

# **The Jealously Guarded Secrets of Successful Network Marketing on The Internet™**

By Marc & Terry Goldman

Copyright © 2002 - Beyond **Goldbar Enterprises™** All Rights Reserved

---

You have permission to give this valuable resource away from your web site, email it and pass it along for free to anyone you like, as long as you make no changes or edits to its content or digital format. Selling this content in any format, either digital or physical, is strictly prohibited.

This ebook is powered by  
[The Ultimate Ebooklet™](#)

# Introduction

Congratulations on downloading "The Jealously Guarded Secrets of Successful Network Marketing on The Internet™". This ebook should become your "Bible" for marketing any MLM opportunity profitably.

If you are already involved in a network marketing opportunity, you know how lucrative this business can be so we won't waste any of your time telling you things you already know.

What we will do is show you *exactly* how to set up your business correctly right from the start so you can immediately begin driving traffic to your website which will in turn generate thousands of leads for you. You will have the ability to automatically present prospects with the benefits of your profitable opportunity. You will quickly realize that automating your business provides you with time that could be better spent promoting your business and growing your bank account.

These proven methods are the most cost effective, time saving, profit generating means to promoting your opportunity. You will only speak to people who have expressed interest in your business and who want to work directly with you. They are all **HOT** prospects who are very serious about joining your downline.

You will learn *exactly* how to make Network Marketing fulfill your financial dreams.

Some methods we teach or tools we recommend may cost you extra money but you will find that the money you spend here will only shorten your learning curve and decrease the amount of time that it takes you to start making huge profits.

Ready for big profits? Let's get started.

---

## Who Is the Best Prospect for Your MLM

The biggest mistake most network marketers make is to try to sell their opportunity to a market that doesn't want what they are selling. The second biggest mistake they make is to believe that their product, service or opportunity appeals to everyone under the sun. This couldn't be further from the truth.

Many network marketing companies hammer their distributors to go after their warm market first. They tell you to try to recruit your family members, friends, co-workers and other acquaintances. This is the absolute worst thing you could ever do.

Instead what you want to do is get your products/services or opportunity in front of people who want what you have to offer and will pay to receive it. As a network marketer you have two potential markets to go after:

- 1) Those who want the actual product or service that your company provides, for example: vitamins, legal services, educational information, etc.
- 2) Those who are interested in making money by becoming a distributor.

These two groups make up your target market. Now you need to find out where to find your target market online and how to reach them.

---

## Where to Find Your Target Market

After you decide which group you'll be focusing on i.e. those who want your product/service or those who want to make money from the opportunity, you need to find them online so you could get your message in front of them.

If you are going after the opportunity seekers you could visit and participate in MLM discussion forums; buy ads in home business/network marketing ezines; use pay per click search engines to bid on targeted keywords such as: make money, business opportunity, work at home, etc.; buy guaranteed visitors from sites that target entrepreneurs, network marketers and business opportunity seekers.

If however, you are going after those who actually want your product/service finding your target market will depend on what you're trying to sell. For example, if you are selling cosmetics, you would write articles related to cosmetics and submit them to ezines, magazines and content sites that target women. You could purchase banner ads on sites that cater to women and fashion. You could write an ebook related to cosmetics and give it to high traffic sites targeted to women to give away.

In our experience it has been more lucrative to go after those interested in the actual product/service as opposed to those who only want to make money. This is especially the case when the product/service is a consumable, e.g. vitamins, cosmetics and diet supplements. As your customers re-up on the product you make a steady residual income with no work whatsoever.

We've also found that targeting this group is less competitive than the opportunity seeker market. They are also more serious and more loyal customers. If your customers are satisfied with

the product, you'll find that many of them will become distributors themselves. This will help to build you a strong and lasting downline.

The best network marketer is the one who actually uses and believes in the product/service they are selling. They are a walking endorsement of what they are selling. This makes them more credible. This ultimately leads to more sales.

With that said, it's up to you to decide who you want to go after. The next chapter will cover the most effective methods you can use to get targeted traffic to your site.

---

## Getting Targeted Traffic to Your Web Site

There are many techniques you can use to generate traffic to your web site. Most of them work - however, not all of them will work for you! You see, no matter what some say, getting traffic is not as important as getting **targeted traffic**. We recommend that you test the techniques outlined here, find the ones that work best for you and stick with them.

Now, here is your first effective targeted traffic building technique:

### **GUARANTEED VISITORS**

One of the quickest ways to generate traffic to your site is to use a service that will deliver guaranteed targeted visitors to your web site. These services display your web page on high traffic sites that appeal to your target market.

The key to making this type of traffic work for you is to insure that the page you are having the guaranteed traffic sent to gives your visitors an incentive and a way to provide you with their contact information. The tool you would use is an autoresponder and you can learn the exact ways to capture your prospects information in the lead generation chapter.

For affordable, highly effective guaranteed traffic packages [click here](#).

---

## Getting Targeted Traffic From:

### PAY PER CLICK SEARCH ENGINES

The pay-per-click search engines are a quick and reliable medium for driving traffic to your web site. Because the traditional search engines take a while to index your site, it is always advisable to begin your search engine promotion with a pay-per-click campaign.

One of the keys to attracting a targeted audience is to discover exactly which keyword phrases they are using to find the sites they are looking for.

You should be able to come up with several hundred potential keywords for your site by using the following free tools:

#### [The Free Weekly Top 200 Keyword Report](#)

This tool lets you sign up to receive a weekly report containing the 200 most searched for keywords for each particular week. You can go through the reports and carefully select the keywords that are **relevant** to your site's content. Then use them to help you place bids at the pay-per-click engines.

Once you've come up with the keywords related to your site you can use this [Search Term Suggestion Tool](#) to determine the popularity of your keywords, for instance: in April 2002 the keyword "cosmetic", was searched for 91,315 times. This tool will also list hundreds of related search terms that your target audience has used to search for cosmetics. If your site is focused on cosmetics, then this tool can help you find search terms and keyword phrases that you may never have thought of before.

You can set up an account at Overture with a deposit of \$25. If you have a lot of keywords, you can submit them to Overture using their submission form, which you can find, at the [Direct Traffic Center](#).

In order to prevent unqualified prospects from clicking on your links and wasting your hard earned money (Remember this is Pay-Per-Click) you may want to include in your title or description, the price of your products and/or services.

Then, only the best potential prospects will click on your link saving you money!

Recently, many smaller pay-per-click search engines have sprung up and are now in competition with Overture. While they are relatively new, there are a few that can create a consistent flow of traffic to your web site:

<a href="#">goclick</a>	<a href="#">7search</a>
<a href="#">findwhat</a>	<a href="#">bay9</a>
<a href="#">ah-ha</a>	<a href="#">sprinks</a>
<a href="#">epilot</a>	<a href="#">kanoodle</a>
<a href="#">win4win</a>	<a href="#">brainfox</a>

Presently, these sites may not be able to send you the same volume of traffic that Overture is able to, but they may be able to in the future. More importantly, you will be able to get top positions at much lower prices for your keywords due to limited competition.

If you wish to benefit from the traffic generating power of search engines, invest some smart money in a pay-per-click strategy and you will immediately begin to see results.

Now on to your next powerful traffic building technique.

---

## Getting Targeted Traffic From:

### EZINE ADVERTISING

There are literally thousands of opt-in lists on the internet that cater to numerous different target markets. Many of these lists accept advertising (as a matter of fact, advertising is the sole source of revenue for some of the owners of these publications). Advertising a high quality, targeted product in many of these publications can bring a flood of traffic and sales to your web site in a very short space of time. This is one of the secrets that **SUCCESSFUL** internet marketers have used for many years to build their businesses. However, as we said above, not all publications cater to your target market. Furthermore, not all types of advertising are effective. Before you get started advertising your business, lets clue you in to the exact types of advertising you should be placing and where to find the best publications.

An important point to keep in mind when advertising is: always target your advertisement solely to an audience that is interested in what you sell. Let's assume you sell fishing lures to fly fishermen: it would neither be cost effective, nor would it be good business practice to advertise in an opt-in publication that targets golf players. Yes, there might be some potential crossover, maybe one or two golfers might also do fly fishing; but wouldn't it be smarter to pay your hard earned money to advertise in a publication that you knew only fly fishermen read?

Once you've defined your target market, it is time to find the most appropriate publications to reach your audience. PLEASE NOTE: You should do this exercise for *ANY* product or service you may ever be selling, it will help you not only to understand

your customers but also to spend your advertising dollars wisely.

The best way to find a good ezine in which to advertise is to become a subscriber and read a few issues **before** you decide to advertise. If you find the content useful and look forward to receiving your next issue, the chances are that most of the subscribers feel the same way. This is a good indication that your ad will be read and, if written properly, receive a favorable response.

There is only one source we ever turn to when seeking out opt-in advertising publications. [The Ultimate Media Magnet™](#) helps us to estimate how effective our advertising will be by providing us with circulation details (i.e. number of subscribers), type of content provided in the ezine, ad cost and more.

Now that you have access to this resource you will need to determine what kind of ads to purchase.

## **TYPES OF EZINE ADS**

Let's talk for a minute about different kinds of advertising. The most famous of all advertising (both online and off) is the small classified ad. Tiny classified ads are a great advertising medium to use to test the effectiveness of your offers.

They can help you get an advertising campaign started off in the right way, they are cheap, reach a large audience and can have very good results. Before you make a purchase of any kind, here is a checklist of conditions the publication should meet so you can be insured that your classified ad gets noticed.

- 1) The publication should run **no more than ten ads per issue**. Running more than ten ads may be good for the publishers (more money for them) but it will only serve to bury your ad.
- 2) The publication should feature some **valuable, free content** (i.e. articles, free resources) rather than featuring only classified ads. Publications that only send out classified ads are called "Ad Sheets" and we do not recommend using them.

- 3) The Publication should have a **minimum of 1,000 subscribers**. It is absolutely not worth your time to advertise in any publication that has less than 1,000 subscribers.
- 4) Most importantly, **the publication must have gathered their subscribers through opt-in marketing methods**. If not, you could be at risk for an irate subscriber reporting you and your site to the "spam police" in an effort to have your site shut down simply for advertising in that particular publication.

Since classified ads are so well known and effective, you may never have considered any other way of exposing your message to this same targeted audience. Well, there are two other, highly effective methods called **sponsorship advertising** and **solo mailings**.

A sponsorship ad is a classified ad that is placed in a prime location within an opt-in publication, usually at the top or bottom. Since they are set apart from the rest of the classified ads they become more noticeable so they are generally clicked on more frequently providing you with a greater, more favorable response rate. It is for this reason that sponsor ads are more expensive than normal classified ads, but they are usually well worth it due to their attention grabbing nature and the fact that they receive a higher response rate. **Remember:** you always try to get the most bang for your buck!

Solo mailings are 1 page ads which an opt-in publication sends to its list separate from its regular mailing. The size of these ads vary from one newsletter to another but they have proven, by far, to be the most effective, most profitable ezine ad in which an advertiser could ever invest his/her money. We have made lots of money from solo mailings and they will always be one of our favorite advertising methods. Again, they tend to be more expensive than regular classified ads because of their effectiveness (and that is not always true, if you do some digging you may find some publishers who offer great deals for solo mailings). We recommend only purchasing solo mailings that go out to at least 2,000 opt-in subscribers. You may come across a list that has 25,000 subscribers or more and be tempted to spend a large chunk of your advertising budget on a

solo mailing to their list only to find out that you did not recoup your investment.

Some of the lists that have a circulation of over 25,000 tend to bombard their subscribers with countless offers on a daily basis (more advertising revenue for the publishers). This causes subscribers to become desensitized to these publications and the material within. Of course, the advertiser is the one who pays the price in the end through the loss of revenue.

Take our advice, start small, test your ad copy and only when you are sure it works, should you move on to a larger publication (do not be afraid to email the publishers and ask how frequently they send out their solo mailings).

---

## Getting Targeted Traffic From:

### DISCUSSION FORUMS

For those of you who don't know what discussion forums are, they are web sites where groups of people are brought together by a common interest. Forum participants post messages back and forth in a question and answer type of environment. Participating in discussion forums targeted to your industry is a great way to build targeted traffic to your web site.

In order to find forums in your target market do a search on google.com. If your target market is made up of people interested in health and fitness you would type in "health" "discussion forum" (be sure to put it in quotes like we show you here). This will bring up a listing of sites that provide discussion forums targeted to the health industry.

There are three kinds of people who visit the forums, those who go to get their questions answered, those who hang around and just absorb all the useful free information, and those who answer questions in matters where they have experience. These three groups coexist and all serve an important purpose.

There is also a fourth type of person who visits these boards; these are the spammers who visit and post to get their message viewed by as many people as possible in hopes that it will bring them business. Their messages are nothing but commercial solicitations for their web site and these people have no value and share nothing that the group is interested in, therefore, they have no credibility or have lost the potential for ever building any credibility with this group. **You NEVER want to be in this group.**

The group you want to be a part of is the one that either helps out the other participants by answering questions and offering advice or seeks out the assistance of the group.

Discussion forums are not the place to advertise your products/services. Be helpful and knowledgeable and you will be able to leave your link as a reward for doing so. Keep this in mind and do not blatantly advertise!!

When you post something on a discussion forum you can leave a link to your web site. If you have intelligent and helpful posts people will follow your link to see what your web site is all about.

This is not the fastest way to go about getting traffic, but the traffic is highly targeted. And if you are persistent with your forum posting it will be a steady source of traffic for you.

---

## Getting Targeted Traffic From:

### WRITING ARTICLES

If you are good at writing articles related to your products or services, we recommend that you write an article and submit it to highly targeted ezines or content sites that cater to the market you wish to reach.

When a well-respected ezine or web site publishes an article you've written, you are instantly "perceived" as an expert by their readers. This is extremely helpful in building your credibility. You can then easily turn their trust into dollars for yourself since people would rather buy from someone they trust (someone who provided them with informative, educational, insider information) than from someone who just placed a hype-filled ad. The best part about submitting articles is: it's FREE ADVERTISING for you.

The key to using articles to get targeted traffic to your web site is in the "**resource box**". If you've written articles for offline publications you know that a resource box is the same as a **byline**.

Your resource box should always contain a link to your web site. You also want to include your name and a short catchy description about how your web site could benefit your readers. Here is a great example of a powerful resource box:

Article by Marc Goldman, Goldbar Enterprises. Our web site continues to help thousands of people achieve their dreams of financial independence. Increase your traffic exponentially and boost your online sales effortlessly and automatically. Visit [www.goldbar.net](http://www.goldbar.net) before your competitors do.

Once you have a good article, you need to get it in front of as many targeted eyeballs as possible. To do this you need to compile a list of targeted ezines and web sites that accept article submissions. This is an extremely tedious process if done manually. [The Ultimate Media Magnet™](#) enables you to search for ezines in your target market that accept articles and automatically submit your articles to them.

Now on to your next traffic building technique.

---

## Getting Targeted Traffic From:

### **BANNER ADS**

Purchasing banner ad space on highly targeted, high traffic web sites can prove to be quite lucrative. There are many services that can purchase banner ads for you, but you may want to make your own deals with web sites to purchase ad space.

Knowing where and how to buy banner ads is very important. If you have a small budget, you want to advertise on high traffic sites that reach your target market but do not charge a lot for their ad space. Many site owners have no clue how valuable their real estate (web site) is. So, they have absolutely no idea how much to charge to rent out their ad space. This is extremely beneficial to you the advertiser, as you can get your ads displayed on high traffic sites for next to nothing.

Here is one way to find these targeted sites: go to Yahoo or Google and enter keywords and keyword phrases that describe your product/service or opportunity. Contact those sites that come up highest in the search. Be sure to contact only those sites that are related to your business, but not direct competitors. You know that since they ranked high when you ran a search for those keywords, that they will have the traffic you want and the customers that most closely resemble your target market. Try to broker a deal for the lowest rates you can negotiate.

Here is another effective place to display your banners. Many ebook authors and software publishers give away their products online. Have you ever wondered how people can afford to give away such valuable information or products?

Well, they are earning advertising revenue. Many of these ebooks and software applications can have links or banners placed in them (for a fee of course). You can pay to have your banner sponsor an ebook or a software application. Simply contact the ebook author or software owner and ask them how you would go about sponsoring their product. Just make sure their product reaches YOUR target market.

---

## Getting Targeted Traffic From:

### WRITING YOUR OWN EBOOK

Writing your own ebook and giving it away for free and also allowing others to give it away from their own sites is a great way to generate huge amounts of targeted traffic to your web site. It is most important that the ebook contains links back to your site so as to be an effective traffic generator.

When you allow others to pass your ebook around, you will find that it spreads across the internet like a virus. In this case a good virus, a "**traffic virus**". This phenomenon is known as **Viral Marketing**. You have literally hundreds of thousands of salespeople working around the clock for you free of charge.

Why would others give away your ebook from their sites? If you provide quality information that is helpful to your target market they would be only too happy to give away a great resource so they could increase their own credibility with their audience.

Here's an example of how you could create an ebook and tie it into a network marketing business that sells legal services. Base your ebook around the legal problems facing small online businesses. Then, subtly work in your URL as a resource for finding the solutions to the problems you've presented.

Remember, it is most important that you have links back to your site so as to be an effective traffic generator. Be sure to indicate on the front page of the ebook that the reader has the right to give it away from their web site and also forward it on to others who may benefit from this information. This is the way you would start a traffic virus. Also, make it clear that readers do not have the right to sell this ebook.

The above example will have to be tweaked to fit each different network marketing opportunity.

All you need to create your ebooks is an ebook compiler. Here is the one we use and highly recommend: [The Ultimate Ebooklet™](#).

So there you have it, seven highly effective ways to build targeted traffic to your web site. Next, we'll show you exactly how to get the most out of every dollar you spend on getting traffic to your site.

---

## How to Track The Effectiveness of All Your Traffic Building/Advertising Campaigns

If you spend your time and money on traffic building/advertising but don't track the results, you are **throwing your hard earned money away** and **wasting your precious time**. When you track your campaigns, you are able to make an educated decision as to whether or not you should continue advertising in a particular medium and also whether or not your ad copy needs to be changed. Tracking your ads takes the guesswork out of advertising.

If you spend any money at all on advertising and don't track your ads, you might as well take your dollars and light them on fire - it would be faster and accomplish the same feat.

Here is an example of what we mean:

You place ad "A" in Joe's newsletter and then place that same ad in Bob's newsletter. You make a large profit from your ad in Joe's publication but zero from Bob's newsletter. Well, you are almost certain it was not your ad copy that failed, but to be 100% sure you run a test by placing a different ad in both publications. Once again you make a profit from Joe and nothing from Bob. You can now conclude from your test that your ad copy was fine and that it's Bob's subscribers who are non responsive to this particular type of offer and so the smart thing to do is drop his publication from your advertising campaign. Naturally, you keep Joe's publication until you have exhausted the list (i.e. you are no longer making a profit selling this particular product to his subscribers).

Now let us focus on the goal of your advertising. How do we determine if an ad has been effective for us? You must

determine what *realistic* results you hope to achieve from your advertising. Keep in mind that everyone's desires are different when advertising. Some hope to make a monetary profit, while others hope to increase the traffic to their web site and still others are looking to increase their number of leads. Once you decide what your goals are, it is quite simple to determine whether advertising was effective or not. Did you get what you wanted from your ad?

Let's use an example to illustrate what we are talking about. If you sell a book for \$49.95 and with all your costs (shipping, printing, publishing etc.) you make a profit of \$18.00 on each book sold, and you pay \$150 to advertise in an opt-in publication that goes out to 13,000 people, you must sell at least 9 books to make a profit ( $9 \times 18 = \$167$  or a \$17 profit). You must determine the dollar amount you would be satisfied to make and then track your ad to see if it achieves your goal for you.

With the ad above, it is easy to track since it is just one ad in one publication. But, what if you paid \$150 to advertise in one ezine, \$25 to advertise in another and \$70 to advertise in yet another? How **EXACTLY** would you keep track of:

- a. Which ezine brought you sales?
- b. How many sales each one brought in?

The precise method of tracking your advertising to determine what makes you the most money is called **Scientific advertising**. This is a very old technique that has been in use in the direct marketing world for over 100 years! If you have ever ordered anything from TV or through mail order you may have noticed that the address to which you sent your payment contained a Dept. K or Suite B or something similar, well you were being scientifically marketed to. The marketer on the other end of your order included a code so he could determine which form of advertising brought him his sales.

Now, there is software available that you can use to track your advertising campaigns. This software will tell you how much traffic and sales each ad brought you. You can track whatever you like: which ezine brought in the most money from a

particular campaign, which ad brought the most traffic to your web site, which article generated the most leads, whatever you wish to track can now be tracked using this convenient program called: [The Ultimate Ad Tracker](#).

Once you begin to use this awesome tool you will find it invaluable, you will be able to determine which ezines are worth the money, which ads work and which should be scrapped, what web site sales copy works with a particular audience and what doesn't. Whatever you wish to track you can do so with Pitbull.

Now that you know a little about scientific marketing, you should want to get out there immediately and start tracking your advertising efforts. As time goes on, you will want to track absolutely everything, how many clickthroughs it takes to make a sale, how much traffic a banner ad campaign will bring, how many people clicked on links in your ezine. There is no limit to what can be tracked and once you start tracking everything, you will not remember what it was like before.

The next chapter will show you how to convert your traffic into **Leads** for your network marketing opportunity.

---

## How to Get Your MLM In Front of Thousands of Prospects Without Lifting a Finger

Success in Network Marketing involves reaching as many prospects as you can and giving them a presentation on the benefits of your business. This extremely important step is crucial in separating your targeted prospects from those who are not serious and/or do not have the money to invest. While this may sound cruel it is simply a fact of life in business. You need to spend the majority of your time in talking to serious, targeted prospects, i.e. people with money to spend who are looking for a business opportunity.

Imagine if you had thousands of prospects from all over the world hearing or reading your presentations while you were asleep and all you had to do was contact those who had raised their hand and said: "Please tell me more about your business!" Your life would be made easier and your closing ratio (the number of people who you bring into your downline) would be much higher than someone who does things the hard way!

Lead generation is the lifeblood of any successful MLM. In the old days of Network Marketing, distributors were encouraged to bother their family members, friends and co-workers as their main source of leads. Nowadays, successful Network Marketers have proven that it is far more profitable to have interested prospects *contact you* rather than you chasing them.

So what are the best ways to generate leads online?

There are many lead generation tools and programs out there. In this chapter we will teach you how to generate leads online using a few proven techniques, tools and web sites.

---

## Tools to Generate Leads for Your Network Marketing Opportunity

When promoting any network marketing opportunity, you need to have leads and lots of them. Instead of bothering your "warm market" i.e. your friends, family and milkman, you want people *interested* in joining your opportunity to come to you! There are many ways to get to your "target market". Lets focus on a few of them here.

One of the quickest ways to generate leads online is to use a company that will collect those leads for you (for a fee) and you can then market your opportunity to them. These companies will find leads for you and deliver them directly to your inbox or you can download them from their web site. There is only one company that we recommend if you are going to choose this route for your lead generation:

- [WorldProfit](#): This is the company we highly recommend that you use if you plan on doing any REAL lead generation online. They have been around for many years and they know how to collect real, targeted leads. If you are looking for fresh leads that you can cherry pick to your hearts delight then WorldProfit is the company for you. Very affordable and reliable packages.

If you are new to internet marketing in general or simply doing network marketing online, you should definitely start your prospecting efforts at this company.

However, if you are interested in generating leads for your network marketing opportunity on your own, here is one of the most effective lead generation tools we use:

- **MINISITES:** This is one of the most powerful lead generating tools available to network marketers. A minisite is a two to three page web site that has one or two goals: to capture leads or to make sales. Most network marketing companies will provide you with a web site that has your distributor id built into it.

These sites are oftentimes not the best marketing tools. They are good at explaining who the company is, where they are from and what kind of payout plan they offer. But they do not let you customize your distributor site to tell your prospective downline members what the program will do for them!

A minisite will let you give your prospect a presentation on the *benefits* of your opportunity. This is what all people want to know - **What will your program do for me?** Best of all, a minisite lets you give the presentation in your words which is what most prospects will understand. The perfect minisite will encourage a prospect to give you their contact information (i.e. name, email address, phone number) before they get the full story on your opportunity. This way you will only speak to people who are targeted and interested in your MLM.

What is the best way to encourage your prospects to give you their information?

You need to offer something of VALUE for free to your visitors in exchange for their contact information. This free offer must pertain to whatever it is you are trying to sell. For example: you could give away free information related to the opportunity. Either you collect the information and put it together in the form of a report or ebook; the company provides you with a course or ebook you can give away; or you find a related ebook and make a deal to customize the content to promote your opportunity.

If you are promoting the product/service write an ebook or report detailing the benefits. Say, for instance, you are selling vitamins and supplements that you have personally used to improve your health and you believe strongly in the healing power of the product. You can easily write out your experience and that of others who have also benefited from

the use of this product and compile it into an ebook, course or report which you give away from your minisite in exchange for your prospects information.

If you want to use the power of minisites to create TONS of hot leads and THOUSANDS of DOLLARS in HUGE profits from your downline members but you do not know how to design a web site, we highly recommend The Ultimate MiniSite Toolkit™. This is an extremely affordable program that gives you a beautiful, professionally designed minisite that is guaranteed to generate hot leads and make big money in the shortest time with the least amount of work! Visit [The Ultimate Minisite Toolkit™](#) now.

You are ready to move on to your next lead generating tool.

---

## Automated Lead Generating Tools

### AUTORESPONDERS

Let us share a secret with you: The more automated you can make your lead generation, the easier you will find this business. You will be able to reach thousands and thousands without ever picking up the phone or replying by email until you have serious **pre qualified prospects** eating out of your hand.

In order to take advantage of this automated lead generation you will need to set up a **followup autoresponder**.

A followup autoresponder is a tool that allows you to automatically send out carefully crafted email messages at scheduled intervals (for example every day or every two days, etc.) to people who request information from you.

Autoresponders should be used to generate leads for you. For example, as mentioned on the previous page, you could give away something free from your web site that is related to your product, service or opportunity such as information, a free report or a mini-course. That information should be delivered by autoresponder. Each person who requests your related free information is a **lead**.

Once you receive those leads, you must then come up with a method to **pre qualify** them. Here is what we did to pre qualify leads for a network marketing business we were involved in at one time: we set up a minisite and drove traffic to it through ezine ads, articles and banners. Prospects who came to the site were encouraged to give us their contact information in order to get to another page on the site that contained more information about what the products would do for them. By providing us

with their contact information they were automatically entered into our autoresponder sequence. In one of our autoresponder messages we included a voicemail number. Prospects who actually called the number and left a message asking for a return phone call were indeed **pre qualified leads**.

When someone responds to the method of contact included in your autoresponder messages this indicates that they are interested in what you have to offer and quite possibly have the money to invest. As we told you earlier, you need to spend the majority of your time talking to serious prospects, i.e. people who have money to spend on your products and services and want what you have to offer.

To continue with our example, those who left a message on the voicemail were more likely to join our downline. We would never have been able to recruit them were it not for the initial contact via our autoresponder.

Imagine if you had thousands of prospects from all over the world reading your autoresponder messages while you were asleep and all you had to do was contact those who had raised their hand and said: "Please tell me more about your business!" Your life would be made easier and your sales ratio would be much higher than someone who does things manually!

For instance, if someone visits your site once and then leaves, you've lost that potential customer forever. However, if you get them to opt-in to your autoresponder messages you get to expose them to your marketing material multiple times constantly reminding them of your business all without lifting a finger.

Follow up autoresponders are a great tool for building strong relationships with your prospects. You need a strong relationship with your prospects to help convert them into customers. If you are not following up with your prospects, you are passing up on an almost guaranteed revenue stream.

Many companies offer autoresponders for your use. However, you have to pay a monthly fee and you can only use one autoresponder for that price. But we've found an amazing site, [The Ultimate Marketers Resource™](#) that gives you as many

unlimited followup autoresponders as you want. That way you can set up as many autoresponders as you need to promote any of your businesses.

There are many other ways to generate leads that are not as powerful as the three we have given you already. These are our tested, researched and proven to work methods. There are many tricks and techniques that you will learn throughout this course that will help you build on the simple ideas here. If you want to make your MLM work online then we highly recommend that you follow these methods first. Once you have them working for you, you can experiment with other techniques.

Now that you know how to generate leads for your network marketing business, it's time to contact them by phone and try to close them.

---

## How to Close Your Leads on The Telephone

As you know, we strongly advocate automating as much as you can in your business. And up to this point, everything has been successfully put on autopilot so that you would have as much time as you need to close sales. However, it is this "closing sales" aspect of your business that cannot be automated. You see, the ultimate goal of Network Marketing is to build a group of people who believe in you, believe in the product and who will not be afraid to go out and close sales. These people want to be their own boss and be financially free and independent. You will need to determine who the best people are by talking and more importantly "listening" to them on the telephone. The telephone will be one of your most essential marketing instruments, it will be used to close sales (i.e. bring prospects into your downline), assist your downline in closing their sales (since this will also put money in your pocket), and train your downline.

Telephone marketing is also the part of Network Marketing that scares people the most. Look, when we first got started, we too were insecure in our abilities to talk on the phone. But, we were 100% sure that we wanted to succeed and wanted to be rich. So, we followed the experts to the letter and within a week we were on our way to the top. We have prospects ask us all the time if we've always been naturals on the phone and how long it would take them to get to our level. **"1 WEEK"**, we confidently respond!

First, you must visit a site called [BusinessByPhone](#). This site is an incredible wealth of information that must be seen to be believed. 20+ year telephone sales veteran, Art Sobczak has created a site that will turn you from a telephone mouse to a roaring lion with the ability to sell anything to anyone under the sun! You will learn what works and what doesn't work when

marketing on the phone and more importantly you will understand why it does or does not work. You will learn how to "lead" your prospects to the right decision and not push them away with a hard sell.

This invaluable site offers FREE tips and techniques on better telesales, prospecting, cold calling, telemarketing, inside sales, outside sales, customer service, sales management, sales training, negotiation, and motivational ideas and tips. You will learn how to sell more and beat call reluctance and rejection forever. It's all at [BusinessByPhone](#).

You should craft a phone script that you can use when you contact serious prospects who have been so sizzled by your autoresponder messages and voice mail that they couldn't resist leaving a message asking for a call back. Just be sure to keep a few things in mind when using your script:

- You should try to avoid repeating the script verbatim. Also, you do not want to sound too rehearsed, it makes you sound fake which can work to erode your credibility. Simply know your script well enough so you do not lose your clear-cut flow should your prospects interrupt you with a comment or question causing you to veer off track slightly. Try to be conversational in your delivery. It is always easier and more natural to talk to someone when you know your product well. Take some time to learn everything you can about your opportunity.
- In addition, to being a good speaker you need to be twice as good at listening. You can't afford to get so wrapped up in your script that you fail to address a comment or question that your prospect just asked you. People want and need to be listened to. By listening to your prospects you make them feel important. Furthermore, you'll realize that they are telling you exactly what they want from you. It is now up to you to deliver.
- You must know when and where to pause and allow your prospects to ask questions. Also, you must be sure to **listen** to those questions intently. Your ability to listen and answer their questions satisfactorily, will bring you that much closer to turning them from a lead into a sale. Please Note: if you

do not know the answer to a question do not guess, lie or fudge your way through. Instead, let the prospect know that you are not sure of the correct answer and you do not want to give them any misinformation but you will be happy to find out the correct answer for them and let them know as soon as you do.

- Always take the opportunity to direct your customer to the company conference call if your company offers them. You will find that the conference calls are very powerful marketing tools. Your listening skills will help you to know when to point your prospects to the conference call. Be sure to make an appointment to speak with your prospects shortly after they listen to the conference call. At this point you can answer any further questions they may have.
- One last piece of advice, if you are excited and interested you will find that your callers will sense this and most will quickly become more interested in what you have to say.

---

## Persistence and Motivation

### WHAT SERVES TO MOTIVATE YOU?

As with any entrepreneurial endeavor, there will be slow going, times when you feel like quitting and times when you just are not motivated to sell. That is reality. In the early stages of your business, there will more than likely be days like that. However, what is important is how you respond to your lows. The people who fail in Network Marketing do so because they do not have the motivation and persistence necessary to succeed.

Let's talk about motivation for a little bit. While it is true that motivation must ultimately come from within yourself, motivation should also come from your upline and the management of the company you are a member of.

#### **But what should help to motivate you?**

**Confidence:** Motivation begins before the business is even begun; it starts with confidence in what you are doing. If you truly believe that the work you are doing is special or exceptional, then this can definitely carry you forward through your business day. Gaining confidence in yourself is a key to staying motivated.

**Money:** There is no doubt that we are motivated by money. The money you make or don't make can act as a great motivator, so exploit this. Put together a projection sheet to see how much money can be made, or how much you will need to keep the business going. Once you have your projections laid out, you have a clear-cut motivational tool!

**Fear:** Fear is a great motivator. Fear of failure is a common

feeling that drives us to complete an action, to do it well, or to do it at all. In business, fear focuses us on understanding the consequences of not working the business to its fullest.

**Education:** Educating yourself motivates. Learning something new gives the encouragement to show others what you have just learned or to use it for the good of the business. Gaining knowledge will open up new ideas and new techniques, and help you build confidence that will in turn motivate you.

The above list contains some things that serve to motivate us, here are a few situations or attitudes that reduce motivation to the point of causing some to even quit their business.

**Stress:** If the business is unusually stressful, or life itself presents overwhelming problems, then the passion to work can be stifled.

**Over-analyzing:** Becoming tied up in questioning each part of your business only drains energy and takes away from the quality of work. This is not to suggest that one should remain oblivious to the various aspects of the business but don't burden yourself with contemplating each action and each decision. For example, understand the balance between reviewing the progress of the business and when it obsesses you. There is an old saying called "paralysis through analysis", over-analyzing leads to doing nothing.

**Lack of consistency:** Not being consistent creates a work atmosphere that it is not a real business. If there is no progression, there is no means to judge performance, which helps build the confidence that in turn, motivates.

**Procrastination:** This is similar to the theme above - lack of consistency. Procrastinating allows us not to progress and instead to remain stagnant.

The next page lists some ways to help keep you motivated throughout the days of working the business.

---

## Some Great Ways to Motivate Yourself

In order to keep promoting your business and maintain your path to success, you need to get and stay motivated.

**Here are some great ideas you can use to motivate yourself:**

**Sit down and write your goals:** Write why you want to achieve these goals and what steps you need to take to reach them. Set long-range goals, then break these down into intermediate and short-term goals. Then devise plans on what you must do to reach specific goals by specific dates. Don't become overwhelmed by that big goal in the future. In other words, instead of focusing on your huge goal (e.g. becoming a millionaire) why not set a goal of achieving a small victory (e.g. your first commission check for \$1,350.00) which is much easier to attain and can help keep you motivated and focused instead of distracted and rushing to meet your long term goal.

Sometimes, we set very high standards for ourselves and are not satisfied with anything but these lofty goals. Set reasonable standards of what you will accept and not accept in the business and make them reachable. When you make an accomplishment, you will generate an opinion that the business can succeed.

**Take away the fear:** Sometimes the fear that we have is due to the uncertainty that surrounds a new venture. There are many questions when starting out: will I make money, will I be good at it, will people respond to my style of business? Answering these questions can take away the fear that can demoralize you and remove motivation.

First establish that there is a need for the business. Compare the idea you have to others and determine if it is even worth doing the business. Once you find this out, you will be reassured and eliminate one question. Putting together a business plan will help answer many of the other questions that distract you.

**You should not be afraid of making mistakes:** Mistakes will occur and should be used as a foundation to learn and grow. No one is above error, so do not let the worry of it restrict you. All successful people make mistakes, but they do not let momentary setbacks halt progression. They use them as a basis for future successes. Consider bad experiences as learning experience but do not dwell on them, or they will stunt your growth.

**Getting energized is another way to keep motivated:** Physical fitness and eating right promote a good feeling throughout the day. This in turn will elevate spirits and establish a more positive disposition. If you sit at a desk a lot it is a good idea to take a step away from time to time. Stretch your muscles, take a walk, or do some other activity to get the flow of blood going. This will also give your mind a break and restore some of the creative juices to tackle a problem or task again.

**Use positive self-talk:** We all talk to ourselves, and it is sad that often we "bad-mouth" ourselves rather than build-up ourselves. Don't tell yourself you are stupid, less talented than others, held back by family circumstances, etc. Instead, look at your positive points, which we all have. Tell yourself that you have specific talents, unique abilities, specific interests and the desire to accomplish some good things. Most people are capable of achieving much more than they give themselves credit for. They get down on themselves too easily. If you are not in your own corner, don't expect others to be. Appreciate who you are and get enthusiastic about your possibilities.

Use motivational books and tapes to help your motivation. Much has been written about this topic, and you should find one addressing your specific concerns. We even use motivational tapes while driving in the car. It is simple and

easy, and many good ideas and techniques can be discovered this way. Listen to or read success stories to learn of examples of others in business for themselves. Gain reassurance from knowing that others have beat the odds and succeeded.

One of the best resources you will ever find that offers not only motivational books and tapes, but also a wealth of success, sales and public speaking tapes, books, articles and other useful information is [Jim Rohn International](#). Spend some time on this site and you will understand why it is one of the best motivational tools in existence. Use it wisely.

Now that you have some ideas on motivating yourself, the next page lists some ways to help you motivate your downline to succeed. If you understand the power of residual income then you will understand how important this is.

---

## Inspire Your Downline

There's a great deal you can do to raise the level of your downlines commitment to this business and **inspire** them to peak performance. The operative word in the preceding sentence is **inspire**. You can demand that people who work for you be punctual, or that they perform at a certain pace. However, real commitment can only be **inspired**.

How do great leaders inspire others to commit themselves to their goals? What they do is communicate their vision so forcefully that other people adopt it as their own vision.

This is the formula for any leader to inspire commitment -- clear goals, a solid plan of action, and a strong conviction. If you can communicate that to your downline, you will have the kind of loyalty that makes them go the second mile. And the third and fourth miles if that's what it takes to get the job done.

**Clear Goals:** If you explain to your downline the same thing we explained on the last page regarding goal setting, setting small short term goals with a clearly defined positive outcome, they can have a well constructed strategy that they can follow and emulate. Provide the tools and methods that your downline needs to succeed with this business.

**A Solid Plan of Action:** Goal setting and plans are great but without taking action, you have a piece of paper that is not worth much. As Tony Robbins says, how do you get yourself or others to take action, **DECIDE to act!** Make a decision to act, now! In order to get that first commission check, you and your downline need to: setup automated marketing tools, start promoting your business and generating leads using the methods we teach, then call those prospects and

make sales. Take action and inspire others to take action now!!

**A Strong Conviction:** To succeed in this or any other business, you and your downline must believe in two very important things: this business and themselves. When you can inspire belief in the company and in the self, you can inspire others to greatness.

The next page features an amazing article from renowned motivational speaker Les Brown about persistence and what it means to the human spirit.

---

## Persistence by Les Brown

I believe there are three kinds of people. There are winners, who know what they want and understand their potential and the possibilities. They take life on. Next are losers, who don't have a clue as to who they are. They allow circumstances to shape their lives and their self-image.

I believe there is a third group as well. This consists of potential winners whose lives are just slightly out of alignment. I call them wayward winners. It may be that they just need to learn how to be real winners. Perhaps they've hit a bump or two that has knocked them off course and they are temporarily befuddled. A failed relationship, a lost job, financial problems, unformed goals, a lack of parental support, illness, many things can send us off course temporarily.

Wayward winners are not lost souls; they just need some tweaking and coaching and nudging to get them back on course. A map might be nice. Many of these wayward winners are easily identifiable because they are always searching.

Right now, there are many wayward winners out there braving rain, sleet and snow because they too still believe that they have untapped talents. They attend motivational seminars and listen to inspirational tapes and they plunge onward, believing that sooner or later they will find their way again.

Other wayward winners have temporarily given up. They are damaged and disoriented, their confidence badly eroded. They tend to drift through life numbly. The friends and relatives and loved ones of wayward winners see that they are out of sync

and wonder why they can't be satisfied, why they don't settle down. They wonder how people who have such obvious abilities and great potential can be so disoriented and unsure.

It is difficult for others to understand the rawness of a broken heart or the aching emptiness of an unguided spirit. You and I know. We have been there. Wayward winners know that there are possibilities out there, but too often they feel locked out from them. Some are afraid to risk any more because of what they have risked and lost already.

I know now that as difficult as it may be for you wayward winners to do, it is necessary to continue to test yourselves. Even though you have been hurt before, it is the only way to grow. We all have the capacity to change, to lead meaningful and productive lives by awakening our consciousness.

You know there are going to be tough times as you go about changing your life, so brace yourself and you will be able to handle them. When you get into your seat on an airplane, what is the first thing they tell you to do? Fasten your seat belt. Brace yourself for the turbulence.

When you decide to move your life to the next level of accomplishment, you must fasten your mental and spiritual seat belts because it is going to be a while before you reach that comfortable level again. You will reach it, but you must endure the turbulence of change in order to grow.

Try this technique to help you through the difficult times of change and growth. Find four reasons why you cannot succumb to your fears and your troubles. Find those deep sources of motivation that can lift you out of the turbulence and above the clouds. You must change your life because, for example:

- You have not yet tapped the talents given you.
- You want to leave something more for your children.
- You want to live life rather than letting life live you.
- You want to do what makes YOU happy.

It is in these rocky early moments of bringing change to your life

that you discover who you are. In the prosperous times, you build what is in your pocket. In the tough times, you strengthen what is in your heart. And that is when you gain insight into yourself, insight that leads to self-mastery and an expansion of your consciousness as a life force in both your personal and professional lives.

This article was written by internationally recognized speaker and author Les Brown.

---

## Offline Promotion Techniques

If you are not marketing your business offline as well as online you are missing a huge market that could be interested in the opportunity. We have also had great success marketing offline and you can too if you follow the tips and ideas on this page.

Many marketers utilize offline marketing to find their leads and prospects and then move to their web sites to "close the deal".

**Below are nine offline marketing methods you can use to grow your business:**

- 1) **Submit articles to targeted offline publications:** If you are good at writing articles related to your products or services, we recommend that you write an article and submit it to highly targeted magazines or trade publications that cater specifically to the market you wish to reach. Every industry imaginable has one or more publications that cater to its target market and those publications are starved for quality articles from which their readers can learn and grow. Try the network marketing magazines like Cutting Edge Media and Six Figure Income.

Here are a few steps that our good friend and fellow marketer, Jeff Gardner suggests you follow in order to get the best response from both the publishers and the readers of a magazine and also to insure you profit from your work.

- a. First, contact those targeted publications either by phone or in writing and tell them that you would like to write an article for their publication. Ask them for details such as: their demographics, the type of articles they want, the submission format and submission deadlines.

- b. Second, write an article based on your product. Be sure to write from an angle that would excite and interest your readers so they desperately want to know more about the product tied in to your article. For instance, if you were selling a book geared to antique collectors, you might write an article on the most common mistakes people make when buying antiques. Before writing your article, it is a good idea to read a few articles written by some of the authors who have already gotten their articles published in the particular publication in which you are interested.

Keep in mind publishers will only print what their readers want to know about, so your job will be to insure that you submit your articles only to those publications that focus on Network Marketing and Home Business Opportunities or the product you're trying to sell.

- c. Third, be sure to include a "resource box" at the end of your article. A "resource box" is that free mention at the end of your article that gives your readers more information about you. Your article has already established your expertise so your readers will want a way to contact you so they can learn more about your related products and services. It is very important that you make it as easy as possible for your readers to contact you (provide your voice mail number, web site address, email address and whatever else you choose).

This is just one of the many free advertising methods that Jeff Gardner has used to make tons of money from the comfort of his home. His "Free Advertising" Secrets have earned him tens of thousands of dollars each month and now he wants to show you how to duplicate his success. Why pay \$50, \$100, or even \$250 or more for a tiny classified ad - when you can get even better (and bigger) ads - Absolutely Free?

Jeff Gardner's "Insider Secrets" will show you exactly how you can get completely **FREE** advertising for almost any product or service you sell! [Click here](#) to find out how YOU can make over \$200,000 a year from home - using the pure profit power of Free Advertising!

- 2) **Send out Press Releases:** Stories about you in the media are more believable and powerful than any paid ad you could ever run. People generally trust the media (reporters, announcers, publishers, talk show hosts, etc.) Statistics show that most people first hear about a web site through traditional media i.e. TV, radio or newspapers. If you can get the free publicity that a press release will generate for you, you may very well be on your way to some hefty traffic and dollars.

In order for a press release to be picked up by the media, it must be well crafted, newsworthy, timely, and full of benefits for the audience of a particular publication. Your press release must relate to a publications target audience in order for it to even be considered. In other words, you would not submit a press release about a golf web site to Cosmopolitan but you may submit it to Golf Digest.

Keep in mind, when you are crafting your press release, your goal is to get the attention of the editors or producers. You want them to contact you for an interview. Therefore, your press release should NEVER tell your whole story. Make it informative and newsworthy while leaving out enough to peak the curiosity of the media person reading it. If you achieve this, your phone will soon be ringing off the hook.

- 3) **Network and hand out business cards:** Business cards are probably one of the most overlooked means of low cost advertising. Make sure that you have custom business cards printed up with your company name, your name, your address, phone number, email address, and web site address. Also, include some type of descriptive statement or slogan that indicates clearly the type of business you're in. Keep a stack of your business cards with you at all times. When you meet someone who could benefit from your web site or who asks for more information about your business, hand them a business card.

Remember, people are oftentimes bombarded with business cards, so you want yours to stand out from the rest and not get ignored or tossed in the trash. If you have a unique business card designed and printed up, the chances that your card will be kept and your site will be visited greatly increase.

Use the internet print shop, [iPrint](#) to have top quality business cards printed and you can get a much better deal than you would at a traditional offline print shop.

- 4) **Automobile Promotion:** Have any of you ever visited a car dealership because you liked the look of a car you happened to drive behind? Naturally, you knew which dealership to go to since they were smart enough to place their ad around that persons license plate. This is a form of free advertising for the car dealers. You probably have the same type of ad on your car. But why should you advertise for someone else?

You should have your ad engraved on a license plate frame and replace the dealers ad with yours. We recently had one done and we used a company called Dakota Engraving. We are very happy with the quality of the work and the turn around time. For more information visit: [Dakota Engraving](#).

There is another ingenious method for advertising your site on the back of your car that models itself after this concept. It is called ID-it Plates. These are custom designed chrome plates that spell out your domain name and can be easily attached to the back of your car as a means of free promotion for you wherever you go. If you have a catchy, easy-to-remember site name, the potential for this type of advertising to generate web site traffic for you is quite high. [ID-it Plates](#) are an inexpensive and unique way to spread the word about your site offline.

- 5) **Fax on Demand:** Faxes on Demand automate your routine information requests and transactions for about ¼ the cost of a live operator. Your customers/prospects will enjoy easy, instant access to product information, order forms, certain types of technical support and virtually anything else you would like to automate. This frees you up to do more promotion and helps your customers/prospects get the information they need 24 hours a day.

Faxes on Demand are reasonably priced, can be easily set up and require very low maintenance.

For more information on fax on demand services, do a search on any search engine and you will find several reasonably

priced companies that can satisfy your needs.

- 6) **Traditional "three step" Marketing:** First, you place a tiny classified ad in one or more targeted publications. Be sure to include your voice mail number as your method of contact. Then, you must entice prospects to call your voice mail and leave a message. On your voice mail you must have a clever message that teases your prospects and leaves them begging to know more. This way you insure they leave a message with their contact information. Your prospect list grows steadily while you return phone calls or send out direct mail pieces to them with an order form attached, all in an effort to finally close the sale. This method has been around for many years and it continues to reign supreme as a great marketing vehicle.
  
- 7) **Radio Advertising:** When it is a business you are advertising, talk radio stations are the most effective. Such stations, where there is a talk format, tend to keep the listener tuned in. When you call the station ask them for their demographic information so you know immediately if you will be reaching your target market or if you are wasting your time. If their listeners make up your audience, ask for their rates and find out the times of the day the majority of their listeners tend to tune in. Note: Live commercials using the on-air local announcer are very effective so be sure to ask if the station runs live commercials. If they say they don't, ask if they'll make an exception this time. Trust us, it can't hurt to ask. However, for the spots that are utilizing a pre-recorded ad, you are your best spokesperson. Lastly, don't waste your time on the stations that are predominantly music, they are the worst ones to advertise on.

As far as the length of your ad goes, you should try to run at least a 60 second ad and if you can, a 2 minute ad. This gives you more time to tell your story and has more of an impact on listeners.

When you buy radio advertising demand that they include "remnant space" for free. Radio stations, like television and print media, depend on the revenue from advertising for their survival. However, they are seldom able to sell all their ad space, this leftover space is what is referred to as "remnant

space". When you purchase your commercials tell the station you want an equal number for free. Expect that those free ads will run at awkward times, for instance, some may run at 2 in the morning while others may run at 6 at night. Please note: you must ask for these bonus airings or you will not get them. Furthermore, not all stations have "remnant space" so you will have to shop around before you can get these deals.

- 8) **Joint Ventures:** This is one of the secrets that direct marketing experts have used for years to grow their businesses. This is a great way for you to break into the big league, especially if you are low on capital to invest in paid advertising. Take this scenario for instance, you've just purchased a network marketing distributorship and you know your target market well, but you just can't afford to get your business off the ground. You know of a guy who has a tremendously responsive mailing list targeted to your audience. You approach him and propose that you split your profits with him in exchange for him mailing your sales letter to his list.

**Scenario two:** You could find a direct marketer who targets the same audience but who is pushing a non competitive product/service and ask if he/she would be willing to slip an insert (a promotional piece) into his/her mailing for you. Most would be willing to do this as long as you either: split the costs of the mailing or let them take the orders for your products and split the profits.

- 9) **Card Decks:** A card deck is a set of 3\*5 index cards each containing one or several advertisements on either side. The deck is sealed in plastic and mailed to targeted prospects (prospects who are proven buyers for whatever those particular advertisers are selling - for instance, home business opportunities). Card decks are an extremely cost-effective way for advertisers to reach large numbers of prospects at a tiny fraction of what it would cost them to reach these people individually. Advertisers must buy space in the deck for their offers. This space comes in various sizes, ranging from a tiny classified ad to both sides of the card.

Because of the incredible efficiency of card decks, once advertisers develop a successful card, they tend to run it in

the same or multiple card decks over and over again. There are card decks for virtually every industry and the people who receive them are genuinely interested prospects and proven buyers. This method of offline advertising packs a powerful punch and can be used to generate an enormous amount of visitors to your web site resulting in massive sales for you.

We often run ads in card decks and can get some great deals for you on card deck advertising. If you are interested in joining us in our next card deck co-op [click here](#) to contact us by email.

All these great offline advertising methods are a great complement to your online marketing efforts.

# Conclusion

The Jealously Guarded Secrets of Successful Network Marketing on The Internet™ has outlined for you a complete strategy that you could quickly and easily implement to achieve lasting success in your network marketing career.

You've learned that as a network marketer you have two potential markets to go after: those who want the product and those who want the opportunity. You've discovered where to find your target market online and the 7 most effective methods of generating targeted traffic to your web site. You now know how to get the most bang for your advertising buck by tracking the effectiveness of all your traffic building/advertising campaigns.

You've unlocked the secrets of utilizing technology to automatically convert your traffic into leads and then pre-qualify your leads in order to separate the serious ones from those who are not serious and/or do not have the money to invest.

Ultimately, your goal is to close the sale by either bringing others into your downline or selling your products and services to them. To be successful at this you must be ready to talk and more importantly "listen" to your hot leads on the telephone.

You need to keep yourself motivated in order to succeed and you must also be able to motivate your downline so they stick with the business. Then you start the process all over again. Lastly, don't forget to take advantage of offline promotion techniques that can complement your online marketing campaigns for added exposure.

In order to further your online marketing education we highly recommend that you subscribe to [The Marketers Resource Weekly™](#). With this newsletter you will discover innovative, effective marketing secrets and trends that will save you precious time and money and help you achieve tremendous success at a rapid pace.

## **A few final notes:**

Help others to succeed. Forget the commissions for a second and consider this: when you genuinely help someone to reach their goals in life, you are bound to be rewarded. We completely believe that and you should as well. Help others to succeed and success is destined to come your way. Help a member of your downline close their first sale using three way calling, help someone set up their autoresponder, etc. This is the foundation of Network Marketing. Remember, most of your downline will join because of you, because of the trust you built with them, do not let them down.

If there is one last piece of advice that we can impart to you, it is this: don't jump from one opportunity to the next. Find something you believe in and stick with it. Even if it gets frustrating and you need help to make a sale, ask for it. Ask your upline, ask your personal sponsor. We have given you everything you need to succeed with network marketing online. We want to see you succeed and we want to know that through some small part, this ebook helped. In reality though, the only real help can come from within you.

You can do it! We have complete faith in you!

Success,

*Marc & Terry Goldman*

---

## Copyright Notice And Legal Disclaimer

ALL MATERIALS FOUND WITHIN THE JEALOUSLY GUARDED SECRETS OF SUCCESSFUL NETWORK MARKETING ON THE INTERNET EBOOK ARE COPYRIGHT © PROTECTED BY GOLDBAR ENTERPRISES™.

GOLDBAR ENTERPRISES™ ASSUMES ALL WEB SITES FEATURED HEREIN EITHER DIRECTLY, BY IMPLICATION, OR BY LINK TO BE HONEST AND ETHICAL.

GOLDBAR ENTERPRISES™ IS NOT RESPONSIBLE FOR THE CORRECTNESS OF THE INFORMATION CONTAINED IN THIS EBOOK. GOLDBAR ENTERPRISES™ IS NOT ENGAGED IN RENDERING ANY LEGAL, PROFESSIONAL, OR ACCOUNTING ADVICE. READERS ARE URGED TO SEEK THE SERVICES OF A COMPETENT PROFESSIONAL, IF APPLICABLE. RESPONSIBILITY FOR THE USE OF ANY AND ALL INFORMATION CONTAINED HEREIN IS STRICTLY AND SOLELY THAT OF THE USER. THE CONTENTS OF THIS EBOOK ARE PROVIDED AS INFORMATION ONLY. YOUR OWN JUDGMENT IS REQUIRED.

ANY PERCEIVED SLIGHT OF AN INDIVIDUAL OR ORGANIZATION IS UNINTENTIONAL. WORDS, PHRASES AND GRAPHICS, WHETHER FOLLOWED BY "TM" OR NOT, ARE TRADEMARKS AND SERVICE MARKS OF GOLDBAR ENTERPRISES™, OR BY THEIR RESPECTIVE OWNERS. THE ENTIRE CONTENTS OF THIS EBOOK ARE COPYRIGHT © 2002 GOLDBAR ENTERPRISES™.

WITH THE STRATEGIES AND PROGRAMS FEATURED IN THIS EBOOK, ARTICLES AND NEWSLETTERS PUBLISHED BY THE OWNER OF THIS EBOOK, WE MAKE NO IMPLICATIONS, WARRANTIES, PROMISES, SUGGESTIONS, OR GUARANTEES WHATSOEVER IN ANY MANNER OF SPEAKING, IN WHOLE OR IN PART, THAT BY JOINING, RESPONDING TO, FOLLOWING, OR ADHERING TO ANY PROGRAM OR INFORMATION FEATURED ANYWHERE IN THIS EBOOK OR ELSEWHERE WITH REGARDS TO THE OWNER OF THIS EBOOK THAT YOU WILL MAKE MONEY (OR WHATEVER THE TOPIC OR CONTENT IN QUESTION MAY

APPEAR TO IMPLY).

YOUR SUCCESS IN THESE OR ANY EFFORTS DEPENDS ON NUMEROUS FACTORS. WE ASSUME NO RESPONSIBILITY FOR ANY LOSSES OR DAMAGES RESULTING FROM YOUR USE OF ANY LINK, INFORMATION, OR OPPORTUNITY CONTAINED WITHIN THIS EBOOK, WITHIN ANY PUBLICATION AUTHORED BY THE OWNER OF THIS SITE, OR WITHIN ANY INFORMATION DISCLOSED BY THE OWNER OF THIS SITE IN ANY FORM WHATSOEVER.

THESE TERMS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NEW YORK, WITHOUT GIVING EFFECT TO ANY PRINCIPLES OF CONFLICTS OF LAW. YOU AGREE THAT ANY ACTION AT LAW OR IN EQUITY ARISING OUT OF OR RELATING TO THESE TERMS SHALL BE FILED ONLY IN THE STATE OR FEDERAL COURTS LOCATED IN WESTCHESTER COUNTY, NEW YORK AND YOU HEREBY CONSENT AND SUBMIT TO THE PERSONAL JURISDICTION OF SUCH COURTS FOR THE PURPOSES OF LITIGATING ANY SUCH ACTION. IF ANY PROVISION OF THESE TERMS SHALL BE UNLAWFUL, VOID, OR FOR ANY REASON UNENFORCEABLE, THEN THAT PROVISION SHALL BE DEEMED SEVERABLE FROM THESE TERMS AND SHALL NOT AFFECT THE VALIDITY AND ENFORCEABILITY OF ANY REMAINING PROVISIONS. THIS IS THE ENTIRE AGREEMENT BETWEEN US RELATING TO THE SUBJECT MATTER HEREIN AND SHALL NOT BE MODIFIED EXCEPT IN WRITING, SIGNED BY BOTH PARTIES.