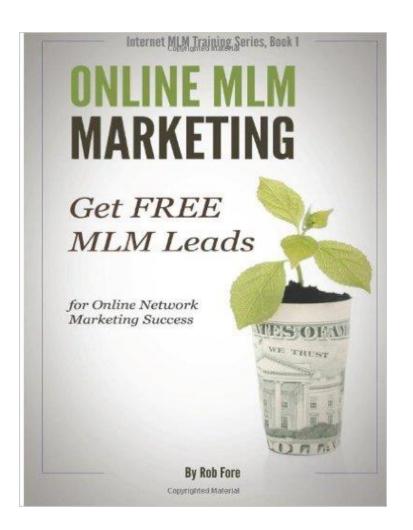
Online MLM Marketing How to Get 100+ Free MLM Leads Per Day for Massive Network Marketing Success

by Rob Fore





Since 1996, Rob & Lisa Fore have created numerous six-figure, even multiple six-figure incomes streams working part-time in their spare time online using a simple 5 step system that has never failed.

Rob is a top 20 income earner with a team of over 11,000 active network marketing distributors worldwide, and he routinely generates over 100 free leads per day and has personally sponsored as many as 184 new reps in one month.

Now it is your turn...

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Introduction: Do You Really Want Success?

Hi. My name is Rob Fore.

Since 1996 my wife Lisa and I have built numerous six-figure even multiple six-figure businesses working part-time in our spare time online.

We use a simple 5-step system that has never failed.

Ever.

Now YOU are just moments away from discovering that system. A system we have used again and again to produce life-changing results like these:

Generate 100+ free MLM leads per day on complete autopilot Personally sponsor 184 new reps in 30 days Top 20 income earners with a team of 11,000+ distributors Plus, we earn tens of thousands per month in yet another MLM and Earn thousands GIVING AWAY free training....

Can you imagine?

How will your life be different when you unlock these PROVEN tips, tricks and inside secrets and claim them as your own?

- Will you be living in the same house?
- Will you be driving the same car?
- Will you be working at the same job?

Go ahead. Dream again. You and your family deserve it. It's time. It's your turn to finally start getting paid exactly what you are worth.

Now I didn't share those results to impress you, but to impress upon you... success is not an accident. Achieving success is a choice. A decision you have to make. Then, once you have made a real honest-to-goodness decision, achieving success is a simple matter.

Because success leaves clues. And all you have to do to achieve any result you desire in life is to find someone currently producing that result, find out how and what they are doing to produce those results and simply do the same thing.

Achieving success is a simple matter.

Find a proven model, copy the model and you will have GREATLY put the odds of success in your favor.

So if you are honestly ready to take your network marketing business to the next level fast, consider yourself extremely lucky or exceptionally blessed because YOU are just moments away from discovering a proven model that works.

But first, let me share a quick story with you.

It's December, 1990...

I'm 29 years old and homeless.

I sleep on a urine-stained mattress I found on the side of the road and tossed into the back of my truck.

My wife and young son are now living with her mom, but pride and ego won't let me accept any help because it's embarrassing. In just six short months, due to one bad business decision, we went from having it all to hungry and homeless. Just like that.

Fast Forward to 2000...

It took me five years get off the pity-pot after I lost everything.

Oh sure. I held various jobs, bought another house, re-established credit, reunited with my family, read a ton of motivational books and purchased as many "How to Get Rich Quick" systems as I could get my hands on. But emotionally I was burnt toast. My drive to strive for more was gone.

Still, for appearances, I went through the motions.

I joined Amway and quit after a few months. Then it was on to Excel. Then no-money-down real estate and day trading. I stuffed envelopes, ran classified ads, invested \$5,000 in water filters, placed vending machines and even lost a small fortune in the 900 number business.

Then something magical happened that changed everything.

I made a decision.

I decided to pick a proven business model and commit to producing a profitable result. Period. No turning back. No second-guessing, no distractions... and no more excuses.

I chose mail order. I purchased a \$500 system written by Jeff Paul called, "How to Make \$4,000 a Day Sitting a Your Kitchen Table in Your Underwear" and read through it one time. Then I went back to the beginning and simply followed the instructions (even when I didn't feel like it and even when I was scared to death!) and within 18 months I went from earning less than \$50,000 a year at my job to earning over \$100,000 a year working from home.

Then life threw me and my family another yet another curve ball...

I'll never forget the day the doctor walked in, cleared his throat and said, "I'm sorry. You are terminal. You have two years to live. You may want to get your affairs in order."

Talk about an instant brain change!

One minute I'm fighting rush hour traffic and the next minute I'm fighting for my life.

Even worse, I came to the horrible realization that if I were to actually die or become unable to work in any way - I would leave my wife and two sons literally penniless.

Because the majority of our income was totally dependent upon my ability to trade my time, training and expertise for dollars. My family supported me in the business, but I was the business.

So I made yet another decision:

I would join a network marketing company and I would build a six-figure passive, residual income <u>before</u> I died. Period. No turning back. No second-guessing, no distractions... and no more excuses.

The challenge was I had failed at network marketing six other times in my life and I had no clue how to build a profitable MLM business.

But since failure was no longer an option, within 18 months, we did build a profitable six-figure MLM business... and have gone on to build out numerous six-figure, even multiple six-figure businesses working part-time in our spare time online since then.

Now it is your turn.

Let's get started ...

Are the Odd of Success Stacked Against You?

It's tragic, but true.

Most MLM distributors never make a profit.

How bad is it?

It depends on who you ask because privately held MLM companies are not required to publish an income disclaimer so it is hard to get an accurate picture. But here is a recent entry on Wikipedia:

The Times: "The Government investigation claims to have revealed that just 10% of Amway's agents in Britain make any profit, with less than one in ten selling a single item of the group's products."

Scheibeler, a high level "Emerald" Amway member: "UK Justice Norris found in 2008 that out of an IBO [Independent Business Owners] population of 33,000, 'only about 90 made sufficient incomes to cover the costs of actively building their business.' That's a 99.7 percent loss rate for investors."

Newsweek: based on Mona Vie's own 2007 income disclosure statement "fewer than 1 percent qualified for commissions and of those, only 10 percent made more than \$100 a week."

Business Students Focus on Ethics: "In the USA, the average annual income from MLM for 90% of all MLM members is no more than \$5,000, which is far from being a sufficient means of making a living."

USA Today has published several articles:

"While earning potential varies by company and sales ability, DSA says the median annual income for those in direct sales is \$2,400."

A February 10, 2011 article stated "It can be very difficult, if not impossible, for most individuals to make a lot of money through the direct sale of products to consumers. And big money is what recruiters often allude to in their pitches."

Roland Whitsell, a former business professor who spent 40 years researching and teaching the pitfalls of multilevel marketing: "You'd be hard-pressed to find anyone making over \$1.50 an hour, (t)he primary product is opportunity. The strongest, most powerful motivational force today is false hope."

Yet as bad as all of that sounds, if you take a close hard look at every legitimate network marketing company you will always find a handful of people who are making a quiet fortune. You will find many more who are making a solid five-figure annual income and even more raking in a few hundred dollars a month.

So what's the difference that makes all the difference?

Marketing. To succeed in any business (real estate, insurance, MLM, restaurant, carpet cleaning or you name it) you need to master the art and science of marketing.

Think about it.

Perhaps you've heard it said, "These products are so good they sell themselves." Really? If that were true, then why do companies spend a fortune advertising? If that were true, why would the company want to build out a network of independent distributors to SELL their products?

Products do not sell themselves.

Someone (you!) has to sell them.

But it goes even deeper than that because, in reality, the big money in network marketing will never come from selling the products.

The big money is made when you sponsor and recruit new business builders who **BUY** products so they can qualify to earn a commission, then turn around and duplicate the sponsoring model.

In most cases, the network marketing company is in the business of selling products and instead of going the normal retail route, they decided it would be more profitable to create a network of distributors (like you) who CONSUME the products in order to qualify to earn a commission.

The company actually makes the majority of their money by selling the products to YOU, the distributor base, and rarely is any real money made selling and distributing the products to anyone not a distributor.

So the bottom line is, when we ask people to join our network marketing business ... what we are really asking them to do is to SIGN UP for a career in "sales and marketing"...

Yet most people do not have any experience in sales and marketing, <u>and</u> most people hate the idea of selling anything to anybody, right?

So why are we surprised when most of the honest, hard working people on our team fumble around trying to make things happen... but never really seem to get ahead?

Why are we surprised when they quit after approaching everyone they know? (Prospecting)

Why are we surprised they DO NOT want to cold call leads? (Prospecting)

Why are we surprised when they never really get started? (Fear of Prospecting)

As the LEADER of your team, YOU need to immediately embrace marketing (not prospecting!) and teach your team to do the same thing.

YOU need to lead the way by example. YOU need to dig deep and master marketing. YOU need to get in, get busy and become profitable. Now! And we are going to talk about how to do all of that. But first, let's talk about the...

"7 Reasons Why Most People Do Not Make Any Money in Network Marketing and What You Need to Do to Get into Profit Today!"

Because what you don't know really can hurt you and if you are absolutely, 100% serious about taking your business, income and lifestyle to the next level you need to make sure you are not making these mistakes and make sure your team avoids them as well.

Emotional Decision or Business Decision?

Most people do not make any money in network marketing because they joined the wrong company for the wrong reasons. Meaning most people join for <u>emotional reasons</u> versus making a well-informed, thoroughly researched <u>business decision</u>.

The difference is night and day.

For example, a few months ago Lisa and I decided we wanted to diversify our income portfolio by investing in a local brick-and-mortar business. Before we even started looking at the businesses available, we sat down and outlined exactly and specifically what we are looking for:

Absentee owner possibility

5 years minimum stable, net growth \$100,000+ pre-tax net income Recession-proof model Inflation-proof model 2.5 years max cash ROI

And, today, we are still looking.

We did find a couple businesses for sale we almost moved forward with but since they did not meet all our business criteria, we did not move forward. Even more important, when a business comes up that does meet all our criteria...

It will not matter if we are emotionally drawn to the business or not.

The business itself might be nondescript, mundane and unexciting.

Who cares? We are in business to make more money and increase our lifestyle. Not necessarily LOVE IT or have some type of emotional ties to it.

Yet most people who join a network marketing opportunity do so for emotional reasons:

Ground floor opportunity (get in early!) Famous spokesperson endorsement Huge spillover potential (we build it for you!) Low cost/no cost/free Favor to family member, friend or co-worker

Or, worse, they join because they actually believe all they have to do to get rich fast is to personally sponsor two... who sponsor two... who sponsor two... and we all live happily ever after living in our mansions, driving Mercedes and sipping piña coladas on the beach.

But the sobering real world reality is...

Building a profitable network marketing business takes a significant investment of time, money and dedication. And you may actually need to personally sponsor 100 or more people to find the "two" who are just as serious and dedicated to securing financial freedom as you!

Did you catch that?

You may actually have to personally sponsor 100 new reps (or more!) to find the TWO who will grow your business independent of your time and effort. You may need to find "100" to get into team momentum.

Ground floor opportunity!

Most new network marketing companies fail within their first two years for a variety of reasons so joining on the "ground floor" is risky. Very risky. To put the odds of success more greatly in your favor you may be better advised to join a stable, proven companies that has stood the test of time.

Famous celebrity endorsement?

Who cares? Are they going to build the business for you? If not, their endorsement does nothing more than help you recruit people for all the wrong reasons - because they think the endorsement will somehow be important.

The potential for massive spillover?

Don't count on it. And even if it happens, chances are YOU will need to either balance the other "off-balance" leg or qualify the spillover in some other way that will cost you time, effort and money.

Besides, think about it ...

If they promise "we build it for you", why do they need you? If the product really sells itself, why do they need you to sell it?

Sign up free. No risk. Everyone will join.

Really? If everyone signs up free, where is the profit going to come from?

Someone has to buy something in order to create a sales volume from which all commissions are paid. If "free" is the carrot they are holding out... what will happen is will build a huge team of people who do absolutely nothing and you'll get paid absolutely nothing.

Warm Market Referral

Did you sign up because a family member, close friend or business associate asked you to? Are they producing results? Do they have a proven track record of success? If not... all is not lost.

Simply find an UPLINE leader who is producing the results you want, find out what they are doing and do the same things.

Bottom Line: If you joined your current business for emotional reasons versus making a real business-based decision, you may want to take another look at the company, leadership, products and comp plan before investing too much time and energy into it.

We will talk more about the WHAT you should be looking for and WHY later. But no matter what business you finally settle into...

... understand to make a significant six-figure income will often require YOU to personally sponsor at least 100 people.

Then figure at least two years <u>after that</u> is accomplished to give your team a chance to build out their businesses.

Bottom line?

Building a profitable MLM business is definitely not a get-rich-quick scheme. It can take YEARS of consistent time, effort and investment to grow your business into the six-figure, even multiple six-figure range.

If you are looking for a get-rich-quick program, network marketing is not what you are looking for UNLESS you have a massive list of people who already know, like and trust you.

Does Your Comp Plan Allow for a Marketing Budget?

Take a look at your compensation plan. How much do you get paid when you personally sponsor a new rep? Do you get a \$50 fast start bonus, \$100, maybe \$200 or more?

This is an important answer to know because one of the biggest reasons most people will never make a profit in network marketing is their compensation plan does not leave room for a marketing budget.

Remember, if you are serious about building a six-figure residual income you have to be willing <u>and able</u> to personally sponsor and recruit at least 100 new reps.

So once you have approached everyone you know, once you have exhausted your warm market, now what?

Now what will you do?

Most people do nothing because they are unwilling to learn the art and science of marketing and they soon find their business dead in the water.

But if you are serious, you'll treat your business like a real business and you will start marketing. Which takes time and money.

Case in point...

Lisa and I recently invested \$2,000 to purchase 3,000 business opportunity seeker website clicks to check out one of the programs we promote.

When someone joins we can earn \$25, \$125, \$625, \$1625 or even \$4,625 so there is a good chance to recoup our investment and make a profit.

Here are the results from that \$2,000 investment:

- 3,011 people visited the site
- 492 people became a lead
- 6 joined at the \$25 level (\$150)
- 2 upgraded to the \$625 level (\$1,200)
- 1 upgraded to the \$1625 level (\$1,000)

We spent \$2,000. We got back \$2,350 for a net profit of \$350. Plus, we added 492 people to our list – people who may later buy something we offer and we added 6 new team members. Score!

But things would be much, much different if the comp plan only paid out a maximum of \$100 per sign up, wouldn't it?

Then we would have pulled in a maximum of \$600... leaving us \$1,400 in the hole with 492 leads at a cost of \$2.84 per lead. And, sure, maybe we could have made up the \$1,400 later... sometime in the future... but most people cannot afford to FUND the business early on - if there is no room for a marketing budget.)

Later we will discuss a number of ways you can promote your business using low-budget and even no-budget methods. But it is important to understand, if you really want to take your business to the next level fast you will want to invest a portion of your profits back into your business in order to scale up your marketing efforts.

So the question is, again:

"Does your compensation plan have room for a marketing budget?"

If not, then you need to find another way to fund your business as you wait for it hit momentum and become profitable. And, yes, there is actually a way to GET PAID even when people do not join your team (called funded proposals), and we'll talk more about that here in a few minutes.

Do You Lack These Critical Marketing Skills?

Perhaps the #1 reason why most people never make money in MLM is due to a lack of marketing skills.

Plain and simple.

In fact, when we ask people to join our network marketing business we are asking them to SIGN UP for a career in "sales and marketing" - yet most people do not have any experience in sales and marketing.

None. Zip. Zero. No experience whatsoever.

So why are we so surprised when they get in and do absolutely nothing?

Case in point...

You approach your neighbor Fred because he seems like a sharp, capable success-oriented guy and, sure enough, Fred joins your team. Within minutes Fred asks what he should do to build his new business. And, if you do not have any marketing experience... you simply pass along what you have been told to do - compile a list of at least 100 people, people who know you or know of you - call them and introduce the business. And, you hand Fred a script, pat him on the shoulder and say, "Good luck."

Now the real world reality is less than five out of 100 people who join your team will ever put together a warm market list and actually approach everyone they know, have known or run into.

But let's assume Fred does contact everyone he knows and signs up Judy, a co-worker. Fred then picks up the phone and says, "Okay I did that. I called everyone I know and I signed up Judy. Now what do I do? What do I do now to take my business to the next level?"

What are you going to advise Fred and Judy to do once they have exhausted their warm market?

How are you going to advise them to market their business? What will be your answer to the "Now what?" question?

Will a Lack of Cash Kill Your Business?

Unless you get extremely lucky and sign up one or two "heavy hitters" early on in your network marketing career, building a profitable six-figure+ business takes time and a significant investment.

Figure 1-2 years for you to personally sponsor at least 100 people and then another 1-2 years for your team to build out their networks.

Even an off-line, brick and mortar business often takes a few years to become profitable. Think rent, utility bills, payroll, insurance, inventory and supplies.

There is always a cost of doing business and one of the biggest reasons most businesses fail in the first five years is due to a lack of cash flow necessary to fund and carry the business before it becomes profitable.

> If you spend \$200 per month to remain on "auto ship" with your company to stay qualified to earn commissions - that is a cost of doing business.

> Now let's assume you earn \$10 a month for everyone on your team who also remains on auto ship.

You will need to a team of 20 active distributors just to break even (40 active if you are in a binary program).

Add in postage, office supplies, telephone, internet and small advertising budget and you are looking at \$500 per month in business operating or carrying costs. Do you have an extra \$500 per month to fund and carry your business until it becomes profitable?

Does everyone on your team have an extra \$500 laying around to fund and carry their new business until they become profitable?

If not, your business will stall out and fail unless and until you find a way to help yourself and everyone on your team **create enough cash flow** to at least carry the business without having to come out of pocket each and every month.

The goal in building any business is to make a profit as quickly as possible.

Unfortunately, there is always a cost of doing business most of us never even considered when we raised our hands and signed up. So now instead of adding a few hundreds dollars to the income side of things, we find we have added a few hundred dollars in expenses. An expense most people cannot really afford.

To stay in business long enough to become profitable, we need to find a way to increase our cash flow as quickly as possible.

One of the most powerful ways to accomplish this is to start marketing and promoting with "funded proposals". Funded proposals consist of a series of free and low-cost offers to website visitors, in order to create both leads/prospects and immediate funds, which in turn helps to cover the cost of finding the leads and advertising/marketing the main business opportunity or products/services.

Mike Dillard popularized the attraction marketing/funded proposal concept with his best-selling book <u>Magnetic Sponsoring</u>.

Instead of leading with and pitching his primary MLM program to everyone who could fog a mirror, Mike understood his best prospect was actually the person who had already invested money to join another MLM deal (a proven buyer) who was also struggling to make money (due to a lack of leads and/or a lack of cash flow to fund a lead generation marketing campaign).

So he wrote Magnetic Sponsoring to explain how he was using this new book to overcome both challenges... showed his jaw-dropping results... and encouraged readers to go do the same thing. Go write a book, special report or create a special training system and promote THAT to the world instead of their opportunity. Or, even easier...

You can simply join his MLM program and he would give you access to his proven funded proposal model and help you get started on the fast track!

It was a brilliant concept and about a year later Mike tweaked the original model and went on to generate hundreds of thousands of leads and created a multi-million dollar business. Bottom line - combine the lead generation power of attraction marketing with the cash flow potential of using funded proposals and you have a lethal business building weapon in your hands... both of which give you the staying power you will need as you grow your MLM business into sixfigure momentum.

Case in point...

On August 18, 2010 Lisa and I start marketing our business by leading with a <u>well-known online funded</u> <u>proposal system</u>.

In the past five years we have used this proven model to generate over 35,000 leads, personally sponsor over 2,700 new reps, and have earned just shy of ONE MILLION dollars in affiliate commissions from those who <u>did not join</u> our network marketing team.

Meaning, instead of incurring a cost of doing business, we use and teach a funded proposal marketing... method to create multiple streams of cash flow and get paid even when people do not join our team.

The marketing system itself has become a new profit center.

We will talk more about using funded proposals for massive lead generation and additional cash flow later in this book but for now think about how you might be able to create cash flow for you and your team to at least cover the costs of doing business.

- Can you retail your products or services?
- Will your sign up bonuses or fast start bonuses give you enough cash flow to cover costs if you stay in personal production?
- How can you increase your cash flow now?

Can High Attrition Rates Block Your Success?

Attrition is the drop out rate you will experience in your business; the people who sign up and quit before building a profitable business.

Unfortunately, the average attrition rate for most MLM business is 80-90% the first year. Meaning 80-90% of the people who join your team will quit paying their monthly auto-ship (which creates the volume you get paid on) within the first year.

To build a profitable business, the key is to find a way to grow your business faster than the attrition rate is taking it down.

This is what we call getting your business into momentum.

To have long-term success, you need to get your business to the place where your team is adding more new people on a monthly basis than the number of people who are quitting because to have long-term success you need net growth every month.

The primary cause of attrition is non-profitability.

Meaning the majority of your team members have not found a way to cover the cost of doing business, and if the product or service they are required to buy to stay active is not something they would normally buy "at that price" and "from that company" in the open market - it is not a matter of IF the majority will cancel their auto-ship, it is a matter of when.

Case in point...

About 15 years ago Lisa and I had joined a health and wellness company.

The cost to remain active to earn commissions was \$240 per month, and for that we would get a 30-day supply of vitamins for two people.

At the time we were buying leads and prospecting.

Meaning we would call each lead on the phone, qualify for interest and move them forward in the sponsoring process. We were spending at least two hours per day on the phone and would sign up an average of 8 new distributors per month.

The first year we personally sponsored 96 new reps and, as usual, most of these new team members did absolutely nothing. But a few did duplicate and, combined, the team brought in another 16 new reps.

So we brought in 96 new reps and the team brought in another 16 new reps. That's 112 new team builders total. Yet at the end of the first year we had only 22 people still active! That's a 80% attrition rate!!

Three years later, after personally signing up over 400 new team members, we realized the attrition rate was preventing us from growing a stable, long-term business so we stopped actively promoting it.

There are only two ways of minimizing the attrition rate.

One, find a company that distributes products and services people would normally buy "at that price" and "from that company" even if they did not have a promise of getting paid. For example, <u>one of the companies we promote</u> offers a product virtually every adult in the world uses for about 25% less than they can buy it anywhere else in the open market. So even if they never actually build a business, we experience less than a 20% annual attrition rate because they simply cannot find this same product (which everyone uses at least a few times a year) for less.

The second way to minimize the attrition rate is to help your team get into profit as quickly as possible.

You need to help them at least cover the cost of their monthly auto-ship and, ideally, actually get into profit. Remember lack of cash flow? You have to make "getting into profit fast" a high priority in order to grow your business faster than the attrition rate.

You've Exhausted Your Warm Market. Now What?

The number one reason why most people fail to make a profit in network marketing is due to a lack of leads.

To build a profitable business you and your team need to get your product, service and business opportunity in front of new prospects on a consistent basis over a long period of time.

"Lead Prosperity Leads to Prosperity"

In fact, when you break it down, the money making activities you need do to on a consistent basis to build a profitable MLM business is actually rather simple:

Connect with people Direct them to a presentation Enroll them

It is as simple as 1, 2, and 3.

Connect. Direct. Enroll.

So the million-dollar question is:

"How are you going to connect with NEW prospects on a daily basis over an extended period of time?"

And, secondarily, how will you teach your team to do the same thing?

The good news is we will be answering those questions for you in this book!

You ARE Using a Proven System, Right?

To puts the odds of success more greatly in your favor, you need to...

"Plan Your Work, and Work Your Plan"

You need to create a system:

A procedure or process for obtaining consistent results in a predictable manner.

Which means, taking all the things we have already discussed into consideration, you should seek to create a marketing system that consistently and predictably...

Generates new customer leads Generates new business leads Automatically delivers a high converting presentation Follow ups and closes for sale Creates cash flow even if no one joins your business Helps you and your team get into profit fast

Then, of course, you will want to teach your team how to use and profit by embracing the same system.

Get all of that in place and your success is virtually guaranteed.

The challenge is unless you are very skilled in building out new web sites and blogs, copywriting, and creating compelling offers... the task of creating a full-blown system can be daunting and time consuming and expensive to say the least.

The good news is there are plenty of proven systems available online right now. Systems designed for <u>lead generation</u>, <u>email follow up</u>, time management, downline management, <u>contact management</u> and more.

Simply sign up, set them up and start marketing.

In fact, one of the worst things you can do in the beginning of your network marketing career is to spend any time whatsoever on creating a personalized team training site or team lead generation system.

Think about it.

Isn't that like putting the cart before the horse?

In the beginning of your career, will be much better served by focusing at least 85% of your efforts leading by example and staying in personal production mode.

Hit the leader boards. Become a top producer.

Get recognized for producing results... and spend your time teaching your team how to duplicate the system you are using, versus spending your time creating a system for them to use. With that in mind, let's start generating a few leads and make some fast cash, shall we?

What is THE Secret for Online MLM Success?

Modeling. Plain and simple.

All you need to do to virtually guarantee your success in network marketing is to take a proven system and duplicate it. Find someone who is producing the results you want to produce, find how they are producing those results and simply copy what they are doing.

You do not need to reinvent the wheel or spend years learning from the school of hard knocks. You do not to grind it out or blaze a new trail. And you certainly do not need to spend weeks, months or even years studying to learn everything there is to know before you get started.

Find a proven model and copy the model.

Which is a very simple thing to do. But that does not mean it will be easy.

The process of finding a proven model is simple because there are so many examples to be found online:

Mike Dillard, the author of <u>Magnetic Sponsoring</u>, went from being a waiter to creating a multiple million dollar business in just a few short years using attraction marketing and funded proposals.

Dani Johnson earned her first million dollars in MLM at the age of 20 by running weight loss ads in a local newspaper. She closed prospects on the product first, then followed up by teaching them how to get their products free.

Michelle Pescosolido created a six-figure income in less than six months using by running little <u>Facebook ads</u> to generate traffic, leads and sales and has gone on to create a multiple six-figure business and was able to retire her husband Bill from his corporate job.

Mark Harbert created multiple streams of income online by focusing on publishing and promoting free Youtube videos.

David W. become the #1 producer in three different MLM companies by focusing on <u>article marketing</u> to generate traffic, leads and sales.

Lisa and I have created numerous six-figure income streams online using a <u>proven attraction marketing</u>, funded-proposal model that has never failed to produce a profit. Ever.

The challenge will be to find a proven MARKETING METHOD out of the myriad of options available that makes the best sense for you - based on the time you have available, your skill level and budget.

For example, blogging and article marketing are two proven marketing methods that work. But if English is not your first language or if you struggle with spelling, grammar and writing a cohesive sentence - blogging may not be the best choice for you.

The blogging model works, but the model may not work for you.

We will take a closer look at how best to research marketing methods here in a few minutes, but first let me share a concept that can absolutely put you on the fast track to success.

How do I know for sure?

Because every top income earner, without exception, embraces this concept and now it is your turn to make it happen...

Are You Building a Business or a Downline?

If you are absolutely serious about creating true time and financial freedom for you and your family, the concept you are about to discover will be life-changing. It lies at the heart of every top earner's massive...

...success. It is the difference that makes all the difference between enjoying immediate success and potentially struggling for years to have success.

But be forewarned.

It is highly unlikely this concept is being taught by your company or your sponsor. And chances are you will not find this concept too widely talked about within the trenches of most network marketing elite training events UNTIL you reach the higher ranks and are invited to join the inner circle of top producers.

So perhaps, just for now, you might want to keep your knowledge of this secret to yourself until your results speak volumes.

Focus on building a business, not just a downline.

What the difference? A business can be defined as,

"The regular production or purchase and sale of goods (or services) undertaken with an objective of earning profit and acquiring wealth through the satisfaction of human wants."

Which is the ultimate goal you have in mind for your network marketing "business".

You signed up to be an independent representative (a distributor) of your company's products and services with an objective of earning profit and acquiring wealth.

To put it another way - you signed up to make money and improve your lifestyle. Right? Of course. So with that in mind, now let's take a lesson from Robert Kiyosaki, the author of *Rich Dad, Poor Dad*:

"In the broad definition of the world, the word leverage simply means 'the ability to do more with less'. When it came to the subject of work, money, and leverage, rich dad would say, 'if you want to become rich, you need to work less, and earn more. In order to do that, you employ some form of leverage. People with leverage have dominance over people with less leverage.'

In other words, just as humans gained advantages over animals by creating leveraged tools, similarly, humans who use these tools of leverage have more power over humans that do not. Saying it more simply, 'leverage is power'."

When you focus primarily on just building a downline, you are leaving a lot of money on the table because you are limiting your profit potential.

For example, if you approach someone with your product, service or business opportunity and they tell you - "No thanks" - you've got nothing. You have wasted your time, effort and marketing dollar.

But if you focus on building a business, you might have first presented the same prospect with a FREE OFFER to capture their name and email address.

Then, over time, you might present a number of different offers to that same prospect and double, triple, even quadruple your chances of "earning a profit" even if they never join your network marketing business. Lisa and I used to promote a hybrid 100% commission MLM program for a little over two years – and we built a team of 400+ active distributors, which payed a solid \$9,800 monthly residual income. Yet we have earned well over a \$800,000 dollars in total commissions! How?

By also offering a number of additional tools, training and resources to help our team grow businesses. These are additional products (inventory items) we offer to our network of distributors AND to prospects that do not join our team **'with an objective of earning profit and acquiring wealth through the satisfaction of human wants.'**

Unfortunately, that company later changed their compensation plan which no longer left room for a marketing budget and, well, that was that!

Consider the gold rush of 1849. Tens of thousands of people flocked to California to seek their fortunes mining gold. It was the largest migration in United States history. Yet only a tiny number of these prospectors and miners actually found their fortunes.

Merchants rather than the miners made more fortunes.

Well-known business men like Levi Strauss, Phillp Armour, John Studebaker, Henry Wells, William Fargo, and Samuel Brannan didn't mine for gold themselves but instead sold supplies to miners – wheelbarrows, tents, jeans, pickaxes, food and shelter.

Mining for gold was the more glamorous path but actually turned out to provide less of a return on investment than selling supplies.

So by focusing on building a business versus just building a downline, you will automatically eliminate many of the reasons why most people never make a profit in MLM.

By focusing on building a business and not just a downline, you will put the odds of "earning profit and acquiring wealth" more greatly in your favor.

By focusing on building a business and not just a downline and teaching your team to do the same thing... you can immediately increase your cash flow, cover your costs and product a nice profit. Which gives...

... you the staying power you need to create a huge, highly profitable long-term passive, residual income with MLM.

It Works, But Will It Work for You?

One of the most powerful things you can do after making a decision to take your network marketing business to the next level is to spend a few days researching the various market methods available to generate traffic, leads and sales. The goal, at this point, is not to become an expert in all the methods available... but rather to simply to learn more about each method so you can make an informed decision about which method makes the most sense for you to get started with.

The goal is to pick ONE marketing method and focus on mastering that one method until you start producing results. Then and only then should you ADD another marketing method to your arsenal.

The value of this approach is two-fold.

First, by picking just one method you will immediately remove all sense of being overwhelmed and confused because there are so many proven options available. Second, by focusing on one method, it will be easier to find a PROVEN MODEL based on that method for you to copy.

- Consider how much time you actually have available to build your business.
- How much money do you have to invest in tools and training?
- Do you have an advertising budget?
- Can the method be outsourced later to get your time back?

Once you learn what to do and how to do it, how likely is it you can and will dedicate yourself to take consistent action over an extended period of time?

And it is important to be honest with yourself here because if you know, deep down, you are not likely to pick up the phone and connect with 100 strangers per day... to sift, sort and qualify for interest... buying leads and telephone prospecting is probably not going to work for you.

The model works, but it will not work for you.

Here is a short list of marketing methods that have all been proven to work.

Spend some time researching what it might take to master each method and based on your own experience, skill, and willingness to learn new skills, budget and demeanor - pick ONE method to start with.

Social Networking

Facebook Marketing (Free Methods, Paid Ads) Twitter Marketing (Free Methods, Paid Ads) LinkedIn Marketing (Free Methods, Paid Ads) Meet-Up Groups (Local and Online) Google+

Content Marketing

Keyword Research (Blogging/Video/Paid Ads) Blogging (Personal, Authority, Guest Blogging) Content/Article Marketing (Free and Paid) Video Marketing (Free Methods, Paid Ads) Google Hangouts (Free, Paid)

Paid Marketing

Webinars (Free/Paid) PayPerClick Marketing (Search, CPA, CPV) YouTube PayPerClick (Search, Inline Ads) Facebook PPC (Boost Posts, News Feeds, Ads) Banner Advertising (Local, Media Buys) Ezine/Solo Ads

Prospecting

Business Opportunity Leads (Buy Leads, Create Leads) Follow Up & Closing (Automated, Personal) Prospecting Strangers (Meetings, Phone, Ads)

Additional Strategies

Free Classifieds (Online and Offline) Forum Marketing (Content, Participation, Ads) Resume Database Advertising Direct Response (Magazine, Direct Mail, Card Decks) List Builders (Traffic Exchanges, Safe Lists)

Did You Miss the Hidden Secret Advantage?

Once you pick the marketing method that seems to make the most sense for you and your situation, the next step is to find at least a three people who are **CURRENTLY** using the same marketing method you picked to produce the results you want to produce.

Why find at least three people?

Because if you pick only one person, you run the risk of that one person having a "secret advantage" you do not know about that very well could be the reason their system worked for them. But since you don't know what that secret advantage is, your efforts could be doomed to fail from the very beginning.

Case in point...

A few years ago I picked a ONE online marketing model and studied ONE top income earner who was using that model to produce his results. Or so he said, and I did exactly what he was teaching us to do. I followed every step to the letter and left no stone unturned. If he said, "jump" I asked how high?

Yet after six months of diligently following his exact model, I was producing less than 25% of the results he was producing.

Later, it turns outs, he had a secret advantage he had failed to mention... he had a team of outsourcers who were producing <u>four times</u> more effort than he was claimed to be doing. Mystery solved.

By finding and studying at least three people who are CURRENTLY producing the result you are want to produce using the marketing method you have decided to embrace, you greatly increase your chances of putting together a "proven model" that will actually work.

Study Multiple Success Models

Look for points of commonality. What do each of the success models have in common? Because...

... if multiple success models are found to use the same processes, systems and tools – then <u>OBVIOUSLY</u> – there is great value if we use those same processes, systems and tools!

Find three models. Then put on your detective hat and study the models hard. Opt in to their lists. Find where they hang out online, and purchase their training products if necessary.

Find out if they have a web site or a blog or multiple sites. How much work do they do? What do they do? How do they do it? Do they use outsources or have employees? What tools, software programs and resources do they use?

Create a dossier on each of these three models.

Then look for points of commonality.

What tools, techniques, styles, and resources do they ALL have in common?

Because if multiple people (success models) are found to use the same processes, systems, tools and resources then obviously those same processes, systems, tools and resources are ALL critical elements that ALL contribute producing their consistent results.

Do they ALL have a personal blog?

Do they ALL use an auto responder to collect leads and build a list?

Do they ALL have a Facebook fan page, Twitter account or Linkedin account?

Do they ALL offer free training of some type?

Are they ALL running the same types of ads, in the same format, on the same networks?

Do they ALL producing talking head videos or power points?

Do they ALL do weekly Google hangouts? With whom?

Do they ALL email once a day, twice a week, every day?

Find the points of commonality and you have found your proven model.

Here are a few more things to keep in mind:

Find out what these producers did in the BEGINNING of their careers, before they built a huge business. This is important because what successful people do now and how they got there can be two completely different things. Use <u>archive.org</u> to dig deeper.

Create a free email account for each producer. Sign up for their free offers and, if you can, buy something from them and study both their prospect and buyer follow up system. Look for the "what else" they are promoting beyond their primary MLM and you'll probably discover where they are making most of their money.

Are they using a funded proposal? Multiple proposals?

Study what they are doing and how they are doing it. Find the points of commonality and document them. Write them down. Keep a dossier.

All you need to do to virtually guarantee your success in network marketing is to take a proven system and duplicate it.

Put the odds of success more greatly in your favor by studying at least three people who are producing the results you want.

Find the points of commonality and simply use those same systems, tools and processes.

The 5-Step System That Has Never Failed. Ever.

Since 1996, Lisa and I have used a simple 5-step system to build numerous six-figure, even multiple six-figure businesses online.

Today we have a team of over 11,000 active distributors in one network marketing company and a team of over 8,600 in yet another. We also earn tens of thousands each month promoting our own products and a number of affiliate products.

The system has never failed. Ever.

This system lies at heart of building out a profitable business, versus just a downline and it will lay the foundation for taking your business to the next level regardless of the marketing method you decide to use to take you there.

Pick a Profitable Target MarketResearch the Market to Find the PainPick a Product to Promote to Ease the PainPublish Content and Offer Your SolutionPromote Your Content so it Can Easily Be Found

Is There a Market for What You Are Selling?

Years ago I had a friend who invested \$70,000 to manufacture a new product he has invented called a Bag Tote. It was a plastic handle with hooks. The idea was you could take the Bag Tote into the supermarket, attach all the little grocery bags to the tote and more easily carry them to your car.

Three months later he was bankrupt. Why?

Because there was no market for his product.

Turns out there are not too many people who carry grocery bags to their car. Most of us leave the bags in the cart and upload them at the care. So even while he thought it was a good idea, the market had a different opinion and it cost him dearly.

This same mistake happens in the network marketing industry all the time. People fall in love with the product or service they are promoting.

It worked for them so they get excited and believe the product will simply "sell itself" when they share their story. But there are a few major, business-killing challenges with this scenario.

First, most network marketing products are significantly overpriced when compared to similar products in the open market.

It is not uncommon in the network marketing space to pay upwards of \$100 for a 30 days of natural, pharmaceutical-grade vitamins - the same quality of vitamins you can pick up at the store for less than \$30. Which, as we've discussed, will lead to a high attrition rate if you do not find a way to get yourself and your team into profit fast.

Second, because of this significant price difference, most of the volume needed to earn a residual income will not come from retail customer sales. Your commissionable volume will need to be generated by your distributor base.

So to grow your volume, you need to focus primarily on sponsoring and recruiting more distributors and keep them on auto ship.

Which isn't a bad thing by itself, but now you are literally forced to promote ONLY your business opportunity - which can be a very, very tough road because the "start a home business", "make money online" and "get rich in MLM" arena is so competitive.

Now, clearly, if you are already committed to growing your network marketing business, your target market has already been pretty much defined. You will need to go after the "make money from home" crowd (very competitive) and you will want to target the people most likely to benefit from the products and services you are promoting (tough if the price is out of line).

Looks like we are stuck between a rock and a hard place, doesn't it?

Not really.

Because your BEST target market for growing your distributor base is not the classic "business opportunity seeker"...

It is the people who are currently <u>in</u> a network marketing company (and are not making any money) or those who have previously been in a network marketing company but have since quit (because they were not making any money).

The reason is simple, yet profound.

People who are currently in a MLM deal or who have previously been in a MLM deal are proven buyers.

They have a history of spending money in the hope of changing their lifestyles for the better. These are the miners of the 1849 gold rush.

They have already convinced themselves building a network marketing business is the way to go and they have invested their hard-earned money to move forward in pursuit of their dreams.

Plus, we know most people in network marketing are not making a profit and many of them are looking for help and a LOT of them are willing to spend money to find the answer.

The key to making quick cash is to stop promoting your business opportunity.

These miners are not looking for another gold rush.

They don't want another MLM deal.

They have already staked a claim and want to start digging.

They want more information, tools, training, software and equipment. And they need it now. So give it to them.

To make more money now, give the market what the market wants and build your network marketing wealth on the backend.

This is a much easier, much more profitable way to build your business and to generate the much needed cash flow needed to keep you in the game long enough to build a profitable MLM business.

This is called leading with a "funded proposal" and we'll give you a few ideas how to profit from this model later. But for now, just realize... in most cases... your best target market is people who have already committed themselves to building a home business.

People who are already in a network marketing company but are not yet making any money.

People seek leadership and people like to do business with people they have come to know, like and trust.

So when you stopping promoting your business opportunity and start promoting **solutions** people are already looking for - you automatically place yourself in the position of being a helpful, trusted adviser versus a salesperson and, amazingly, you'll find these same people will actually seek you out to join your business. On their own, without you even asking them to.

If you have not yet committed yourself to growing any particular network marketing business, then you are well advised to find a "hungry market" <u>first</u>, then pick a MLM company, affiliate program or a set of products designed to offer that market the solutions they are looking for.

The bigger the better. Golfers, Weight Loss, Anti-Aging, Organic Foods, Energy, Save Money. You get the idea.

Here is a question I keep first-and-foremost in my mind in regards to finding the best target market:

"Who is the person MOST LIKELY to buy whatever it is you are selling IF and WHEN they come to know it exists?"

Want to See the Money? Show Me Where It Hurts.

Once you become clear on your best target market, then it is time to find the points of pain being expressed within the market.

- What challenges are they having?
- What questions seem to pop up again and again?
- What words and phrases does this market use that are particular to the market?
- Who are the heroes and top producers in the market?
- Who is the perceived enemy?

In the network marketing arena, your best target market are people who are currently involved in a MLM company (who are not yet making any money) or those who have once been in a network marketing opportunity without success.

Visit various forums where they might hang out. Visit company specific Facebook Groups and team training sites. Dig deep and really study your market. Find the PAIN and you've found the gold.

How can I generate leads? How can I generate leads online? How can I better use tool X? Are there any tools that do this? My leads are not signing up, what can I do about that? I've contacted everyone I know, now what do I do? Is there a proven lead generation system available? How do I sponsor more people? No one is doing anything. How do I motivate my team? My company won't let me recruit online. Is there a way round this? Has anyone used tool/training X? Is it worth the money? Is article marketing still viable today? Is it better to do a talking head video or a powerpoint? What is the best theme for a new wordpress blog? How can I get more comments, likes and shares on my Fan Page? Where I can buy good leads? Anyone have a great closing script? How do you handle the pyramid scheme objection?

It is important to know your target market inside and out. The goal is for you to position yourself as a trusted, credible authority within that niche. The goal, over time, is to become the trusted SOURCE for tips, tricks, inside secrets and resources of value.

Case in point...

Years ago I picked up a \$500 "how to get rich in mail order" system that taught you to 1) pick a huge target market, then 2) research the market to find their pain and finally 3) create a product to alleviate the pain.

I chose real estate agents and brokers as the target market for no other reason than there were hundreds of thousands of licensed agents at the time. It was a HUGE target market. To research the market, I interviewed dozens of agents who were not having great success and asked them what they liked best about their careers and what did they liked the least.

I asked them to tell me, if they could wave a magic wand and have their biggest challenge erased once and for all what would that challenge be?

I read all the industry magazines and kept a list of every question or challenge the MAJORITY seemed to be having. I also paid attention to what the industry heroes, trainers and top producers were consistently teaching.

Armed with these "pain points" I then interviewed 100 agents who were enjoying massive success and asked them how they had overcome these same challenges.

- What would they advise a newer, less successful agent to do in this situation or that situation?
- How did they solve this particular challenge?
- What tools are they using to produce their results?

In other words, we were looking for points of commonality to build out a proven success model. Once we had the model, I created a "real estate success system" wherein we shared the SOLUTION to all their problems, and the product was a huge success.

Now at this point you might be wondering what all of this has to do with getting more leads and sponsoring more people into your network marketing business, because it may seem like we are focusing more on finding out how best you can meet your prospects where they are, offer solutions and serve them.

So how do YOU benefit?

Trust me here. They WHY we are starting here and the HOW you benefit will become very clear as we start to tie it all together.

- 1. Research your target market.
- 2. Find out how and where they are asking for help.

Find their pain and you've found your fortune. Guaranteed!

Take Two Aspirin and Call Me in the Morning

Once you know the pain points expressed within your market, you now have the information you need to start generating leads on demand, create a steady stream of immediate cash flow and start sponsoring more people in a month than most distributors do in a year.

Find the Pain. Offer a Pain Reliever.

Now it is time to pick a product or service to promote that promises to solve the challenges your target market is experiencing.

If your target market has expressed a need to learn how to generate more leads online, you should go find a product, service or training course that will help them generate more leads.

If you find a lot of people are looking for a way to overcome objections, find a script book or a proven recruiting system you can promote.

It is as this point you are "increasing the inventory" of what your business offers by finding the products, services, training and tools that make the most sense for your target market - and, in most cases, this additional inventory will have absolutely nothing to do with your primary network marketing opportunity.

Of course if you have decided your primary target market is "stay at home moms" who are looking for an additional income opportunity, then leading with your MLM program would make sense.

If your target market is the classic "business opportunity seeker" - then leading with your opportunity makes sense. But, you will find, it is often much easier and a whole lot more profitable to target the "frustrated network marketer" and **lead with any thing other than** your opportunity. Lead with tools, training and proven systems. Understand, too, over time you may wind up promoting a variety of different products and services - each designed to solve a different challenge and provide a different benefit.

Why? Because the ultimate goal is to brand you as the credible, trusted authority within your niche - the person who seems to be everywhere, knows everything and has <u>their</u> best interests in mind.

You want to become known as the person who offers everyone with your niche a hand up **versus** always having your hand out by focusing solely and only on selling your opportunity.

Lead with solutions. Find the pain and offer a pain reliever.

Shout Your Solutions from the Roof Top!

Your target market has a persistent challenge. They need more leads to help them sponsor and recruit more people.

You've found a <u>proven online lead generation system</u> that works and have signed up to become an affiliate.

You've researched the product, put together a list of testimonials and other proof-points to indicate the system actually does what it promises to do and, perhaps, you have even tested out the system and have produced documented results. Now you need to produce compelling content to share the solution you have found. The form this content takes will depend entirely on the marketing method you have chosen to embrace.

If you chose blogging and SEO, you'll want to create a new blog post about the product or service. A review style post.

If you chose video marketing, you'll want to create a video review. If you chose paid Facebook advertising, you'll write ads

One of the most powerful ways to share the solution you have found is to offer a menu of ways to solve that problem and offer this content for free.

For example, you might title a new blog post "7 Ways to Generate Leads Online" and outline a number of proven ways to get the job done.

One of the seven ways would feature the product or service you are promoting as one potential solution.

So instead of just pitching the new product, you offer a number of solutions and the product you are promoting is just one of many ways you share. This method will help brand you as a trusted advisor versus just being another pitchman.

Even more powerful is to offer a free report in exchange for the contact information of your prospect.

Offer a free report, a three-day bootcamp or access to a private video tutorial. Or offer a free webinar or Google Hangout.

The idea, again, is to find a way to go "over the top" in helping your prospects find the solution they are looking for and present the product or service you are offering as, potentially, the best solution.

Case in point...

I've determined one of the best target markets for my MLM opportunity consists of people who are already engaged in the process of trying to make money online and who have elected to use a content marketing strategy.

Bloggers and article marketers need content and one of the biggest challenges they have is coming up with good content on a consistent basis.

In December 2011, I discovered a product called <u>Article</u> <u>Builder</u> that offers an unlimited amount of great 500 to 1,200 word articles across a wide variety of niches. The product cost \$297 per year and pays a nice \$150 commission.

I invested in this article writing software, used it to create a blog post, write an article for submission to an article directory and also starting using the articles to "autopost" content on a weekly basis to one of my blogs.

Then I created a <u>video product review</u> and a <u>blog post</u> <u>review</u> wherein we outlined the benefits of the product and shared examples of what we were doing with it.

In the first 24 months, that product has generated over \$70,000 in affiliate commissions... and has gone on to make over 100k over the past five years.

Even more powerful, because we approached our target market by offering a solution to their problems versus a sales pitch to join our MLM program...

... we automatically positioned ourselves as a trusted authority within that niche and have gone on to personally sponsor dozens of people as a direct result of that first contact.

A contact that would have been impossible to obtain any other way BECAUSE they weren't looking for a new opportunity... they were looking for ways to grow their current opportunity. Make sense?

Had we limited our marketing efforts to just "building a downline" and had approached this same niche with a crass promotion to join our team... the results would have been a lot different. We would have signed up far less new distributors in the same period of time and we would have \$100,000 <u>less</u> dollars in the bank.

By meeting your niche market where they express a need and addressing that need first and foremost - everyone wins.

Your prospects win by getting introduced to a potential solution.

You win by increasing your influence within the niche, branding yourself as a credible authority and by establishing a trusted advisor relationship.

Once you have created this type of trust relationship, you may be surprised to discover just how easy it really can be to take your business to the next level and get paid rather well in the process - even if people do not ever join your MLM program. Build a list and maintain the relationship. You profit short term and long term.

If You Don't Sell, You Don't Eat

Your target audience has a problem. You discovered a few solutions and have created content to share those answers. Now it is show and tell time.

Because even the best mouse trap in the world will never sell if no one hears about it.

No one is going to visit your blog post or comment on your video or interact with your Facebook update unless and until YOU build an audience.

Perhaps you have heard the phrase, "You build it and they will come."

It is not true. You need to actively market and promote your content to build an audience.

The HOW you accomplish this will depend entirely on the marketing method you decide to master until you are producing results. But the WHY is exactly the same:

> Unless and until you promote your content – no one knows it exists.

You Get More Leads, Sales & Sign Ups Now

Within your target market there are people in pain. People actively looking for a solution to a problem they are experiencing.

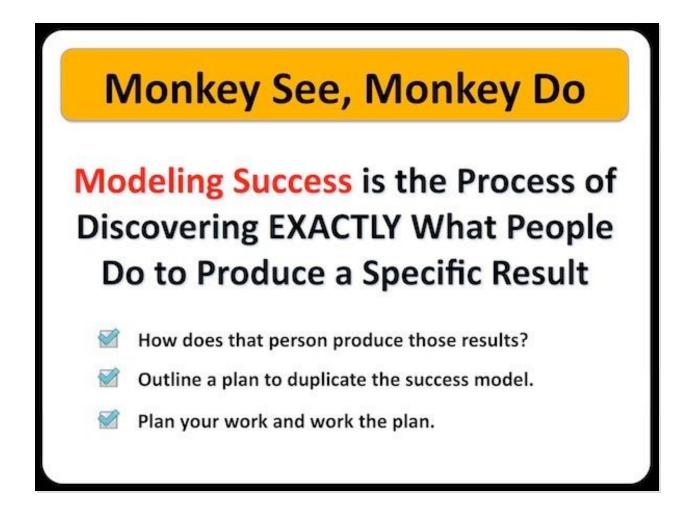
You did the research and put together content that shares a number of possible solutions. You also made sure to include at least one FUNDED PROPOSAL which is the product or service you will be promoting as one of the potential solutions.

Now it is time to get more leads, cash flow and sign ups.

It is the time to start promoting your content.

That's the goal.

So let's practice what we preach and go find at least three people who are currently producing those results by promoting their content online. Why leave your success to chance? At each step of the way, you want to develop a proven model of success.



Case in point...

For the first few years of my network marketing career I focused on prospecting and recruiting offline. I would approach strangers at the mall with a 30 second elevator pitch. We would host home meetings and set up a booth at the job fairs. I would buy fresh MLM leads, pick up the phone to sift, sort and qualify.

All of those methods worked. We built a team of thousands. But, unfortunately, we were not seeing a lot

of duplication on the team. We were making a lot of money but most of our downline was not.

Why not? Because they were uncomfortable with the marketing methods we were teaching.

Most of the people on our team wanted to learn how to use the Internet to generate more traffic, leads, sales and sign ups. They didn't want to prospect. Prospecting sucks. And, while it works, it can take years to drive your business into momentum.

In August 2010, I signed up to become an affiliate for an <u>online MLM marketing system</u>.

You get access to a wide variety of proven marketing methods, the leaders who are producing results using that methods, new weekly training and updates, video hosting, a place to publish your content and over a two dozen FUNDED PROPOSALS ready to go.

First thing I did after signing up was go straight to the leaderboards. Who were the top producers and why? What were they doing to create their results? Could I find any points of commonality in their models even if they were all using a different marketing method?

I found five points of commonality, embraced them and went on to use content marketing to generate over 35,000 leads, personally sponsor over 1,22,700 team members, earn close to a million dollars in affiliate commissions and... counting.

Now it is your turn.

Here are **five points of commonality**, five critical ingredients I found in every top producer's online business model.

Not Building a List? You Are Not Building a Business

If you are not building a list, you are not building a business.

Every online MLM top producer we studied focused on building a list.

Every top producer without exception.

The big money will always be found in your list. Because people like to do business with people they have come to know, like and trust. All of which can take time. So you need to stay in contact with the people you are connecting with.

The easiest way to start building a list is to use an auto responder service.

The two most popular ones include:

<u>Aweber</u> <u>GetResponse</u>

You can get started for as little as \$10 per month in most cases and this is one of those critical elements of success so don't let being cheap keep you broke.

To put the odds of success more greatly in your favor you want to follow a proven model of success... and having an auto responder is first on the list.

The WHAT you will be doing with the auto responder and your list will first be determined by the market method you chose to embrace and secondarily by the products and services you intend to promote along the way.

Many affiliate programs you can join will have a series of pre-written email follow up ready for you to customize and import. Your MLM company may have provided you with a proven email follow up series.

Case in point...

Over the past five years we have used a variety of marketing methods to build out our master email list.

The master list consists of seven categories. These categories represent how the person on our list made first contact.

For example, we offer a free 5-day attraction marketing bootcamp. Anyone can join by giving us his or her name and email address. Then, over the next 10 days, this new prospect will receive a number of pre-written, personalized follow up messages that will deliver access to the next lesson and share a few other additional tips, tricks and inside secrets. We also embed one or two FUNDED PROPOSALS along the way to help immediately solve their challenges.

Once the original follow series is completed, we now send a "broadcast" email to everyone on this same list and the entire master list each and every time we publish and promote new content.

We may share our latest blog post, the video we just created or even a new product or service they may be interested in checking out. And, once in a while, we will actively promote our primary MLM opportunity.

Industry averages suggest each person on your list should be worth a dollar or more per month net profit to your bottom line.

Meaning if you build a list consisting of 1,000 highly motivated individuals with an interest in the content and solutions you are providing, you should

be able to track an additional \$1,000 per month net profit coming in as a direct result of your email follow up marketing campaigns.

We tend to do much more than the industry average because we

1) have increased the inventory we offer

2) we continue to share value-based content over time

3) we ask for the business.

No Personal Blog? You Lose. Game Over.

Every top producer without exception has a blog.

They own the domain name, pay for hosting and maintain a personal blog.

We are not talking about the web site; blog or splash pages your company provides. Nor are we talking about the pages provided by an online attraction marketing system or any of the affiliate programs you decide to promote.

We are also not talking about going to Blogspot and getting a free blog.

Don't let cheap keep you broke.

We're talking about a domain you own and control.

Leaders are created by providing value to the market and making it easy to for the value to be found.

Right now your name may not be known by anyone outside your close circle of family, friends, co-workers and business associates. But if you are serious about taking your business to the next level, that has to change. You need to become known.

Don't get hung up here. Think long long-term. Many top producers brand their name. For example, <u>robfore.com</u> and <u>blog.robfore.com</u> or some other combination:

<u>WorkWithYourName.com</u> <u>PartnerWithYourName.com</u> <u>YourNameOnline.com</u>

<u>Choose a domain</u>, <u>securing hosting</u> and set up a personal blog.

Here. There. Everywhere All the Time

Every top producer, without exception, maintains a social media presence.

Facebook

Facebook Fan Pages LinkedIn Twitter Google+

To take your business to next level, you want to appear extraordinary.

You want to be perceived as being everywhere, all the time, and active in the social media groups where your best prospects hang out.

You want to become a known presence.

Your best prospects are using Facebook, are you? Your best prospects are using Pinterest, are you? Your best prospects are using Twitter, are you?

Leaders provide value and make it easy for people to find. That's why they get paid the big bucks. Leveraging social media one of most powerful ways to make that happen.

Don't be shy when setting up your social media accounts.

Use a real picture and complete all of the "about me" information. Link back to your other websites and social media accounts. Make it easy for people to come to know you, like you and trust you. Make it easy for people to connect with you from their preferred channel. Share your story, and share the same story on each of the social media sites. Keep your message congruent. You should change your story as your story changes, but keep your message, your narrative and your offers consistent. Change one, change them all.

Once you have set up your primary social media accounts, consider expanding your audience reach even further by having your new content automatically syndicated to dozens of additional social media sites on complete autopilot.

Case in point...

When I make a new post to my blog or upload a new video...

Major search engines are instantly notified (Google, Bing and Yahoo)

A snippet including content title, description and a link to original is created

Snippet is syndicated to 40+ social media sites

Snippet is syndicated to 100+ web 2.0 blogs

Likes, Comments and Shares are generated on new content

When you click PUBLISH, social media magic happens.

Set up correctly, all you need to do is publish new content as you normally do and that same content will get instant sent to dozens upon dozens of social media accounts, web sites, forums and blogs. Over time, the constant updates catch people's attention and they start paying more attention.

- Set up a social media presence.
- Keep you message consistent.
- Always seek to expand your reach into the market by using social media syndication tools and services.

Where is Your Instant Authority Kit?

Every top income earner, without exception, offers some type of FREE training.

Free 5-Day Attraction Marketing Bootcamp 21 Ways to Get More Leads (free download) 7 Proven Profit Secrets for Instant Cash How to Generated 100+ Free Leads Online FREE Webinar - Inside Secrets Revealed How to Get 1,000 Facebook Fans Today How to Sponsor 30 People in 30 Days

Offering a free eBook, special report, private webinar, newsletter or even extended video training is one of the most powerful ways to generate leads and enhance your image as a trusted authority at the same time. In any particular niche you will find one or two "chronic" pain points. These are the areas of challenge that never change much.

Focus on sharing a few tips, tricks and inside secrets around these issues and you will create a nice "attraction marketing" offer that can leverage for a very long time.

Case in point...

My first blog was pretty basic. Simple. Minimalistic. And it did not have any fancy header graphics.

No professional photos. No logo.

Just my name and a "tag line" in black.

On the right menu of the blog we presented a standard "join my weekly newsletter" opt-in offer. It did not work well. We were getting 100+ new visitors per day and only one or two people every other day joining our list from that subscription form.

Then we started offering FREE training and <u>immediately</u> started generating 10+ leads per day from the same traffic flow.

It took more that 40 hours to put together the first version our <u>5-Day Attraction Marketing Bootcamp</u>.

In that version we talked about researching multiple success models and finding the points of commonality.

Did you catch that?

My first "bootcamp" simply taught exactly what I was actually doing at that moment to build my business.

Learn. Apply. Teach.

90 days after creating that first bootcamp, we had gone on to generate over 4,000 free MLM leads and personally sponsor over 100 new reps using nothing but a few of the lead generation processes we will talk more later. So we updated the book camp to feature our new results as well. Proof sells.

Find the one or two primary pain points for your niche.

Create a free report, free training, video review or even a bootcamp or training series addressing those issues and feature this offer on your blog, your social profiles, within your email signature and just about anywhere else you can promote it.



If you are not building a list, you are not building a business. Offering free training or a free report is a powerful way to build your list.

By offering free training you are also automatically positioning yourself as a credible authority within your niche. You may actually be the newest of all beginners on the planet but when you offer great training - at the moment in time, to the person engaged in your content - you are the credible authority. Expand your audience and you grow your business.

Most powerful is to offer free training you have produced. Meaning, you actually wrote the book or special report or it at least appears you are the original author.

- You host a Google Hangout and interview a top producer.
- You record the power point training in your own voice.

Most powerful is to offer something YOU have personally produced.

Second best is to lead with an affiliate marketing capture page or offer that best matches your target audience. This, too, is a great way to get started.

For example, one of the <u>online MLM lead generation services</u> we promote comes complete with over a two dozen tested, high-converting offers designed to attract people interested in making money online, learning how market online and how to grow their network marketing businesses.

Simply pick one of their proven offers and feature it.

That's it! And you instantly will generate more leads and you have the potential to earn a few affiliate commissions on complete autopilot. What you don't get is the benefit of branding YOURSELF as the credible authority. So ASAP...

Offer branded training.

It is one of the most powerful things you can do to take your business to the next level fast. See

A Good Name, the Commodity of Kings

Every top producer, without exception, built a brand.

You need to become known. Talked about. Referred to. A stable resource within your niche. A trusted authority. You appear to everywhere... all the time... within your niche.

The fastest way to create a presence is to publish and promote content.

The TYPE of content used to gain an audience will be determined by the marketing method you focus on.

A blogger will need a greater volume of content than a video marketer would need. Paid adverting methods require very little, if any volume of content.

Building a brand takes consistent exposure in the market over an extended period of time.

It's not going to happen overnight. Let's get busy.

Finding & Feeding the Hungry Crowd

Which is easier to sell?

Preventative medicine (\$30 bottle of vitamins) or an emergency medical procedure (\$3,000 to clear a blocked airway)?

Of course. No question. Because people in pain will seek out a solution.

Imagine one hundred people, somewhere on earth, right now start thinking about the benefits of taking a daily vitamin.

How many of these people, in the next hour, will make the effort to place an order? Not many, right?

Most will wait until their next trip to the store. No rush.

Yet, if the same 100 people suddenly started choking... how many would <u>seek out</u> emergency treatment?

People in pain will seek out a solution.

Provide solutions and you'll get paid.

Pitching your MLM business opportunity is not always providing a solution.

Cold call prospecting, spamming Facebook, Twitter and LinkedIn and most some types of direct response are considered PUSH marketing or interruption marketing.

Push marketing works on the law of averages. Expose your offer to enough people and eventually someone will express an interest.

If you move forward with a paid advertising model, understanding metrics is the key. Meaning, you have to know the numbers. Is your advertising producing a profitable result? If not, why not and what are you going to do about that?

Attraction marketing PULLS people who are currently motivated to take action.

Attraction marketing is the art and science of getting your solutions in front of people who are actively searching for those solutions now. Attraction marketing the art and science of being easily found, the emergency center of choice, when your prospect starts choking.

It is the difference between...

You chasing people down to determine if they might be interested in your offer, and

You being chased down by people actively seeking the solution you are offering.

Push marketing seeks to interrupt. "I hope the right people see my ad." You're chasing.

Attraction marketing is making it easy for people buy from you by presenting a solution to the problem they are currently searching for.

This one shift in perspective will dramatically change the dynamics of your relationship with the market.

Master attraction marketing and you will experience very little if any rejection. You experience less rejection because you are no longer interrupting people's lives, begging for attention and then attempting to sell them something.

You will also enjoy a lower cost per sale and higher click-to-sale conversions.

You don't need a lot of traffic to make money online, you need the right type of traffic. You want highly targeted traffic.

Because Evervo		
Because Everyone LOVES to Buy!		
Google cheap black nikon p90	PEOPLE	
Search About 1,120,000 results (0.24		
COOLPIX P90 from N		
mages www.nikonusa.com) 3 COOLPIX P90 Even clo		
Maps was the black and white	mode, it be a ten	
Adeos but	Markting	
News Device Page D	eview Photogra	

Traffic from potential buyers, and visits from people looking for answers.

You provide the answers.

Everybody wins.

The internet runs on search, and behind every search is a person actively searching for something.

Your goal is to determine exactly what they are looking for, produce content that gives them what they are looking for and guide them into engaging deeper in your marketing funnel.

MLM Attraction Marketing for Traffic

Understand not all internet traffic is created equal.

If your goal is to generate leads for your health and wellness business, getting 10,000 visits a day from teenagers looking for game cheats will not you any good. Your stats might look nice, but your bank balance won't look so nice.

Targeted traffic is the name of the game. You want to begin attracting the people most likely to do business with you down the road.

If you offer weight loss solutions, target people who are actively searching for a way to lose weight. Don't waste your time promoting to the general masses that will include athletes and a whole lot of people who are just fine with their weight.

5 Steps to Generating Targeted Traffic

1. Begin with the End in Mind

When you sit down to move your business forward by creating new content designed to attract the person most likely to do business with you - you need to know exactly and specifically what you want to accomplish.

What do you want your new prospect to do once they read your blog post, watch your video, spot your Facebook update or click on one of your ads?

Opt-in to your email list?

Purchase the product or service you are offering. Pick up the phone and call you? Complete a short pre-interview questionnaire? Watch your business presentation? Sign up?

Another way to break it down is

- 1) do you want a lead,
- 2) to generate cash flow, or
- 3) recruit a new team member?

Once you are clear on the result you want, then you will be in a better position to determine the type of content you need to create and how best to present it.

2. Research Your Market to Determine What They Want

The internet runs on search, and behind every search is a real live person actively searching for more information, a product to buy or an opportunity to join.

The Internet Runs on Search	
Google (help me find something
Search	About 2,130,000,000 results (0.07 seconds)
Everything Images	Search results for help me find something
	And the second s

Once you have decided what specific action you want your prospect to take, you want to determine what specific words and phrases your best prospects are actually using... actually **SEARCHING FOR** when they sit down in front of their computers, tablets or smart phones.

Case in point...

My primary target market is the "frustrated network marketing distributor". The guy or gal who is serious about building a profitable MLM business but are struggling to find their way and produce a result.

Today, let's assume I want to move my business forward by generating more "frustrated network marketing distributor" leads and also create another cash flow opportunity. Once we get the lead, later, sometime down the road once we have established a better relationship... we'll present our primary MLM program.

But for now we just want to get a few leads and maybe earn a few dollars along the way.

Having researched my market, I know one of the primary questions asked is "How do I sponsor and recruit more people?"

That is one of their major pain points.

So I found a great product that teaches <u>sponsoring and</u> <u>recruiting</u> that also pays a nice affiliate commission.

Meaning NOW we have something of value to offer... a potential solution to their problem.

Using a keyword research tool like the free Google Keyword Planner, we can discover the exact words and phrases people are using when in the market for a sponsoring and recruiting product:

MLM recruiting MLM sponsoring network marketing recruiting network marketing sponsoring overcoming MLM objections how to sponsoring in MLM MLM recruiting scripts

Now that we know exactly what our target marketing is searching for - the exact words and phrases they are using when engaging on the internet, it is time to...

3. Produce Content

The goal here is to lead with value, not a sales pitch.

Write a blog post or create a video sharing a few tips, tricks and insider sponsoring secrets you learned by taking this course.

Give your prospects one or two things they can do right away to move their business forward. And, of course, give them a link to invest in this product if they are really serious about learning how to sponsor and recruit more new reps now.

You might also create a free report or webinar review and require an optin to get the free information. Where, again, you simply share a few valuable tips and tricks and offer a link to dig even deeper.

The purpose of your content is to first and foremost educate, inform and engage.



4. Publish Your Content

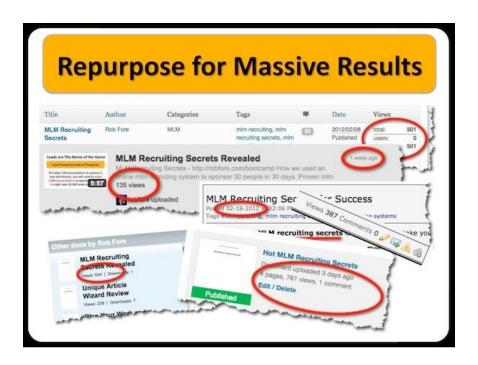
The internet runs on search. Your goal is to end search.

When your prospects sit down in front of their favorite search engine, video site, social media site or forum and start searching for a solution... you want them to end their search on your web site, blog post, video, article, forum post, Facebook update, ad or Google+ post.

To increase the chances of making this happen, you want to first and foremost post this content to your personal blog. Your blog will become the central point of most your marketing efforts because your blog is where you will brand YOU and your business, not a single business opportunity.

Once you publish your content on your blog, now it is time to syndicate and re-purpose this content in many different formats and in many different ways.

Publish on Your Blog Publish a Video Publish as an Article Issue a Press Release Summarize into a Classified Ad Syndicate to Web 2.0 Sites Publish on Forums Re-purpose on Document Sharing sites Re-publish on Wiki sites



5. Promote Your Content to Rank

Once you have published and re-purposed your value-based content, it is time to promote that content to show up on the major search engines and video sites when your prospects are actively searching for it.

The goal is make it very easy for your best prospects to find your new content.

Promoting your content to rank on the major search engines like Google, Bing and Yahoo is called SEO or search engines optimization and is beyond the scope of this book.

However, I do have a 3.5 hour <u>free video training</u> available here you can check out.

Later will show you a number of free methods to get your content seen without using SEO.

MLM Attraction Marketing for Profit

You are in business to make a profit, not just build a downline. You need to start thinking and acting like the CEO of You, Inc - a multiple million dollar, multi-national company. You need to become much bigger than "I'm a distributor for XYZ".

Focus on increasing your exposure to the market, building a list and converting your list to sale.

Increase Traffic Increase Conversions Increase Sales

Without traffic. Without real live people seeing your content and engaging in your offers, nothing much of anything happens online.

Traffic is the fuel that feeds the flame.

To keep the fires burning you have to keep the traffic coming. Always be seeking ways to increase your exposure and increase traffic to your content and offers.

Find more points of pain.

Find more solutions.

What else do the people in your niche want?



What other solutions... training, tools, software, and services... can you offer to your best network marketing prospects?

If you use a particular product or service, chances are there is a market for that product or service you can tap into, add another income stream and grow your MLM business at the same time.

The Goal of Your Content is to Presell

Most people do not get married on the first date because it takes time a build a relationship.

Publish and distribute content with an eye towards moving prospects forward in the marketing process. Don't overtly sell, simply make what you sell easily found as they are searching for and seeking out the answers to their questions.

Presell moving forward and leave the how up to them.

Presell the value of joining your monthly newsletter or opting in to your monthly newsletter.

Ask and answer the questions your best prospects are not asking.

Strive to build a relationship.

Stay consistent with your brand. You need to have a message, a narrative and a unique voice. You do not want to become a one stop shop for everybody in the whole wide world... you want to become the go-to person (and one-stop shop!) within your niche.

Trade value for value. Find the pain points your target market has right now. Find the tooth ache they will do anything to get rid of.

Find the products, services, training, tools and memberships available on the market to solve that pain, sign up to become an affiliate and trade value for value. They want pain relief *now*. You have researched the market to help them make an informed decision fast. It's win-win. Value for value.

Think problem/solution. They need leads? Find the product or service to help them get leads. Your prospects need more time? Share time management tips and a way to get their time back once and for all. Fresh content? Here's where. Automation? Here's the software.

Always move your prospects forward. Assume you have this one chance to ask them out on another date. You have to ask. Ask them to join your list. Present them with the opportunity to opt-in for your free, branded training. Ask them to take a risk-free test drive.

MLM Attraction Marketing for Leads

Generating leads requires nothing more than matching the right offer with the right audience at the right time.

When you focus on content marketing, each piece of content should become the hub to offer even more related content or the hub for a related offer.

If your content is about lead generation, your offer should be a lead generation product or service.

If your blog post is about "7 Ways to Sponsor More Reps", you should offer a free video, special report or even a product promising to help them sponsor and recruit more people.



Here are a few more examples:

Keyword = "What is Network Marketing?"

Offer = Over the years we have built THREE profitable network marketing businesses using a <u>Simple 3 System for</u> <u>Success</u>. If you are serious enough, take a look and let's talk more about potentially together. The ball is in your court...

Keyword = "Autopilot Money System"

Offer = Imagine what it would mean to you and your family if you could work less than ONE HOUR per day, five days per week... and within 3-6 months... add a few hundred, even a few thousand to your bank account each and every month. <u>Click Here</u> to discover more about the autopilot money system I recommend today. We pulled in over \$5,000 in 5 days. How much do you want to cash in?

Keyword = "MLM Lead Generation"

Offer = "Who else wants to discover how to <u>Generate</u> <u>23,417 Free Leads</u> on complete autopilot while you sleep?"

Test Your Offers to Improve Conversions

Building a profitable business is all about expanding your reach, increasing traffic, improving conversion and optimizing your lifetime customer value.

Once you have traffic coming in you will want to immediately start testing and tracking different related offers to the same audience.

Because even the tiniest improvement can improve the bottom line of your business.

For example, here we were testing an offer on "network marketing leads" keyword-related content.

One of these ads produced DOUBLE the opt ins...



Of course.

Since our content was about "network marketing lead generation" - then the related offer got a much better result.

The other ad would be better presented on "how to make more money" or "how to start a home business" type of content.

Test. Test. Test.

If it takes 100 visits to produce one lead, and 100 leads to produce a \$500 commission... each visitor is worth a nickel. Double your opt-in rate and you double your profits with the same amount of traffic.

Test. Test. Test!

"Zero Budget" - Instant Watering Hole Leads

No budget?

Be prepared to put "work" back into the work from home equation.

The goal is to produce a profitable result, optimize the result and budget back a portion of the profits to build the business.

It will take both time and money to build a huge online presence. Here you will be trading a lot of trading time upfront for some dollars down the road. Consistent, action produces a compounding result.

But first, quick reality check.

Have you determined your best target market? Do you know their one or two primary pain points? Have you bought a domain and set up a personal blog? Do you have an auto responder set up with an attractive offer? How have you branded yourself? What product or service best solves one of the primary pain points? Have you sign up as an affiliate? Have your reviewed the product or produced a tutorial?

Have you set up your social media accounts? Are you offering branding training?

If not, why not?

Why move forward if you have not laid a proper foundation for success?

Each of these elements were determined to be one of the critical POINTS OF COMMONALITY every online MLM top producer has in common. Without exception.

Do you want to risk your financial future hoping you will be the exception?

Why not stack the odds of success more greatly in your favor by taking your time and doing what needs to be done, now? Do not let "being cheap" or "being lazy" keep you broke.

If you do not set up a "base presence" first - including your own web site, some content, your narrative, a few offers and multiple ways to connect with you (social media accounts), most of your lead generation efforts will not produce a profitable result.

Stop looking for the easy button. There is no easy button.

You cannot expect to be a secret agent and build a profitable business.

You must stand out against the competition. You need to present a presence, offer a consistent message and fly a banner of hope and expectation.

If you have not laid a proper foundation, do yourself a favor and get that done first. Right now. It will take time and it will require a lot of thought. You will need to finally start thinking about your business like a business and start planning for profits.

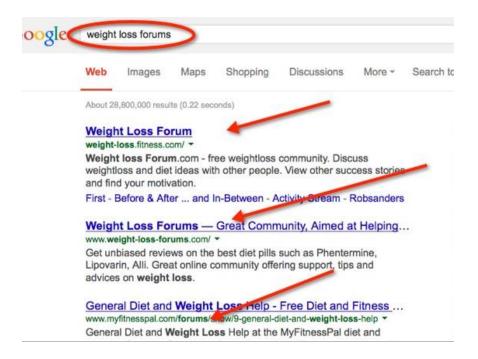
Plan your work, work your plan.

Find the Online Watering Holes

One of the most powerful ways to instantly position yourself as a credible authority within your niche is to find people who are already engaging in the market and simply engage them.

Find online forums and groups where best prospects hang out Join each forum or group as a member Complete your online profile Create a forum signature file w/Free Offer Schedule time to participate Participate consistently over an extended period of time Generating leads online and setting yourself up as a leader in the industry does not get much easier than this once you have done the proper research and have a least one powerful OFFER that promises to solve one of the biggest challenges the market is facing.

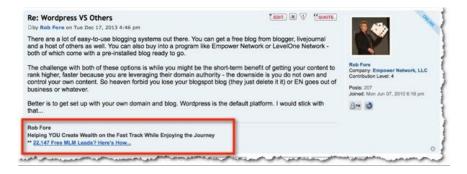
You can search Google, Bing and Yahoo for online forums by searching for "your-target-market forum" or "forums for your-target-market" or some other combination.



Four Steps to Getting Instant Free Forum Leads

1) Compile a list of every forum, Facebook group, Yahoo group, magazine, favorite blog or training center where your best prospects hang out online.

- 2) Join at least three of largest groups and forums in regards to size and audience activity.
- Schedule time to regularly log in and participate within the group. Answer questions. Comment and respond on other people's posts. ENGAGE with your market.
- 4) Do not pitch your business opportunity. Simply seek to provide value. Link back to your personal site, your free offer or your business opportunity from within your signature block (see example below). Other than that, do not actively promote anything.



Actively engaging with your target market in forums, groups and other social media channels is one of fastest ways to generate traffic, leads and sales with or without a budget.

Do not let the simplicity of the system prevent you from taking action. If you need more traffic, leads and sales now... while growing your brand... this is one of the best ways of making that happen.

"Zero Budget" - Free Online Classified Ads Leads

One of the easiest and least expensive ways to get more traffic, leads and sales is to post ads on free classified sites. The biggest of which is

<u>craigslist.org</u>. Just to give you a better idea as to the lead generation potential, here is a snap-shot of craiglist, from craigslist:

Q: What is craigslist?

A: Local classifieds and forums - community moderated, and largely free.

Q: What can I find there?

A: Jobs, housing, goods, services, romance, local activities, advice - just about anything really.

Q: How much traffic does craigslist get?

A: More than 50 billion page views per month

Q: How many people use craigslist?

A: More than 60 million each month in the US alone

Q: What languages does craigslist support?

A: Catalan, Danish, Dutch, English, Filipino, French, German, Italian, Norwegian, Portuguese, Spanish, Swedish, Turkish

Q: How many classified ads does craigslist receive?

A: craigslist users post well over 80 million classified ads each month (including reposts and renewals)

Q: How many craigslist sites are there?

A: More than 700 local sites in 70 countries

How to Run a Craigslist Ad

1. Sign Up - visit <u>craigslist.org</u> and sign up from the largest city closest to where you get internet access. The reason is because CL will track the IP

number of your computer and you will be limited to posting ads only in the one or two cities closest to where your IP originates.

2. Determine Type of Result You Want - do you want leads? Then you are going to want to create an add that offers free information, a free report or a free webinar that requires an email registration. Do you want to make money? Then you will want to "sell the click" to your product review, blog post, affiliate link or video review. You do not want to sell the product from your ad... let the web site do all the selling. You simply want to sell the click to the web site.

3. Pick the Most Appropriate Category - if you place a business opportunity ad in the "garage sale" area of CL your ad will get flagged as spam by the CL community and will be automatically deleted. If you post too many ads too fast... your ads will automatically be deleted. Test different categories with the same ads and over time you will discover which categories and which types of ads produce the best results.

4. Write Compelling Headlines - posting classified ads is a form of PUSH marketing. The goal is to interrupt your prospect and literally compel them to pay attention to your ad just for a moment. So your headlines need to jump off the page and grab interest.

5. Test different ad formats - test short-copy, long-copy and even photo ads. Test, measure and document your results. Over time you may discover a unique combination that works best for your offer and your target market. Test everything. Time of day your post your ads, days of the week you post your ads. When you test you can optimize and when you optimize you can produce results on demand.

Many top producers actually specialize in using free classified ad sites like craigslist.org, backpage.com, quikr.com, gumtree.com, classifiedads.com and usfreeads.com to generate traffic, leads and sales because it works.

Here is a quick snap shot of a few ads we've posted on CL.

Notice how one ad on received one lead while another ad has produced over 200 leads. Which ad would you continue to promote? Are you beginning to understand the importance of testing?

Title	Date	Total	U
Unemployed Vet - \$150 Daily	12/22/12 08:43A	1	1
Unemployed Vet Makes \$150 Daily from Home	12/22/12 07:58A	3	2
Text Ad 5	12/02/12 12:21P	68	6
Text Ad 4	11/28/12 11:34A	32	27
Text Ad 3	11/26/12 12:15P	38	34
Photo Ad 2	11/25/12 11:06A	73	66
Photo Ad 1	11/25/12 09:13A	2	2
Text Ad 1	11/25/12 09:02A	57	54
Proven Blogging System - High ROI	11/24/12 07:17P	7	6
\$94,218 Blogging in 90 Days - Ad 1	11/24/12 01:42P	268	24

On a low budget, leveraging the reach of free online classified ads is a powerful way to generate immediate traffic, leads and sales.

The key is to post ads consistently and measure the results. Optimize your ads and, over time, you will produce more results posting fewer ads. Consider investing a portion of your profits in mass classified ad posting software to help automate the process of posting proven ads on multiple sites at one time.

"Zero Budget" - Social Media Leads on Demand

Facebook has over a 1.2 billion active members. Twitter has over 500,000 active members.

In other words, social networking is here to stay, and in the future it will play an increasingly important role in your day-to-day business.

Since most (if not all) of your best prospects, future customers and potential team builders are using social media, one of the fastest ways to generate a consistent stream of new traffic, leads and sales is for you to become a known authority in your niche within the social media space.

BusinessInsider.com recently shared the results of a study to measure social media engagement:

Social is now the top Internet activity: Americans spend an average of 37 minutes daily on social media, a higher time-spend than any other major Internet activity, including email.

Social-mobile rules: 60% or so of social media time is spent not on desktop computers but on smart phones and tablets.

Facebook has a monster lead in engagement: Facebook is a terrific absorber of audiences' time and attention, 114 billion minutes a month in the U.S. alone, on desktop PCs and smart phones. By comparison, Instagram commands 8 billion minutes a month, and Twitter just 5.3 billion.

Facebook attracts roughly seven times the engagement that Twitter does, when looking at both smart phone and PC usage, in per-user terms.

Pinterest, Tumblr and LinkedIn have made major successful pushes in 2013 to increase engagement on their mobile sites and apps.

Social Media gives you the freedom to generate more traffic, leads, sales and recruit new reps by being a "problem solver" ... without having to generate a lot of content.

You simply hang out and "engage" by sharing short tips, trick and inside secrets. You answer questions. You connect.

How to Get 20-50 Leads Per Day on Facebook

This is another zero-budget strategy you can begin using right away.

You do not need to have a Facebook page set up to use this system, but it is highly recommended you do because having a strong social media presence is one of the critical points of commonality we found used by every online top producer.

- Join at least 10 Facebook groups where your target market hangs out
- Personally engage on each group daily (answer questions, comment, share)
- Post valuable content at least once per day on your page

- Post same content to all 10 groups (if it applies)
- Link to lead capture pages and offer free training
- Link to your funded proposals
- Share free video training

The key to having success with this model is to actually bring value to each group you participate in.

You do not want to sell in any way, shape or form.

That is called spamming and you don't want to become known for being a spammer. You want to actually log into each group and spend a few minutes looking for places to engage. Answer questions. Share tips, tricks and inside secrets. Share free information and tutorial videos.

If you find a person who most definitely could benefit from what you are offering, send them a private message versus crassly promoting your offer to everyone within the group unless the groups specifically allows members to do that.

As you begin to produce results, you might consider investing a portion of your profits into any number of social media syndication tools to help automate and expand your reach.

Some of the more popular include HootSuite and PostPlanner.

PostPlanner is limited to only Facebook, but it gives you a way to research your market and find viral trending content on complete autopilot. This means you can simply feed the program a number of keywords and let PostPlanner find the hottest topics of interest that are already creating a viral buzz within you niche. You can then SHARE these topics within each of your groups and you instantly increase your authority status.

HootSuite can be used to manage multiple social media accounts - Facebook, Twitter, LinkedIn and more.

Case in point...

I use a very simple 5-minute routine every morning to find content that resonates with my niche and post it to my Facebook page. We then use Hootsuite to automatically syndicate the post to 10 Facebook groups, two Google+ pages, two Twitter accounts and more.

- Log into your Facebook account
- Log into pinterest.com
- Open "popular" tab on Pinterest
- Scroll through popular posts to find one that matches your market
- Copy picture and link to pinterest post
- Upload picture to Facebook post, comment about it, add attribution link
- Syndicate

Very simple and it works well to create engagement because we are using Pinterest to help us uncover popular content that resonates with the market. You do not have to reinvent the wheel when it comes to marketing online. Use tools to find out what people are interested in.

Ittp://robfore.com TOTAL SHARES: 23,504 PAGES SCANNED: 300	
FACEBOOK: 15,664 (66.6%)	22 504
TWITTER: 4,309 (18.3%)	23,504
INKEDIN: 1,071 (4.6%)	
0 PINTEREST: 1 (0.0%)	
8+ G00GLE+: 2,459 (10.5%)	

Start with building out a massive Facebook presence.

Then expand into Twitter, LinkedIn, Instagram, Pinterest and others... and you will be surprised at just how fast and easy it really can be to create a steady stream of fresh traffic, leads and sales without spending a lot of time making it happen.

"Zero Budget" - Work Once, Get Paid Again and Again

Pick a product to promote to your target audience. Do your keyword research to determine what exact words and phrases people use when shopping for whatever it is you selling. Create content around these specific words and phrases, publish and promote.

Now it is time to leverage this initial effort to produce even more dividends.

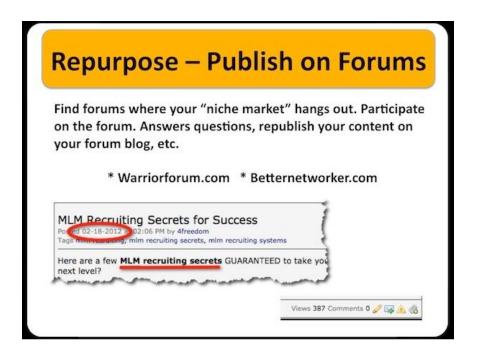
Re-purpose your blog post and create a video

Rep	ourpose – Publish Video
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	81 million U.S. Internet users watched nearly leos of online video content in January 2012.

Rewrite your blog post and publish articles

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Re-purpose your content on Forums...

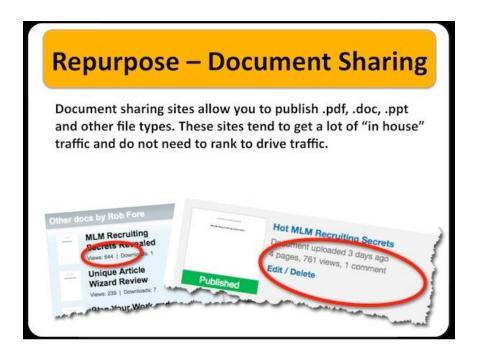


Repurpose your content on Document Sharing sites...

Not everyone opens a search engine when they first sit down in front of their computers. Some people start their internet journey on Facebook, Twitter, LinkedIn, Youtube, a forum, a news site, or from within a favorite group.

Some people like researching article directories and document sharing sites. That is how they prefer to find the content, answers and solutions they are looking for. So one of the fastest, easiest, most cost effective ways to take your business to the next level is to leverage as many of these authority sites as possible by simply re-purposing, republishing and repromoting your original content on each of these sites.

Repurposing your content on document sharing sites is a very powerful way to generate more traffic, leads, sales and sign ups fast.



1. Change the format of your content. Use <u>pinepal.com</u> to change your blog post into a pdf file or eBook. You can use any text editing software

like Microsoft Word or Apple Page to save your content in multiple formats: .doc, docx, rtf, zip, txt and pdf.

2. Create accounts on popular document sharing sites. Here is a short list of many document sharing and file sharing sites available:

scribd.com docstoc.com slideshare.net crocodoc.com Issuu.com docshare.com wikiupload.com

3. Upload your content to all appropriate file sharing sites.

That's it. Each of these sites will automatically drive in-house traffic to your pages so you get instant traffic, leads and sales. Leverage your content repurposing and republishing on document sharing sites.

Putting it All Together for Profit

Get in. Get busy and get it done.

Build your brand.

Use content marketing to build an audience, content syndication to expand the audience and funded proposals to create cash flow.

Back end your primary network marketing opportunity just as you would any other additional product or service you may have available.

Make what you sell easy to be found.

Bless and be blessed,

fore /

Rob Fore http://blog.robfore.com http://5stepmlmsuccess.com http://nobsmlmexpress.com