

Structuring Your PPL Business

There has been some confusion lately about how to best structure your PPL business. In other words, should you directly sponsor every person you recruit or should you place recruits under other people? It's not an easy question to answer until you do the math and consider the larger picture of building a large, successful PPL organization.

For a new associate the best advice is to "recruit 3x3 until you are a Director and then sponsor a new person and build a straight line under them until someone in that line becomes a Manager and then repeat the same process again... forever". So what does this mean exactly? (This assumes all new associates are Fast Start Associates).

It means you should sign up three members and recruit one of them to be an associate. This gives you a promotion to Associate. Then recruit two more associates and sponsor all of them directly to yourself. You should be both the "Recruiting Associate" and the "Sponsoring Associate" on your new associate's paperwork. When you have three people direct to you that have all reached Associate, you will become a Senior Associate.

When you recruit a fourth person you should place them under one of your original three associates. To do this you would be the "Placing Associate" and one of your original three associates would be the "Sponsoring Associate" on the paperwork. Do this until all three of your associates have three associates. This will make them Senior Associates, and will make you a Manager (you must also have 100 sales between you and your team).

With each new associate that you recruit you should continue placing them under your original three teams. When your original three associates become Managers, you become a Director and earn even more money.

There are several reasons why this structure works best:

1. You move up through the compensation plan at the fastest rate possible.
2. You earn the highest commissions possible on all of your own sales.
3. You earn all of the Fast Start bonuses from all of the people you recruit.
4. You earn overrides on every membership below you.
5. You, as the placing associate, get all the Players Club points.
6. You create a team atmosphere where people have incentive to work together.
7. You create synergy through teams. When a person's downline makes a sale, everyone above them gets paid and is excited.

If you had to recruit all of the people to reach Director it would take a while. However, the associates on your team will be recruiting people too. The reality is that some will do a lot, some a little, and some will do nothing. You should plan that you will likely recruit a lot of the people yourself... and you'll make a whole bunch of money and a whole bunch of new friends along the way.

Since it is important to always know who on your team has how many associates, you'll need to keep close track. Use the Legacy program on www.prepaidlegal.com, associates only (it's in the upper left corner of the screen).