list builder?

You use a squeeze page also known as a lead capture page. You see, you not only want people to read your content, but you want to be able to send them more content. A lead capture page lets you collect their contact information so you can send them more e-mails with more great content and eventually some offers.

Now earlier in this report I said you could rebrand this report and give it away. It would then have your links in it and become a viral marketing tool. Well...here's the exciting part. I have created a system that allows you to give this report away and I have setup all the lead capture pages for you.

And guess what...IT'S FREE.

So I am not only giving you the content, but I am giving you the means to give it away.

I call it the [Six Figure Success Team](#).

Keep reading and you will understand why this is so powerful.

## **Prepare Your E-mails**

So now you have a way to give away content, you've signed up for a couple of list builders and selected your content, now it's time to send an e-mail. This is where I think a lot of people fail with list builders. An e-mail on a list builder can't be the same as an e-mail to an ezine list or a personal mailing list. You have to keep in mind that a lot of people are clicking on e-mails trying to build up credits so they can send their own e-mails. You don't have a lot of time to get your message across.

Here are my rules for getting results with list builders (and safelists):

1. **Don't use a company replicated site that has been seen a thousand times.** This is a complete turn off for most marketers. You need to promote a capture page that does nothing but provide value to the reader and is unique. Your first priority is to capture the lead. You also don't want to promote a sales page. This is because people love to buy, but they hate to be sold (this will make more sense when you read Magnetic Sponsoring).
2. **Grab their attention.** Make sure the subject line of your e-mail peaks their curiosity. This is one of the toughest things to do with list builders. Because people receive a lot of e-mails, you want to make sure your headline is unusual and grabs their attention to make them open your e-mail. Don't be too hypey. Too much hype will turn people off because it makes your offer sound like a scam or a get rich quick scheme.
3. **Get to the point.** Keep your e-mail short and sweet. No one is going to stop to read a long winded e-mail. These types of e-mails are better suited for e-zine or solo ads. Highlight one or two key benefits of your offer to get them thinking before they click your link and are taken to your capture page. Your e-mail needs to slow them down in their mad rush to get credits.
4. **Have a valuable offer.** Make your offer something everyone needs. A free video or e-book are always good, or even an e-mail training course. If you join the **Six Figure Success Team** you have a great free offer you can promote already setup for you (hint, hint - you're reading it right now).
5. **Make sign up easy.** Make it easy for the reader to sign up by having the capture form right on the main part of the screen or like us internet nerds like to say "above the fold". This is the way I have setup most of the capture pages in the **Six Figure Success Team**. You are more likely to lose prospects if they have to look for the capture form.

6. **Be consistent.** Send your e-mails as often as you are allowed. Consistent action will yield consistent results. Also make sure you are e-mail the maximum number of members you allowed to e-mail. Especially since you are only allowed to e-mail every few days. This will maximize your exposure.
  
7. **Track your results.** It's very important to track the results of your campaigns. Try an e-mail a few times and see how many clicks and conversions you are getting. If the results are less than desirable, make some changes. Try a new subject line, talk about different benefits in the body of the e-mail or even try a different capture page or a different offer. Check out [Vital Viral Pro](#) for tracking your campaigns. It's a great free service with some advanced tracking methods. I would also use tracking to determine which services are actually getting results. You don't want to waste your time with a list builder or safelist where you never get any signups.

## Sample E-mails

Here are a couple of sample e-mails so you can get an idea of how to structure your own e-mails. You can use these if you want, but I encourage you to change them slightly to make them your own. I want you to get some practice writing your own e-mails.

### Sample E-mail #1:

Subject: ==> Faster than a speeding bullet

Body:

~fname~

That's how fast your team will grow.

This system is so easy to duplicate, you won't be able to stop it.

Click the credit link below to start creating your own unstoppable team

To your success  
John Wray

**Sample E-mail #2:**

Subject: Shockingly viral!

Body:

Get your free copy of my report that reveals exactly how to build a six figure residual income using list builders and safelists.

This technique is completely viral and incredibly easy to duplicate.

Click the credit link below to get your free copy of the report now.

To your success  
John Wray

Notice how both e-mails are short and to the point. You need to have enough information to make people wonder what your offer is about. Also, try to mention your offer is free. You are more likely to get people opting in to get some free information.

Also notice how both the subject lines are designed to raise curiosity. They don't really say what I am promoting, but they make people wonder what's inside.

Whatever you do, DO NOT try to sell anything to a prospect at this time. Remember, you need to build up some trust first.

## Chapter 4

### How To Build a Six Figure Income

Ok, so you've got a marketing system setup to start collecting leads and providing those leads with high value content, but how are you going to make money?

After all, the title of this report is "How To Build A Six Figure Income", not "How To Setup a Marketing System For The Fun of It".

You need something to promote that is going to build that six figure income or whatever your financial goals may be.

I mentioned Infinity Downline earlier in the report when I was talking about the great training it offers and I also mentioned it has an income opportunity. Let's dig into that a little bit so you can finally see the whole system come together.

First of all, I want to talk about what you should look for in an income program.

### The Criteria

In order to meet our goal that ANYONE can attain a growing residual income using safelists and list builders, we must use an existing income producing program. In choosing a program, certain criteria must be met.

- 1) It must be a good product and it must be affordable so that virtually anyone can join. Because we want residual income, any program we use will have a monthly cost. It must be something everyone can afford.
- 2) It must be established and have a successful track record of people making money. In other words, no new start ups.
- 3) It must have a fast break even point. We want people to be able to join and immediately break even and then get into profit. There must be no long waiting

period to start making money.

- 4) It must have a compensation plan that is easy to understand.
- 5) It must have a compensation plan that rewards EVERYONE the same, no matter when they join or who they join under. In other words, it cannot be a program where only the people at the top are making good money. It cannot be a program where there is any benefit to be gained by joining under a certain member. It must reward all members the same.
- 6) It must have a high retention rate. In other words, it must quickly get a member into profit. People making a profit do not quit something that is bringing in money.
- 7) It must be easily duplicated. It must be easy to share with others, either to those a person knows, or by marketing.
- 8) It must be infinitely scalable, or in other words, it must have no ceiling on income potential for those who desire to build a large income.

## **The Program**

Infinity Downline meets or exceeds all of these criteria. Before we delve into this in more detail, I would like to give you some general information about the program.

Infinity Downline is really a hybrid program. It is a membership site. The content in the member area is a large educational audio and video library. A member pays a small monthly membership fee for access to the member area and for inclusion in the affiliate income opportunity. The income compensation plan is an affiliate model. That is, as an affiliate, a person introduces others to the Infinity Downline membership program and audio/video library. The affiliate then receives monthly income from the members they have introduced.

There will be a much more thorough explanation of the income compensation plan later in the report.

So, in general, Infinity Downline is a hybrid program. It melds a paid membership site with an affiliate program. The affiliate program promotes the membership site and pays the affiliate a monthly income.

It is not a Multi Level Marketing program where matrices of distributors are built below you. Every member in your downline is on one level and you receive the same amount of commission from every member. This is important, because the idea of a downline usually brings to mind Multi Level Marketing. This is not the case with Infinity Downline. All members below you are on one level and would be better described as a powerline. So to be clear, Infinity Downline is not Multi Level Marketing.

Now, I want to add a personal note. Not all will agree with me here. I admit it is a personal preference, but I want to share it for those who do agree with my opinion ..... My opinion here is not about the audio/video library part of the member's area. My opinion here is about the main page of the site that a new visitor first sees. I personally do not like the style, or feel of the page. For me, it is too over the top. I personally do not like the pictures of palm trees and the videos. It is too much hype for my tastes. I am sure some will not agree with me and some will.

Here is a quote from the site that addresses this concern:

*" I have to admit, the site is designed to be flashy and with hype and pop to it. "*

I include my opinion here for those, who like me, are not a fan of the style of the site at first glance. I encourage you to look beyond what you think you might not like at your first visit because the membership site and the income opportunity are stellar.

We will now examine how Infinity Downline meets or exceeds all the criteria we require.

**1) It must be a good product and affordable enough for anyone to join.**

The Audio/Video Library is the product in the member area. It is an excellent educational resource. As I said before, there is everything from training on Microsoft Excel and Word to website building to Ebay to Affiliate Marketing and more. There are literally dozens of categories full of multiple audios and videos on all kinds of subjects. Have you seen the Video Professor educational DVDs marketed on TV? It is much like that with a large catalog of subjects. There is far too much to list here. Find out more on the Infinity Downline site. This report is primarily about building an income, so detailed information concerning the contents of the membership site will not be expanded on here.

As for being affordable, the monthly fee is just \$25. This is affordable for virtually everyone. \$25 a month is less than one dollar a day or about \$6.25 a week. **Where else can you literally start your own unlimited income business for \$25 a month? Later in the report, I will show you how quickly you can build a SIX FIGURE ANNUAL INCOME with Infinity Downline using this report combined with the Six Figure Success Team marketing system.** Using this system, many people break even on their \$25 monthly fee on their first day.

For those who may be thinking that you cannot afford \$25 a month, how does that make you feel? If you are so close to the edge that an investment in yourself of eighty-one cents a day is too much, you really *do* need something to increase your income. You might do well to re-evaluate your budget and use the **Six Figure Success Team** as the vehicle to increase your income. Keep reading for all the details.

**2) It must be established and have a successful track record of people making money.**

Infinity Downline has been in operation for over two years. It is a part of Multi Plex Systems, a debt free company that has been in business over twelve years and operates a number of successful businesses. At the time of this writing, there are 204,306 members in Infinity Downline. These members are making a growing monthly residual income.

**3) It must have a fast break even point.**

This is one of the many ways Infinity Downline is heads above most programs. The monthly fee to be a member is \$25. On your FIRST referral, you receive the whole \$25 directly from that new member, and the whole \$25 from that member every month they remain in Infinity Downline.

This is why many using the **Six Figure Success Team** system break even on their first day. You break even with one referral, and you will find out later how easy that is to do using this report.

**4) It must have a compensation plan that is easy to understand.**

Infinity Downline uses what is called a REVERSE TWO UP compensation plan.

It is designed so that a member will have a continually growing downline and income by just referring only four members.

Here, in one sentence, is the compensation plan.

## How To Build a Six Figure Residual Income With Safelists and List Builders

Each person you refer to the program or is passed up to you in the program pays you \$25 per month, with the exception of your second and fourth referrals, who are passed up to your sponsor and put in their downline.

While it can be stated in one sentence, it **MUST** be fully understood to see the power of the compensation plan.

Here are the basics of a reverse two up plan.

Your first referral is in your immediate downline.

Your second referral is passed up to your sponsor and is put in their downline.

Your third referral is in your immediate downline.

Your fourth referral is passed up to your sponsor and is put in their downline.

**EVERY referral after those first four goes into your immediate single-level downline.**

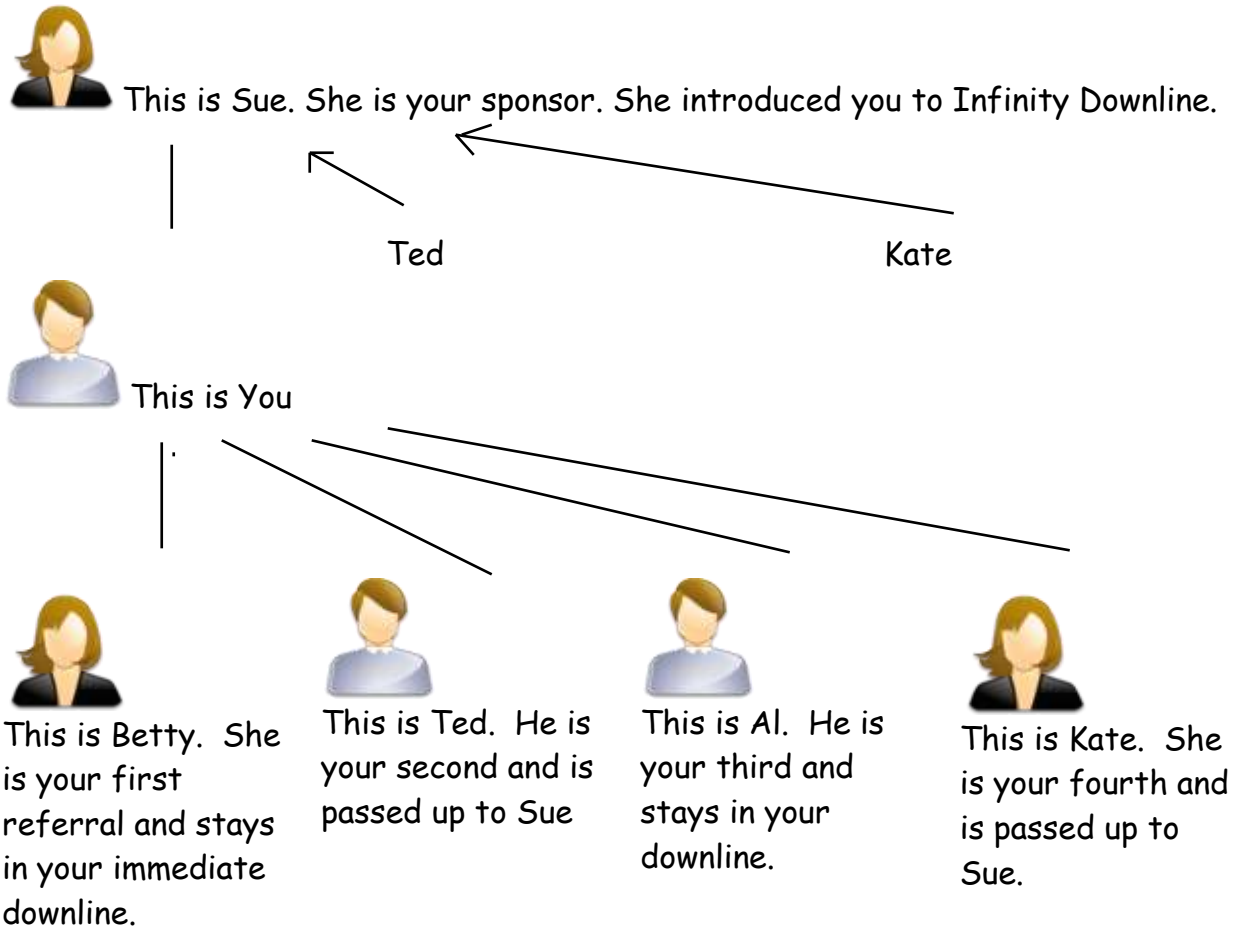
The information in this section is of extreme importance to understand the power and ease of building a substantial income with Infinity Downline using this report.

By using the **Six Figure Success Team** system along with the "How To Build A Six Figure Income With Safelists and List Builders" report to help build your business, you will have a clear explanation of the compensation plan to show others how powerful the income growth is.

Quite simply, your income grows by helping others learn how to grow their income. You do this by sharing the information in this report.

If you are in the substantial group of people whose eyes glaze over at a written explanation of a compensation plan, look at the following diagrams to visualize the basics.

## How To Build a Six Figure Residual Income With Safelists and List Builders



After your first four referrals you are identified as QUALIFIED and **EVERYONE** you refer from that point on stays in your immediate single level downline. You do not pass up any more after the second and fourth.

Just a word here about the term downline. Again, this is not multi level marketing. You are not building multiple levels of downline. A better term to use is powerline.

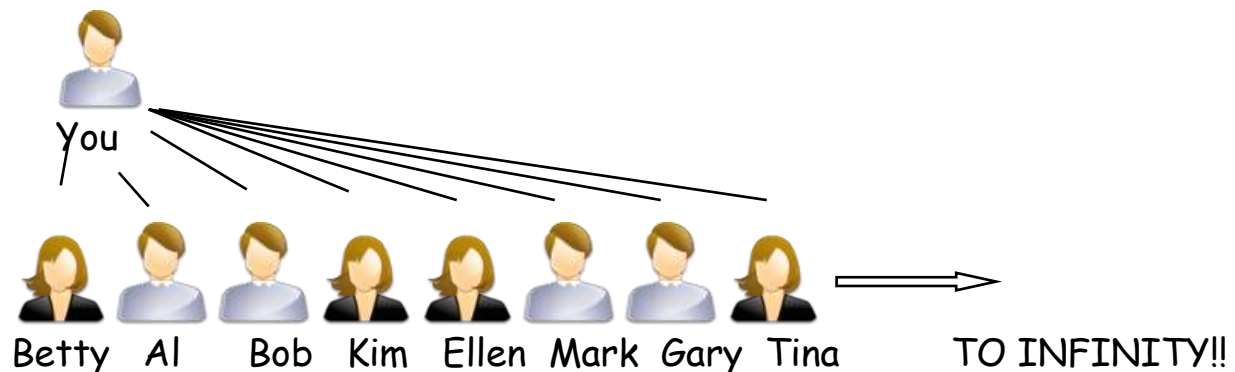
Look now at what that means after you have your four referrals.



Sue

Sue remains your sponsor. Your \$25 per month is paid to her. You passed up Ted, your second referral, and Kate, your fourth referral, to Sue. They pay their \$25 per month to Sue.

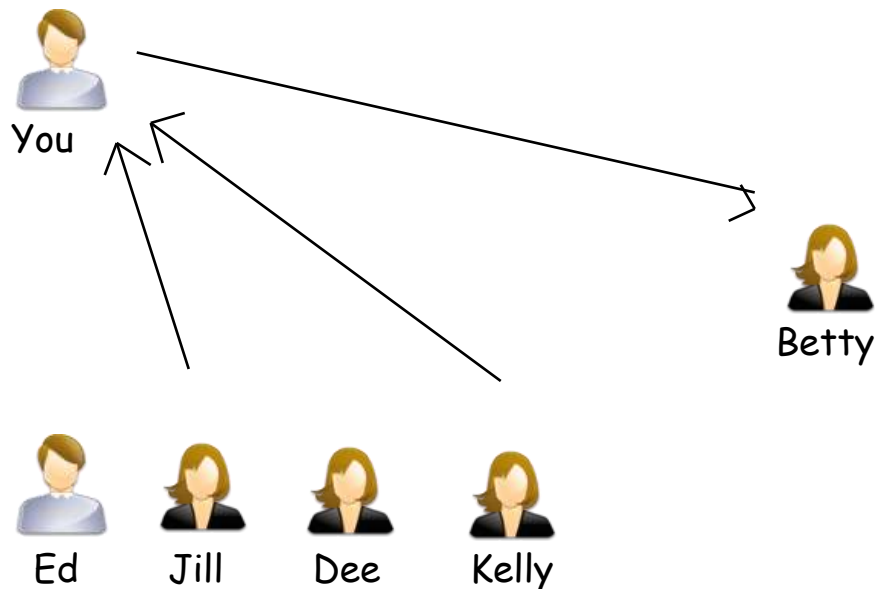
So, let's look at where you are at this point. You are identified as QUALIFIED because you have completed your two required pass ups. You have Betty, your first referral, and Al, Your third referral under you in your downline. They pay you \$25 per month. So, what happens when you continue to refer more members?



**This is important to understand the compensation plan.** After you have passed up the only two referrals you will ever have to pass up, every person you refer from then on is directly under you in your SINGLE LEVEL downline. It does not matter if you refer 10 or 10,000 people, every one of them will be on your immediate single level downline. This is not multi-level marketing where your additional referrals begin to be placed in multiple levels of downlines below you. **Everyone pays you \$25 per month.**

The following is doubly important to understand the compensation plan. Every person in your single level downline will pass up two of their referrals to YOU, just like you passed up two to your sponsor. Those that are passed up to you are placed in your downline as a new referral JUST AS IF YOU REFERRED THEM.

Look at this diagram to see what happens when Betty, your first referral, begins her business.



Betty's first four referrals are Ed, Jill, Dee, and Kelly. Her second and fourth, Jill and Kelly, are passed up to you. Now Jill and Kelly are brand new members in your immediate downline just as if you referred them. They will pay you \$25 every month and they will pass up THEIR second and fourth referrals to you.

This happens with every one of your referrals, whether you personally referred them or they were passed up to you.

Your downline *compounds* as those who are passed up to you each pass two of THEIR new referrals to you.

Every member directly under you, including those you personally sponsor and those who are passed up to you are on the same level and each pays you \$25 per month. Compare that to other programs where commissions are as little as \$1 per month per member.

The TWO UP of the term REVERSE TWO UP just means that two referrals are passed up to your sponsor. The REVERSE means that it is the second and fourth that are passed up to the sponsor instead of the first and third that would be passed up in a regular two up plan.

The reverse is preferable because you keep your first referral. In Infinity Downline, that means you break even on your \$25 monthly fee on your FIRST referral.

NOW, THE FOLLOWING IS VERY IMPORTANT!

Many people who are not familiar with the reverse two up plan recoil in horror when they are told that they must pass up two of their referrals.

Many think, I cannot sponsor people in the first place, and then I have to give up two? That sounds too hard.

The "How To Build a Six Figure Residual Income With Safelists and List Builders" Report will make it easy to sponsor as many as you like. KEEP READING!

And as far as giving up two referrals?

**DON'T THINK IT IS A BAD THING! IT IS A GOOD THING!**

While the diagrams above attempted to illustrate the concept, the following written explanation will review the process because it is very important to understand the *compounding* power of the program. You will not find a better compensation plan. PERIOD.

You are not the only one that passes up referrals. Everyone does. You will see in a moment how powerful this is and how it will compound your income.

Look at it in the light of YOUR immediate referrals that you keep. Remember, your first and third referrals are in your immediate downline.

So, your first referral, Betty, passes up her second and fourth referrals to YOU. These new pass ups are now brand new members in your immediate downline, just as if they were your direct referrals. Each of THEM also will pass up their second and fourth, who are then in your immediate downline. This continues with each pass up you get. Each of them will pass up two.

That was with your first referral. Remember, your third referral, Al, is doing the same thing. He will pass up his second and fourth to you. They are then brand new members in your immediate downline. Then their second and fourth referrals pass up to you and so on.

Do you see the compounding power?

So, do not make the mistake of thinking that passing up two referrals to your sponsor is a bad thing. Think of it as a small, tiny little down payment on future compounding referrals that you do not have to sponsor.

While it is possible to stop at four referrals and just allow it to grow on its own, you do not have to stop there.

You are done with passing up referrals after you have passed up the second and the fourth. From then on, EVERY referral you sponsor is in your immediate downline, and EVERY ONE OF THEM will pass up two to you and give you more compounding. There is no limit to your income.

If you are still unclear on the power of the reverse two up compensation plan, please reread this information in point number four beginning on page 24.

**5) It must have a compensation plan that rewards everyone the same, no matter when they join or who they join under.**

This was a key factor for **Six Figure Success Team**. As you will see in a later chapter, this system is designed to help build your business. To do this, the program, in this case Infinity Downline, must reward everyone the same no matter when they join. In addition, there had to be no benefit in joining under a certain member.

Unfortunately, human nature being what it is, there are some people who try to position themselves if they feel they would benefit.

You see this in programs where downlines are built in a traditional matrix and there is the possibility of spillover. Some people will try to join under a heavy hitter in hopes of getting that spillover.

This also happens when programs start up and you are encouraged to get in quickly for the best positioning.

There is none of that here. The opportunity can benefit everyone equally no matter when they join and no matter who they join under.

There is no possibility of saturation or running out of people who might be interested in joining and making a home based residual income. Those who might think that are naive about the world population and the world economy.

It will benefit everyone no matter when they join and you can help others create their own income when they join under you.

In fact, because the complete **Six Figure Success Team** program is based on the premise of helping others, I, as the author, want to tell you something straight from the heart. If you decide to use **Six Figure Success Team** to build an income, join Infinity Downline from the person you received the report from. It is that person who made the effort to help you by making you aware of the report. There is no benefit to joining under anyone else.

#### **6) It must have a high retention rate.**

It is hard for most people to remain in a venture if they are seeing no results or profits. This is why so many people fail in Network Marketing businesses. The building period where profits are not yet being produced is discouraging and unprofitable.

Infinity Downline was chosen for the **Six Figure Success Team** program for many reasons. One reason was the ability to break even almost immediately and then be in profit very quickly.

Many very well known residual income programs are based on a pay structure that breaks even with three referrals. It is the **THREE AND YOU'RE FREE** model. In

other words, you are paid enough to cover your monthly fee by the commissions you receive for your first three referrals.

There is nothing wrong with that model. There are people who build their incomes with those programs to great levels. To start, though, you need three referrals to break even.

With Infinity Downline, you break even on your first referral. You pay \$25 to join. Your first referral pays you \$25 and you break even. On top of that, it is a direct member to member pay system so you are paid immediately. The Infinity Downline membership software keeps track of and handles the payment processing.

Your second referral is passed up to your sponsor, and then your third referral pays you \$25 per month and you are in profit.

Now answer these questions. Would you quit a program you are breaking even or making a profit in? Would you quit if your profit will grow as your referrals pass up more members to you? Of course you wouldn't.

Infinity Downline has a high retention rate because members are in profit quickly. There are over 204,000 members and growing.

**7) It must be easily duplicated. It must be easy to share with others, either to those a person knows, or by marketing.**

By using the **Six Figure Success Team** program, you will easily attract referrals by helping people get what they want, which is information on how to easily start and grow a residual income from home. You will have what they are looking for and when you supply them with the knowledge and clear cut plan, they will join you.

Many people make the mistake of marketing a replicated affiliate website. That is, they join a program and get their own affiliate link for the program. The affiliate link takes a visitor to the program site, but is coded with the affiliate's ID so they get the credit for the referral.

This results in perhaps thousands of people marketing the same look alike site.

Those that try this rarely see success and they get discouraged and quit. Then they usually blame the program and think nothing works.

The truth is that marketing a replicated website is a bad idea. There is no way to distinguish yourself from the thousands of others marketing the same look alike website.

By using this report, you will easily attract others by giving them a solution to what they want and need in a clearly presented manner.

**8) It must be infinitely scalable. In other words, it must have no ceiling on income potential for those who desire to build a large income.**

Infinity Downline is infinitely scalable. Because it is not a Multi Level Marketing business, and every referral is on your single level powerline, it can be expanded to any level of income that you desire. After the first four referrals, every single referral goes into your own downline. There is no limit to the number of personal referrals or pass up members anyone can have. It simply can be built into as large a business as you like, with every member in your downline paying you \$25 per month.

## Chapter 5

### Overview of Income Growth

This chapter will give you an idea of the income potential of the program.

The example given will illustrate on a month by month basis how income growth can occur.

Keep in mind that it costs you just \$25 per month to be in the program and you receive \$25 per month PER MEMBER in your downline.

For those reading this that are experienced, you see that this is 100 per cent pay out. It is TRUE. There are no admin fees. You pay \$25 as a member, and you receive \$25 PER MEMBER in your downline. There is information on the Infinity Downline site to explain how they are able to do this with no admin fees. You will not find a better pay plan. **Period.**

The potential income growth example will assume that you and each other member will sponsor only four members and will completely stop sponsoring after four.

The example will also assume that you will sponsor your four referrals in the first month and those referrals do no sponsoring in that month.

The second month they refer their four and their referrals do no sponsoring in that month, and so on.

The example assumes that each member will be motivated enough to build an income that they will take action and refer their four members.

In other words, this is a conservative example of potential growth. Most will begin to sponsor immediately. Most will not take a full month to refer four members, and most will refer more than four when using **Six Figure Success Team.**

### **Month One**

After joining for \$25, you get your 4 referrals during the first month.  
You pass 2 up to your sponsor.  
You now have 2 in your downline.  
2 in your downline (2 X \$25) gives you a \$50 monthly recurring residual income.

For this example, you are now DONE sponsoring! Of course, you CAN and I am sure you will continue once you get started.

### **Month Two**

The 2 in your downline each get their 4 referrals.  
Both of these 2 in your downline pass up 2 to you, for a total of 4 pass ups.  
Your Month One downline of 2 plus these 4 gives you a total of 6 in your downline.  
6 in your downline (6 X \$25) gives you a \$150 monthly recurring residual income.

### **Month Three**

The 4 pass ups you received in Month Two get their 4 referrals.  
Each of these 4 pass up 2 to you, for a total of 8 pass ups.  
Your Month Two downline of 6 plus these 8 gives you a total of 14 in your downline.  
14 in your downline (14 X \$25) gives you a \$350 monthly recurring residual income.

### **Month Four**

The 8 pass ups you received in Month Three get their 4 referrals.  
Each of these 8 pass up 2 to you, for a total of 16 pass ups.  
Your Month Three downline of 14 plus these 16 gives you a total of 30 in your downline.  
30 in your downline (30 X \$25) gives you a \$750 monthly recurring residual income.

## Month Five

The 16 pass ups you received in Month Four get their 4 referrals. Each of these 16 pass up 2 to you, for a total of 32 pass ups. Your Month Four downline of 30 plus these 32 gives you a total of 62 in your downline. 62 in your downline (62 X \$25) gives you a \$1,550 monthly recurring residual income.

Let's stop here for a moment and look at what has happened in this example within five months. You received and read How To Build a Six Figure Residual Income With Safelists and List Builders and decided in your mind to use it to change your financial life.

You joined Infinity Downline, rebranded this report for free, and by showing others the information in "How To Build a Six Figure Residual Income With Safelists and List Builders", found just four others within one month who wanted or needed to increase their income. After that first month, you basically did nothing but watch your downline and income grow.

After Five Months, you have an automatic recurring residual income of \$1,550.

Is that enough to replace your income or quit your job? Probably not. But what could it do for you? Pay your mortgage? Pay off debts? Put more in savings?

This is passive income coming in month after month. Will you have any trouble finding a good use for it?

Well, keep reading, because the compounding does not stop at five months!

And remember. You do not need to stop referring after your first four, and you certainly do not have to take a full month to find four people. Refer more and your income will grow at a much more rapid rate.

### **Month Six**

The 32 pass ups you received in Month Five get their 4 referrals.

Each of these 32 pass up 2 to you, for a total of 64 pass ups.

Your Month Five downline of 62 plus these 64 gives you a total of 126 in your downline.

126 in your downline ( $126 \times \$25$ ) gives you a \$3,150 monthly recurring residual income.

### **Month Seven**

The 64 pass ups you received in Month Six get their 4 referrals.

Each of these 64 pass up 2 to you, for a total of 128 pass ups.

Your Month Six downline of 126 plus these 128 gives you a total of 254 in your downline.

254 in your downline ( $254 \times \$25$ ) gives you a \$6,350 monthly recurring residual income.

### **Month Eight**

The 128 pass ups you received in Month Seven get their 4 referrals.

Each of these 128 pass up 2 to you, for a total of 256 pass ups.

Your Month Seven downline of 254 plus these 256 gives you a total of 510 in your downline.

510 in your downline ( $510 \times \$25$ ) gives you a \$12,750 monthly recurring residual income. That is a \$153,000 annual income.

Stop here again for a moment. This is a five figure monthly or a six figure annually residual income in eight months.

Feel free to figure out what happens in later months as your income grows. I will stop here because I wanted to show you a conservative timetable with figures on how to reach a five figure monthly residual income.

It is a conservative timetable because it is assuming each member will take a full month to find just four people who want or need to increase their income or start their own business.

The example does assume that each member will be motivated enough to build an income that they will take action and refer their four members.

By using **Six Figure Success Team** to help others who want to increase their income, you will find it easy to refer others.

Can you do this?

Yes. You can do this.

Is there some effort involved?

Yes. There is some effort involved.

But is it hard?

No. It is not hard.

There are literally millions of people on safelists, list builders, and other advertising sites who are looking for this solution.

You will see that it can be as easy as suggesting to people that they read this report.

Suggesting this report using the marketing system available in the **Six Figure Success Team** allows you to get it in front of more prospects faster.

## Chapter 6

### Your Goals for Success

This chapter will outline the major goals for success with **Six Figure Success Team**, list the milestone goals to achieve it, and list the steps to make it happen.

If you simply *decide* to achieve the main and milestone goals, and determine in your mind that you will persevere until they are reached, you will succeed and build a growing residual income.

Decide you will be passionate in your effort.

Decide you will be focused on achieving the goals.

Decide you will have the drive to complete the goals.

Decide you will have the persistence to complete the goals.

Here is the outline of the major goal and the milestone goals.

### The Major Goal

Share the "How To Build a Six Figure Residual Income With Safelists and List Builders" report with others until you have four people who want or need an additional income join you in Infinity Downline.

As they join you, be an encourager to those four until they, too, have found and helped their four people begin to grow their income by joining Infinity Downline.

That is it! The complete major goal is to have four people join Infinity Downline under you, and encourage them to refer their four.

## **The Incremental Milestone Goals**

### **Your first referral!**

When you have your first referral, you break even! You paid \$25 to join, and now you have \$25 coming in. After your first referral, congratulate yourself. Celebrate! No matter how short or how long it took to get it, you did it. You will see and feel your accomplishment and it will fuel your drive and success.

### **Your second referral!**

As you are aware, in Infinity Downline's reverse two up system, your second referral is passed up to your sponsor. Is that a discouragement? NO! Because this does not just happen to you! Everyone in the program does this and you will be the recipient of countless referral pass ups shortly. This is the compounding and leveraging of income that all of us as marketers are seeking. Celebrate! Treat this as a small down payment for what will become an ever increasing income from referrals that will be passed up to you.

### **Your third referral!**

Your third referral puts you in profit and in the unstoppable mindset that says, I'm doing this! I'm succeeding. Nothing can stop me. Celebrate! Another milestone has been achieved in the goal you have determined to reach.

### **Your fourth referral!**

Your fourth referral will be your LAST pass up referral. Think of it as payment in full for the opportunity to receive countless leveraged compounding payments for years to come.

Celebrate! You have referred the four members that you set for your major goal. You should be encouraging each of your referrals as they join so they, too, will be getting their referrals and enjoying success. Your complete goal you

determined to achieve has step by step been accomplished.

At this point you will KNOW that the sky is the limit. You will KNOW you can build a growing residual income with this. You will then retain EVERY referral you make and EVERY ONE of them will be passing two referrals up to you. And every referral that has passed up to you will pass up two of THEIR referrals, and those pass up referrals pass up two of THEIRS. This is compounding on steroids, or as the program is named, Infinity. You will be energized beyond belief and will continue to grow your business. **You WILL become financially independent.**

This will all happen if you determine to take action and persevere. You are a Goal Oriented Action Taker. Determine in your mind that you will focus on your drive and persistence. Do not let anything stop you. Do not be a non action taker or a quitter and fall by the wayside. You must be aware that you will come across those that will not be persistent, but do not be one of them. I want you to succeed.

You have the power and ability to succeed if you determine to do so. I encourage you to commit yourself to reaching the goal of four referrals. You may reach this goal quickly, or it may take you longer than you hoped. Do not be discouraged if it takes time. Once you break through the barrier of a mindset that might be telling you that you cannot recruit or refer, you will become unstoppable.

You will succeed. You WILL succeed. **YOU WILL SUCCEED.**

Now, here are the steps to achieve the goal.

**Step 1:**

[Click here to join Infinity Downline.](#)

Join Infinity Downline from the above link in this report. You are joining under John Wray , whom you received this report from.

**Step 2:**

**Here is the really exciting part.**

Let's revisit the principles of attraction marketing for a minute.

Do you think it would be easier to build your existing business if you had more people to share your program with? People who are looking to make more money and not only want to build a residual income, but want to take it to the next level. They want to build a residual income in multiple programs.

Most of these people are looking for something though. With so many people online, marketing different programs, they want to do business with someone they know, like and trust. Remember, this is the basis for attraction marketing.

Once you have shared the valuable information in this report and shown them a plan for achieving their dreams, their trust will start to build.

The problem is, to build trust and to get people to like you requires building a relationship. You can't do that if you just send out e-mails and people download the report. After they have downloaded the report, they are gone.

You need to be able to follow-up with them. In other words, you need to get them on your mailing list.

This brings us to the next step in the plan for building a six figure income.

You need a system that lets you give away the report and capture the name and email address of everyone who downloads it.

Once you have their contact information, you can follow-up with them. You can share more valuable information and continue to build that trust.

This is where the **Six Figure Success Team** comes in.

It is an exclusive team of marketers who have all joined Infinity Downline and have the same goal as you ... to be successful online.

I say exclusive because it is only for members of Infinity Downline that have joined our team.

The best thing about the **Six Figure Success Team** is that it provides you with everything you need to effectively market the "How To Build A Six Figure Income With Safelists and List Builders" rebranded report. In fact, this report is at the very heart of our marketing system. Our entire marketing funnel leads off with this report.

That's because people love free information.

Once they read the report and realize the power of this plan, they will join you in Infinity Downline and want to give the report away themselves. Because they are in your team, they can also join the **Six Figure Success Team** completely free and take advantage of our marketing system.

A significant amount of trust has now been built, giving you the ability to market other products and opportunities including your main program if you have a program other than Infinity Downline.

Anyone who doesn't join you immediately in Infinity Downline will receive a series of e-mails designed to build their trust and further explain the benefits of the plan and the marketing system. These e-mails will also provide them with some

valuable information and training. They will start to see you as a leader and someone they want to do business with.

Are you starting to see the power of a system like this?

But we didn't stop there.

The **Six Figure Success Team** system also allows you to build a residual income in other popular programs that offer essential services every internet marketer needs like autoresponders and websites.

So now you're not only building a solid residual income with Infinity Downline and your current program, but you are building other streams of income at the same time.

**Why is this such a big deal you ask?**

What happens, God forbid, if one of your primary programs closes? Where does that leave your income? In the crapper, that's where!

But if you have several streams of income, it's still going to hurt to lose one of them, but it won't be the end of the world.

You can pick yourself up and start to build again because you will have the income from your other programs to keep you going.

[So click here to join the Six Figure Success Team now.](#)

**Step 3:**

Rebrand "How To Build a Six Figure Residual Income With Safelists and List Builders".

Rebranding this report is basically making the report "your own" by changing certain variables in the report to your own. Your name and Infinity Downline link will be throughout the report as well as any of the other programs you have decided to join.

Rebranding is free and easy and like I said above, it is an integral part of the **Six Figure Success Team** marketing system.

The "How To Build a Six Figure Residual Income With Safelists and List Builders" report is a step by step explanation of how to acquire a growing residual income.

Using the rebranded "How To Build a Six Figure Residual Income With Safelists and List Builders" report to show others how to build an income is the easiest way to explain the benefits of joining Infinity Downline under you. It becomes your Unique Selling Proposition, or USP. You are not trying to market a replicated website. You are providing valuable information. You do not need to teach or explain anything yourself. It is completely done for you with the report. Those who receive your rebranded report and see the benefits of starting their own growing residual income will join under you.

To rebrand the report just follow the instructions in the back office of your **Six Figure Success Team** website. To see a complete list of all the links that can be rebranded go to the last page of this report.

Once you have rebranded the report there are instructions in the members area of the **Six Figure Success Team** website to get it uploaded and ready to share.

#### **Step 4:**

Using our marketing system, **Share Your Rebranded "How To Build a Six Figure Residual Income With Safelists and List Builders" Report With Others**

Use safelist and list builder marketing, share it on Facebook and Twitter, and any other methods you are currently using.

## How To Build a Six Figure Residual Income With Safelists and List Builders

There are numerous ways to distribute your report. Many of these are explained in the audio and video training contained within Infinity Downline.

The "How To Build a Six Figure Residual Income With Safelists and List Builders" report combined with the **Six Figure Success Team** is your solution to starting and building your own thriving residual income.

You can set your own hours, and you can build it into as large an income as you desire.

Just add your drive and desire to succeed to what you have read here and you can join the ranks of self employed entrepreneurs who enjoy a growing residual income.

You will then enjoy all the freedom and substantial income that comes to those who set a simple goal and take action.

Be creative and help others prosper and you in turn will prosper.

John Wray

## How To Make This Report Your 24/7 Digital Sales Machine!

I hope you enjoyed this free report and have joined Infinity Downline where you will begin to grow a substantial residual income.

*Before you rush off to share this report with your Facebook friends and Twitter followers, let me ask you a question...*

Would you like to get paid a monthly commission when the people you share this report with also join Infinity Downline?

If so, then all you have to do is rebrand this special report with your affiliate ID before sharing it with others. That's it. You can then share it with others you know that could use a home based income, post it to your blog, share it on Facebook and Twitter, market it, or even use it to build your list.

*And here's the best part...*

The people you give it to will also receive giveaway rights to this report. Which means, if they give it away *without* rebranding it ( *and many will* ) you'll get paid commissions on ALL of their referred sales as well. Example: Let's say Stephanie downloads your report, but *does not* rebrand it with her ID. She then shares YOUR branded version with Bill who joins Infinity Downline – guess what? YOU just got a paid member... YES!

Get excited! You are about to unleash your own digital marketing machine that cranks out commissions for you 24/7 (*even while you sleep!*)

Follow the steps on the next page to get your marketing machine setup



## Here's what to do next...

- Step 1: If you haven't already, [join Infinity Downline](#) from this link.
- Step 2: Get over to the Six Figure Success Team site and join for FREE by [clicking here](#).
- Step 3: Sign up for the other programs contained in this report to rebrand all those links as well. A summary of all the links can be found on the last page.
- Step 4: In the back office of the [Six Figure Success Team](#) site go to the "PDF Rebranding Instructions" page and rebrand and upload your report.
- Step 5: Setup the rest of your marketing system within the Six Figure Success Team back office.
- Step 6: Start promoting your Six Figure Success Team lead capture pages.
- Step 7: Get ready to celebrate your success!

## **Links to Rebrand in This Report**

[Infinity Downline](#)

[Six Figure Success Team](#)

[Magnetic Sponsoring](#)

[Vital Viral Pro](#)

[List Adventure](#)

[Downline Builder Direct](#)

[List Effects](#)

[List Ablaze](#)

[List Bonus](#)

[Adsolutionline](#)

[Prospect Geyser Coop](#)