

# MLM - vs - BINARY

KEYS: **P = Personal Recruits (7 total each)**    **D = Downline Reps (30 levels each)**

## Multi Level Marketing (Build Wide)

(Manage 7 Sales Organizations)

## Binary Marketing (Build Deep)

(Manage Only 2 Sales Organizations)

								<u>Volume Credit?</u>								<u>Volume Credit?</u>
1.	<b>P</b>	<b>P</b>	<b>P</b>	<b>P</b>	<b>P</b>	<b>P</b>	<b>P</b>	<b>YES</b>		<b>P</b>		<b>P</b>		<b>YES</b>		
2.	<b>D</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>YES</b>		<b>P</b>	<b>D</b>	<b>D</b>	<b>P</b>	<b>YES</b>		
3.	<b>D</b>	<b>D</b>	<b>D</b>		<b>D</b>		<b>D</b>	<b>YES</b>		<b>P</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>YES</b>		
4.	<b>D</b>				<b>D</b>	<b>D</b>		<b>YES</b>	<b>D</b>				<b>D</b>	<b>YES</b>		
5.	<b>D</b>				<b>D</b>			<b>YES</b>	<b>D</b>				<b>D</b>	<b>YES</b>		
6.	<b>D</b>							<b>YES</b>	<b>D</b>				<b>D</b>	<b>YES</b>		
7.	<b>D</b>							<b>YES</b>	<b>D</b>				<b>D</b>	<b>YES</b>		
8.	<b>D</b>							<b>Zero</b>	<b>D</b>				<b>D</b>	<b>YES</b>		
9.	<b>D</b>							<b>Zero</b>	<b>D</b>				<b>D</b>	<b>YES</b>		
10.	<b>D</b>							<b>Zero</b>	<b>D</b>				<b>D</b>	<b>YES</b>		
11.	<b>D</b>							<b>Zero</b>	<b>D</b>				<b>D</b>	<b>YES</b>		
12.	<b>D</b>							<b>Zero</b>	<b>D</b>				<b>D</b>	<b>YES</b>		
13.	<b>D</b>							<b>Zero</b>	<b>D</b>				<b>D</b>	<b>YES</b>		
14.	<b>D</b>							<b>Zero</b>	<b>D</b>				<b>D</b>	<b>YES</b>		
15.	<b>D</b>							<b>Zero</b>	<b>D</b>				<b>D</b>	<b>YES</b>		
16.	<b>D</b>							<b>Zero</b>	<b>D</b>					<b>YES</b>		
17.	<b>D</b>							<b>Zero</b>	<b>D</b>					<b>YES</b>		
18.	<b>D</b>							<b>Zero</b>	<b>D</b>					<b>YES</b>		
19.	<b>D</b>							<b>Zero</b>	<b>D</b>					<b>YES</b>		
20.	<b>D</b>							<b>Zero</b>	<b>D</b>					<b>YES</b>		
21.	<b>D</b>							<b>Zero</b>	<b>D</b>					<b>YES</b>		
22.	<b>D</b>							<b>Zero</b>	<b>D</b>					<b>YES</b>		
23.	<b>D</b>							<b>Zero</b>	<b>D</b>					<b>YES</b>		
24.	<b>D</b>							<b>Zero</b>	<b>D</b>					<b>YES</b>		
25.	<b>D</b>							<b>Zero</b>	<b>D</b>					<b>YES</b>		
26.	<b>D</b>							<b>Zero</b>	<b>D</b>					<b>YES</b>		
27.	<b>D</b>							<b>Zero</b>	<b>D</b>					<b>YES</b>		
28.	<b>D</b>							<b>Zero</b>	<b>P - Your 7<sup>th</sup> Personal</b>					<b>YES</b>		
29.	<b>D</b>							<b>Zero</b>	<b>D</b>					<b>YES</b>		
30.	<b>D</b>							<b>Zero</b>	<b>D</b>					<b>YES On All 800</b>		

Volume Credit Stops Here →

(Only showing 1 Leg growing in depth for ease of Illustration)

(50 Total Reps)

(50 Total Reps)

(Continues Infinite Levels Deep...)

- **MLM** - Limits you to earning money on Sales Volume generated within your first **7 levels only**.
- **BINARY** - Credits you on all Sales Volume generated to **Infinity**.
- **MLM** - You placed your 7<sup>th</sup> personally sponsored **direct to yourself**. The only person you helped was **You**.
- **BINARY** - By placing your 7<sup>th</sup> personally sponsored on **level 28**, you helped 27 people above them
- **MLM** - Someone just sponsored a Leader on Level 31 but **you don't care** because you have no financial interest on that level or any of the levels below them.
- **BINARY** - You care very much about the new Leader on Level 31 because you have a financial interest in that person and all 800 people they bring into your organization... All the way to infinity!

Disclaimer: The above MLM illustration paying on 7 levels is hypothetical for Education and Training purposes only. MLM pay plans vary between Companies regarding how many levels they pay out. Although several of the 7 legs will most likely grow in Depth, only 1 leg is shown going 30 levels deep for ease of illustration. The Binary example illustrates a 1/3, 2/3 minimum ratio that must be maintained to Maximize the pay plan. However, all Sales Volume will continue to be "Stored" and "Carried Over" to the next month until that ratio is met. Most MLM plans wipe away all accumulated volume at end of each month.