

A silhouette of a person with their arms raised in a celebratory gesture, set against a solid orange background. The person is wearing a jacket and pants. The text is overlaid on the image.

# **Multi Level Marketing** **EXPLOSIVE** **income system**

**Step-By-Step Strategies for \$uccess  
In a New Age of Network Marketing**

**Jeffery Boyle**

# Take Action

Dear Fellow Entrepreneur,

The content in this powerful e-book can reshape how every network marketer approaches business. *Explosive Income System* gives you a blueprint to create endless QUALIFIED LEADS. If you teach your teams these marketing principles, you will have real duplication and a whole team of lead-generating machines.

Explosive Income comes when you know how to implement massive automated marketing, true duplication and combine it with real persistence. The *Explosive Income System* teaches you how to create the results that once were reserved for only the most elite network marketers. You just have to take action and stick with it to see the results.

I encourage you to redistribute this e-book with others if you follow the rules on the next page. My company has collected over \$1,500,000.00 implementing these principles for others and they have resulted in millions of dollars in sales and commissions for those companies and field marketers. The concepts taught can revolutionize a business and can create Explosive Income. To become a top network marketer, you must learn how to market yourself, not just sell products and an opportunity. *Explosive Income System* can teach you what to do to become a master marketer.

**WARNING:** *I truly believe that this system will revolutionize the companies that implement its strategies. You can choose to implement these strategies or wait for your competitors to act before you do. To the victor goes the spoils, act before your competitors do.*

If you have questions after reading this e-book, or you need help implementing its principles, simply visit us at [www.ExplosiveIncomeSystem.com](http://www.ExplosiveIncomeSystem.com) to learn more. You can also call us directly at 208.631.3733 and speak directly to a Client Services Manager who can direct you to the best way to proceed for your type of company.

Summed up, I encourage you to take action now to experience Explosive Income.

Dedicated to your success,

Jeffery Boyle

# The Rules

I know you're excited to get started, but please take a minute to read this page.

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## Multi Level Marketing Explosive Income

Step-By-Step Strategies for \$uccess  
In a New Age of Network Marketing  
[www.ExplosiveIncomeSystem.com](http://www.ExplosiveIncomeSystem.com)

By Jeffery Boyle  
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## Disclaimer

*Some of the recommendations in the e-book will work for corporate and some for the field. Be judicious in what you implement or allow to be implemented if it does not fit within your business model. As a field representative, always check within your policies and procedures to ensure you are following company guidelines.*

*Although I do make a lot of money with my products and systems, your income will depend solely on your own efforts. It's impossible to guarantee that you'll make any amount of money, because I don't know you or how much effort you'll put into this business. This package was created to give you the best possible chance of success.*

# 1 It's About People

*Network marketing matters, and it's not just business. Network marketing should be first and foremost about people. When you understand and take care of people's needs, you WILL make money with network marketing.*

Network marketing, multi-level marketing (MLM), direct sales, relationship marketing...I don't care what you call it; you better make sure your company has the right sales and marketing elements or, no matter how good your product is, you will never make money in network marketing. Most people never make a dime in MLM and they have put their faith in us to make a difference in their lives with our products and our opportunities. If your product is good and you understand how to effectively get your message out, you and your people can succeed.

## **Making Money**

Network marketing rocks and you can make a ton of money; you just better not overlook some vital components of success. If you take what you learn in this e-book seriously, you will dramatically improve your:

- Lead flow

*If your product is good and you understand how to effectively get your message out, you and your people can succeed.*

- Prospect decision making process
- Closing opportunities
- Overall business sales

If you can improve the items listed above, you will start to make more money. If you get really good at what I recommend in here, you can make a lot of money!

By reading this e-book, I will assume you want to make more money. But, you may not know where to start and what to do - truth of that matter is, you are not alone. Most aspiring networkers in corporate and the field think that by simply starting a business and having a great product, people will flock to their opportunity. It just doesn't work that way.

This e-book will show you how things are done in a step-by-step manner. You just have to do them and **keep** doing them. I have helped dozens of companies get started and thousands of marketers make money. It does not matter if you are in corporate or the field, take the principles in this e-book seriously and you will have a constant flow of leads. Ignore the marketing principles in this e-book and you will likely not succeed in network marketing and you will just become another failed statistic.

Sales skills in network marketing are vital. However, the purpose of this e-book is not to teach you sales principles. There are many great sales resources that you can draw

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upon. Instead, I want to focus in on an area that most network-marketing executives and field networkers neglect, MARKETING. Marketing is not just fancy graphics, a web site and a few brochures. Marketing is an ongoing process that must be constantly evaluated and improved.

I want to give you resources and understanding of marketing concepts every good company and network marketer can and should implement.

Anybody who tells you that sales and marketing are the same thing is WRONG. They are related, but for your network marketing business to succeed, you must have skills in both, or have access to a great marketing system and learn a sales process. Marketing can be done at the corporate level or at the field level. However, if marketing is not done correctly and consistently, kiss your chances of making long-term money goodbye.

### ***Briefly About Me***

This e-book is not about me; it is about helping you make money in a noble industry. I believe that rising tides raise all boats. If you fail, you hurt the industry. I want you to succeed.

My name is Jeffery Boyle and I have been involved in network marketing in every role imaginable. Although I graduated from law school and served as a Vice President for a Fortune 1000 public company, my love for network mar-

keting has kept me in this great industry. Before founding my own MLM company and serving as its CEO, I was also a full-time field representative for 4 years. Within MLM, I have also served as a Vice President of Sales, Vice President of Marketing and in the last 3 years I have helped consult over 30 large and small MLM companies.

I can tell you that I have seen it all, both good and bad. I have helped build large groups in almost every continent. I am best at being a sales guy, but it is pretty hard to sell when your marketing stinks. That is the reason I am writing this e-book. I hope this e-book can help you avoid some costly mistakes that will rob you of time and money.

A good business is one that is constantly marketing, even with a small budget. I hope you are ready to get started. Let's teach you to be a master marketer and make some money.

# 2 People Know Cool When They See It

*"I want to look like Apple!" Well, who doesn't? What most people take for granted is how hard Apple had to work to get where they are today. Great brands always take time.*

It is amazing how often my new clients tell me that they want my team to create something as iconic as Apple. With its new-age industrial design, Apple has redefined how people view life through technology. As of July 2011, Apple had \$76.2 billion in cash while the U.S. Treasury reported a cash operating balance of \$73.8 billion. Apple has more cash on hand than the United States and that's not even counting the U.S. debt problem.

It hasn't always been that way and it took a dedication to understanding what makes people excited to turn a dying company around. When Steve Jobs brought Apple back from the brink of death, he did it with dedication to connect emotionally with people and provide an amazing customer experience.

It wasn't easy what Apple had to do to become relevant again. In 1997, Michael Dell of Dell computers was asked



*When Steve Jobs brought Apple back from the brink of death, he did it with dedication to connect emotionally with people and provide an amazing customer experience.*

what he would do to save Apple when he said, "I would shut it down and give the money back to its shareholders." I wonder what he thinks about Apple now? It doesn't take a genius to know that Apple is whooping Dell today. Just go to any mall with an Apple store. The mall may be dead, but people pack the Apple stores every day of the week. It is safe to say that Apple owns the hearts of its customers.

Apple redefined itself by becoming a design-driven environment with a passion to understand what people really want. Apple became obsessed with creating a deep relationship with its customers. While Dell was obsessed with supply-chain management, Apple was obsessed with connecting to its customers. Just put a Dell next to an Apple and you know why Apple is now king. Apples just look better, and by the way, they perform well too.

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**BMW's advanced designs and a dedication to emotion have made it the ultimate driving machine to its customers.**

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There are other examples of great design experiences that connect emotionally with customers. BMW's advanced designs and a dedication to emotion have made it the ultimate driving machine to its customers. Nike makes overweight armchair quarterbacks feel like a 22-year stud every time they put on their shoes and apparel. Harley Davidson is so connected with its customers that they tattoo the company logo on their bodies and proudly tell the rest of us, "If I have to explain it, you wouldn't understand."

Your brand is not just your logo. Gone are the days of opening your MLM company with a product, a logo and an opportunity. Your passion must be to connect with your representatives emotionally if you want to keep them and your design is a part of that. Do not neglect your design, just ask Michael Dell what happens when you have something functional but boring. The fact is, few companies understand that their brand is quite weak and even think that their brand is equivalent to their logo. Guess what, a brand design is far more important than just a logo.

So who gets this in network marketing? Who truly understands what people are really looking for? Is it a high ORAC, is it cheaper long distance, is it more vitamin C or is it a cool bottle? No, no, no and no. Network marketing is coming of age, but few companies get what their customers really want (and yes, field representatives are customers, they are the ultimate customer). There are very few

*The fact is, few companies understand that their brand is quite weak and even think that their brand is equivalent to their logo. Guess what, a brand design is far more important than just a logo.*

MLM companies in the world that see and hear the same thing as their customers, and there are even fewer MLM company executives that get it. Instead, many companies try to force what they think their customer wants on them or spend too much time comparing themselves to another company that is making the same mistakes.

People don't care about the supply chain or how exact your bank account is balanced. People want to feel alive again, they want to feel needed. They want to belong to a "band of brothers" that will stick up for them when they are not in the room. They want to be free, even if it is only on weekends. My guess is that your company executives don't get this and most have never really thought about it. Most companies that are having communication problems have their difficulties as a result of the corporate team thinking the field cares about corporate's problems.

The field doesn't care if the CEO or President is having personal problems or why the product is late. However, corporate teams better care about what the field wants. It is beyond important. Corporate executives must understand the fields' problems and do their best to fix those problems.

Instinct is crucial in company culture and brand importance. However, instinct will die if you justify away your feelings to the bean counters in your team. Do you want your company to matter? Well, start understanding that

people care less about your product and more about themselves. What's in it for them?

Ask yourself if you feel excited each day to be a part of a special company. If you don't, fix it quick or someone smarter about human nature will take your group.

What does all of this have to do with design and brand? The way you look should evoke excitement. Your marketing team should take risks and be able to make a couple mistakes. If you look at your brand and you are not excited, then change it. If you think your brand is great and you are not growing how you thought, you are probably wrong. If your brand is tired, fix it. If the competition is skunking you, embrace your situation and fix it. We are visual beings, and if your brand is boring and people are not responding immediately, change it now!

One of the only things people will constantly put a premium on is having an incredible experience. If people look at your company from the outside and they don't see something exciting, they will move on to an inferior, but better marketed product. The good news, you can fix it, Apple did. People know cool when they see it and frankly, you better believe it.

# 3 Choosing Your Niche

*A vital step to succeed as a network-marketing entrepreneur is to choose a specific niche. Trying to be all things to all people means you will likely be nothing to anybody.*

Most people who start out in network marketing will often jump in head first without even knowing what it is they should be selling. Did you know that for the past 10 years, there has been over 1,500 direct sales or network marketing companies open for business each year? That is over 15,000 new businesses, most of which have already gone out of business even though they had a great product. You CANNOT just “build it and they will come.” Lack of real planning toward a specific niche is one of the main reasons many people don’t succeed the first time they try network marketing as company founders or field marketers.

Here are several elements to consider before jumping into a certain niche of your choice:

- How much competition is there for the product or service in your niche? Do not just look at competitors within direct sales; Costco and Wal-Mart may be your biggest threat.

*Did you know that for the past 10 years, there has been over 1,500 direct sales or network marketing companies open for business each year?*

- Existence of a market for your product.
- Whether your market has the money to buy your product.
- Marketing trends of your niche, whether it's declining or rising.
- *Determining if you can handle managing the business and enjoy it at the same time.*

I stress the last element because it is crucial that you love what you do so that you will not quit halfway through.

People who enjoy managing their business are often times the most successful network marketers in corporate and the field. Do not enter a certain market niche and sell the same product as a competitor just because it's hot and you see someone else selling a ton of that product.

If you eat at McDonald's for every meal and you consider pickles on your burger as your daily vegetable, you may not be very credible selling in a health niche. Do something that you love and are passionate about, that will make the time commitment easy. People are smart and they know when you are in it just for the cash, don't underestimate the importance of passion for your niche. Without passion, you lack credibility and you will run out of gas.

When you're researching for your niche market, you have to focus on pushing your market's emotions and buttons.

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This means you have to captivate people emotionally so their interest in your product will deepen. There are many reasons why people will buy your product or enroll as a representative in your business:

- To save money
- To generate money
- To save time
- To evade effort
- To get comfort
- To attain more cleanliness
- To be more healthy
- To avoid physical pain
- To get praise
- To be popular
- To be attractive
- To save belongings
- To be more happy
- To satisfy curiosity
- To keep their family safe
- To be in fashion
- To own beautiful belongings
- To gratify appetite
- To emulate other people

- To keep away from trouble
- To avoid being criticized
- To be unique
- To shield reputation
- To take advantage of opportunities
- To make life easier

If you really try to think like a consumer of your product, you might realize that the market is completely untapped, but you may also find it is in trouble. You must look very closely into the reasons why consumers buy, and it is not just to make you rich. I frequently say, "Another great product dashed against the rocks of an opportunity." If your product will not sell without an opportunity, or you deemphasize your product and focus most of your efforts on the opportunity, you are not thinking correctly about the consumers in your niche. Companies driven by opportunity with weak products will not make it long term.

If you are a customer in your own niche or if you already have customers buying from you, dig deeper into that niche and develop it. There is a reason why people buy, so you must explore these reasons in order for you to understand what it is that people need from you. Several questions that you can ask include:

*If you are a customer in your own niche or if you already have customers buying from you, dig deeper into that niche and develop it. There is a reason why people buy, so you must explore these reasons in order for you to understand what it is that people need from you.*

- How much money do you make?
- Is price more important than quality?
- How often do you vacation?
- What magazines do you read?
- Are you a member of certain clubs or associations?
- What type of seminars do you go to?
- Which type of advertising do you respond to?
- How did you first hear about us?
- Why are you buying from us?
- What benefits or items are we providing that you cannot find in other companies?
- Are you buying from us because we're friends?

*Among the fastest growing industries online is Internet niche marketing and network marketers are completely ignoring it.*

Learning what your market really thinks, wants and feels about something can greatly help you in identifying how to improve your niche. The more you know about your potential customers and representatives, the better you can cater to their needs. Reading between the lines and understanding your customers' fears, problems and frustrations are keys to a successful and flourishing niche.

### ***Niche Marketing***

Among the fastest growing industries online is Internet niche marketing and network marketers are completely ignoring it. This is important to understand in network marketing, because most MLM companies think that just

having a website that tells how to make money is enough. This is very small thinking.

The Internet has become the main source of information for everything you could ever want to know. Prospective representatives know this and they also realize that they should take advantage of the world's dependence on the Internet. You have to think beyond just a corporate and field presence. It is no longer enough.

If you want to know more about niche marketing, all you need to do is search the Internet. You will be amazed at how much information there is about it. Information may come from blogs, forums, article submission sites and e-books. Reliable sites must be distinguished from those that are just promoting products. However, very few network marketers engage in education online. Most think they just have to sell, but you can be different.

### ***Niche Marketing Categories***

The concept of niches is linked up with the concept of a "market demographic profile". Customers can be broken down into different categories so you get to handle a narrower area and concentrate on this specific segment of buyers. Network marketers often think that everyone is a target. While most everyone may want more money, not everyone is willing to join your opportunity and your product may not be something they will ever be passion-

ate about. Network marketers need to get better at really examining who would want their product if there were not an opportunity behind it. Understanding niches will help you sell more products and enroll more qualified representatives. A few examples of niche markets are:

- Age-based Niches

This is probably the most widespread example which most traditional and online businesses are fully aware of. Age-based information helps you cater to a specific age group that is interested in your product.

- Ethnic and Religion Based Niches

There are few network marketers that recognize when to sell to a certain ethnicities. Others are not aware of this category and frequently forget how broad the market is. Selling specifically to one group will encourage people of that ethnicity or creed to purchase products. One of the most successful network marketers I have ever met is a Chinese speaking American. He has built an amazing business in the United States among Chinese speakers who have in turn created a dynamic business in Taiwan, Hong Kong and even in China. Television executives know how to market effectively to certain ethnic niches, why don't network marketers?



- Lifestyle-Based Niches

Different statements have different meanings to different age groups or lifestyles. The drawback to this niche is that people tend to change their lifestyles and it's quite hard to exert influence here. It is, however, one of the most successful niche categories that you can find. If you have a high-end product, you will be wasting your time selling it to people who can't afford it. Think about your buyer.

### ***Finding Your Niche***

The key to finding the right niche is to choose one that is often searched for and purchased by people, but is not too saturated with other companies. You need to be able to learn how to determine this because if you choose a niche that is already popular, there will surely be big companies and competitors that have built their business much earlier than you.

To succeed in choosing the right niche, repeat these mantras and make them stick to your philosophy with network marketing:

1. Marketing is psychology.
2. It's not what you sell, but how you sell.
3. Your best friend is authenticity.
4. Your worst nightmare is to come off as a "phony" or a "poser".

To find a niche that works for you, consider the following methods:

- Be born in one.

You are an expert in whatever field it is that you currently occupy so take advantage of that. If you were born in India, then getting into the curry business might be the best niche for you. If you are born in the sixties, catering to Baby Boomers might work. It's just a matter of using your current skills to choose a niche that won't take years for you to learn before you can sell.

- Adopt one.

As we go on with our lives, we will gradually discover things that may interest us. Just imagine what you would buy if someone could just sell it. If you have a niche that no one else is currently offering, offer that one to yourself. Sooner or later, other people will start looking for your business.

- Invent one.

Somebody needs to do it first. What's trendy right now once started as a unique idea from a single person who generated it. Other entrepreneurs just had to copy and follow.

- Stumble upon one.

This is another way of saying that there are many niches out there just waiting to be discovered.

Understanding the importance of niches should be easy. Think of ways in which different niches would respond to a product or service and specifically use language that helps them understand how it would benefit them. Do not talk to a 30-year-old single guy the same way you would talk to a 68-year-old retired woman. Understanding niches will help you know how to market your product to different niches effectively. When it comes to niches, one size definitely does not fit all.

### ***Become a Market Detective***

All you have to do to learn how to choose a niche is to play detective. To give you an example, let us choose a niche interest at random – take for example “Star Trek”. Even if it’s a popular phenomenon and can’t qualify much as a niche market, it can serve as a concrete example.

The first thing you need to do is to find all information available about the topic. You will need to perform a lot of reading and utilize some quick tools to do the job. There is a powerful tool that can help you in this process called Niche Bot Classic. <http://www.nichebotclassic.com/>. This powerful tool suggests keywords that are related to the topic on hand. The results will be a list of phrases. You can

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save this and it is up to you on how you would use these phrases depending on your method or platform. You can save it in a notepad or as an excel file. Below is a list of key words I found by using a text filter to find phrases with "Star Trek" used online:

"11", "360 box legacy x", "animated", "armada", "armada 2", "art", "assault star tactical trek", "babes", "bones", "book", "borg", "bridge commander", "buy patches", "calendar", "cartoon", "cast", "character", "cheat code encounter", "cheat encounter", "cheat encounter ps2", "clothing", "collectible", "communicator", "compilation", "computer game", "convention", "cook book", "costume", "date legacy release", "deep space nine", "demo legacy", "ds9", "dsn", "dvd", "encounter", "enterprise", "episode", "episode guide", "evil group", "experience", "first contact", "free game", "game", "generation", "god man", "hallmark ornament", "the motion picture", "the next generation dvd", "theme", "ii", "insurrection", "legacy", "legacy pc", "model", "movie", "music", "nemesis", "new movie", "new voyage", "next generation cast", "ng", "nude", "one season", "online", "online game", "original", "original series", "ornament", "os", "pc game", "personality test", "phaser", "physics and", "picture", "pictures", "porn", "poster", "prop", "remastered", "ringtone", "savesaver", "series", "sex", "ship", "ship of the line", "shirt", "sound", "star war vs", "starships", "the animated series", "the next generation", "tng", "toy", "uniform", "v show voyager", "video game", "voyager", "voyager dvd", "voyager wallpaper".

With this tool I now know the most relevant terms people search in conjunction with Star Trek. I will now be able to sort out which ones I will toss out and which phrases I should keep for my marketing purposes of my niche.

Next, you should do some web research. Everyone knows about Google, however, there are several more that may give you unique niche results:

- Wikipedia (<http://en.wikipedia.org>)
- Yippy and Dogpile (<http://search.yippy.com>) and (<http://www.dogpile.com/>)

These sites are 'meta-search' engines that scrape other web searches such as MSN, Google and Yahoo all at the same time. What one search engine neglects, another search engine can find.

- Everything2 (<http://everything2.com/>)

This website is a combination of a community blog and an online encyclopedia. Writers get to submit different article niches and members rate each other as to how well they write. You will be able to see what people like and what they don't. Use this knowledge in your marketing.

Other useful websites to do your research would be:

- Squidoo (<http://www.squidoo.com>)

- The Straight Dope (<http://www.straightdope.com/>)
- Ezine Articles (<http://www.ezinearticles.com/>)

To evaluate a potential profit area, other tools are needed:

- Google Trends (<http://www.google.com/trends>)

If you want to search the popularity of a keyword in terms of search engine traffic, you just need to go to Google Trends.

- Search Engine Watch (<http://searchenginewatch.com/showPage.html?page=2156041>) This tool lists keywords being searched in specific search engines. You may sell more if you offer a product or service that people are currently looking for.

To help determine if your niche can be profitable, you can search for businesses that already cater to a specific niche. If you find that there are many competitors, don't let it bring you down. There just might be room for one more seller. Apple did not make the first MP3 player. They learned from the success and mistakes of others and then made the king of MP3 players, the iPod.

Do not underestimate the importance of doing what you love when you choose a niche. Make sure you understand your niche and know what you are up against. And remember, you do not have to be first to make the most money, do things right and the money will follow.

# 4 Selling the Right Product or Service

*Selling the wrong product or service is like walking with the wrong size of shoes. Sure you can get where you want to go, but it never feels right.*

If you have found a niche you can be passionate about, you better make sure that your products will be able to service that niche. If you are an entrepreneur looking to start a company from scratch, you will find the process below very valuable. If you are looking to join a network marketing company, this process will help you decide on the right company to join with a product that you can passionately sell. No matter what stage you are in or whether you are in corporate or the field, this process will help you in network marketing. It never hurts to understand what really fires you up.

## **STEP 1: Brainstorm as many ideas as you can.**

Jot down everything that crosses your mind because at this point, there are no bad ideas. During the process, you will be able to come up with approximately 20-50 ideas. If you get stuck in the process, review your list to get more

*If you are looking to join a network marketing company, this process will help you decide on the right company to join with a product that you can passionately sell.*

ideas and see what you might have missed to include or use the Niche Bot Classic you learned about to help come up with related products to your niche. Move on to step 2 once you think you have enough ideas.

### ***STEP 2: How Difficult Will It Be For You?***

Determine your qualification and skills and then ask yourself how difficult it is to turn this idea into a product. Do not let anyone else answer these questions because only you can do that. Classify these as:

- H = Hard
- M = Medium
- E = Easy

After classifying, move on to Step 3.

### ***STEP 3: Who Will Do It?***

Evaluate yourself whether you can do the job on your own or not. You can classify this one as "O" for Others, or "M" for Me. Move on to the next step after you've done this.

### ***STEP 4: Level Of Knowledge?***

Based on your level of knowledge, classify ideas as E, L or N:

- E = idea is in an area where you think you are an expert
- L = idea that you're not an expert in, but you know

you have enough knowledge to back it up

- N = idea that is a surefire money making product but something you don't have knowledge about

### **STEP 5: Prioritize**

You don't have to worry about this step because determining which idea to carry out is as easy as 1-2-3. Your number one priority would be: E (Easy), M (Me) and E (Expert).

You prioritize this one because the idea is easy to carry out; manageable since you will be the one doing the job and everything is under control because you are an expert in the niche.

Your lowest priority would obviously be: H (Hard), O (Others), N (No Knowledge).

Refer to this grading system so you can tally up and place your priorities from the easiest to carry out to the least profitable idea:

- Easy = 1, Medium = 2, Hard = 3
- Me = 1, Others = 1
- Expert = 1, Limited = 2, None = 3

Add up the total for each idea and then rank your ideas.

## **Ways To Find And Create Content For Your Product**

### **Outline**

Everyone already knows that Google is a powerful research tool, but few people realize that there is still more than just tapping in the keywords you want to search for. One of the most amazing ways you can get matching content is to use the search string name "allinurl:"

The format is fairly simple. After you open Google.com, type in the search box - allinurl: [keyword/keyphrase]. This looks for urls containing the keywords or keyphrases you are looking for.

Now that you have the content, you have the options to write a whole new article, rewrite existing articles or ask the owner of the website for permission for you to post his/her article in your website to serve as content.

After content has been settled, you need to move on and think about how you will package and present the content.

### **Top 30 Ways To Package A Profitable Product**

Very successful traditional businesses use every possible way they can to educate consumers about their product. I find it amazing how many network marketers are happy with just a brochure, a Twitter account, a Face-book page and a website. There is a ton of other ways to spread your product and opportunity message. The ideas below can

*Very successful traditional businesses use every possible way they can to educate consumers about their product. I find it amazing how many network marketers are happy with just a brochure, a Twitter account, a Face-book page and a website.*

help you fund your opportunity and also bring tremendous exposure to you and your brand.

- *E-books* - Content that is converted into a .pdf file.
- *Books* - There are many publishers that will now print on demand. Nothing gives credibility like being published. With print on demand, it is also very affordable.
- *Newsletters through Email* - Keep in constant touch with your possible niche. A frequent newsletter keeps you on their radar.
- *Blogs* - Blogging is an excellent way to connect to the world and your niche. Blogging does not have to be formal or extensive.
- *Audio Books* - Use a voice actor or record yourself while reading the book.
- *Podcast* - Record yourself describing the subject on hand. You can read a part of the content or just about anything you know regarding the subject matter.
- *Audio Program* - This is basically multiple CDs in one program. All you need to do is divide your topics in different CDs and you have yourself an instant audio program.



*Audio Program - This is basically multiple CDs in one program. All you need to do is divide your topics in different CDs and you have yourself an instant audio program.*

- *Vlogcast* - This is more like recording your voice as in podcasts but this time, you record the content as a video. You need not invest in a camera if you don't want to buy one. There are several video-making software programs online for free.
- *Video Program* - This is similar to Audio Programs but this time, you're using videos to record yourself reading the book or teaching it to people. Break this up in different DVDs and you have yourself a video program.
- *Workbooks* - Assess your book and create a module designed specifically to teach the reader. Present the data in a summarized format and at the end of each module; create a test, exam or a series of questions to assess knowledge.
- *Multi-Media Kits* - This is simply a combination of the following: book, audio book and/or DVD of you reading your book.
- *Coaching Program* - This can either be in the form of phone calls, email series or a webinar.
- *Teleseminars* - In an interview type of format, present your content via telephone. There are times though that only the speaker is talking over the phone.

- *Teleworkshops* - This is still via telephone, only this time; it's in a workbook format. You can perform it on a smaller group with a more interactive type of teaching.
- *Home Study Course* - This is a combination of books, audio programs, video programs, workbooks, etc. into a single product. If your e-book has enough content, you will be able to convert it into a Home Study Course.
- *Membership Site* - Residual income can be obtained with this type of content presentation. What you need to do is put content, audio and videos into a secure website where members pay monthly subscriptions to get the materials.
- *Radio Show* - Like podcasts, you can create your own radio show, which can be played at different times or you can do a live show online. You may have to start late at night or irregular times, but there are a lot of stations looking for new content that interests their niche.
- *TV Show* - Internet TV (IPTV) is becoming more popular these days. Just like Internet radio – within 1-2 years any person can create his or her own TV show online. Also, many local stations are begging for content and sites like Justin.tv allow you to easily

and inexpensively broadcast yourself.

- *Syndicated Column* - Because you are an expert in the field you have chosen, you may be asked to submit articles to a newspaper. These articles can also be posted on your blog and other people can syndicate it through RSS feeds.
- *Articles* - If you crop your e-book, you will have enough content to post online or offline.
- *Mini Books or Reports* - If your e-book has 5 chapters, you can turn it into 5 mini books or 5 special reports.
- *CD/DVD Training* - Remember the audio CD and video DVDs you have produced? Turn them into a monthly training subscription service and get people to pay to view the content.
- *Magazine* - A magazine is simply a big newsletter. You can benefit from this by having advertiser publish ads on your magazine that features your content.
- *Software* - What you need to do here is to convert content into an executable file. Although several software programs exist to do this, you can just use flash media and html files to do it.



*Mini Books or Reports*  
*If your e-book has 5 chapters, you can turn it into 5 mini books or 5 special reports.*

- **Keynote Speaking** - If you are asked to be an expert speaker about the subject matter, you can present it in the form of power point slides.
- **Resell Rights** - If you wish to provide content for other network marketers in your business, this is a great way to do it. You give others the right to resell the materials while keeping 100% of the profits gained. There are pros and cons though:

Pro: Higher perceived value of you as an expert. This can also create a viral product which can provide immense credibility and money.

Con: You may lose some control of your intellectual property

- **Private Label Rights** - This gives other people the ability to modify your content, change the author name and resell it as their own. Again, there are advantages and disadvantages to it:

Pro: Higher perceived value for them to put their name on your content.

Con: After it's rebranded, it will no longer be your product and will no longer benefit your business. However, it can help bring in some cash to support other marketing programs.

- *Licensing* - This is merely making a deal with a company who wishes to purchase your content in large quantities. Authors and speakers do this frequently. Jim Rohn and Robert Kiyosaki have branded themselves within network marketing in addition to selling their other products. Distributors such as Randy Gage and Eric Worre have done an excellent job branding themselves as MLM experts while also building a single network marketing opportunity. You can too!
- *Foreign Rights* - This is converting your content into foreign languages.
- *Consulting* - Depending on what the person or the company who hired you requires, you present the research and content as needed. If you have success in network marketing, your services within your company will be in high demand. It also does not hurt your credibility to be seen as an industry expert. Credibility can always be converted into profitability.

Packaging your content really depends on what you need.

You can categorize products as:

- Viral products – using viral packages such as podcasts, special reports, etc.
- Entry-level products – can either be a book, e-book

or audio book

- High dollar products – usually packaged products (book with CD, DVD, Workbooks, etc.)

The types of packages listed above are just few of the ways you can present your content, build your brand, bring attention to your business and make money within your niche. Basically, if you know how to write an e-book, you will be able to present the content in all the methods listed here. Don't be content with doing just the minimum. Think big, it can only help take your business to new heights.

# 5 Replicated Site/ Commission Software

*Understanding what your software can and cannot do is vital to creating effective marketing solutions.*

Whether you are in corporate or the field, you need to understand proper uses of software. Knowing limitations and capabilities will enable you to accomplish things other entrepreneurs limit themselves with.

When most network marketers think of software, they typically think of commission software and replicated websites for the field. Unless you are planning on calculating commissions on reams of paper, you better have a commission program that will easily allow you to give field representatives commissions quickly and easily. As vital as these programs are, just know that **they are mainly a commission engine and ecommerce cash register**, but their software is NOT a true marketing engine. No matter how they sell you or how convincing they seem, these software programs do not truly provide you enough marketing tools that you need in corporate or the field. As long as you know what their main purpose is, you can ensure you have other tools to market your product or service effectively.

*Whether you are in corporate or the field, you need to understand proper uses of software. Knowing limitations & capabilities will enable you to accomplish things other entrepreneurs limit themselves with.*

When looking for replicated site/commission software, be prepared to spend \$10,000 to \$50,000 for typical, non-custom software engines. A custom-made program will cost well over \$100,000 and sometimes even seven figures. Many of the less expensive programs will not have the most modern email marketing services, inventory management or accounting help. Unfortunately, some of the more expensive software has become very dated and is built on old technology. It is easy to become overwhelmed in your search, but if you remember that these programs are mainly for calculating commission and providing basic ecommerce sites for the field, you can start to breathe easier.

Understanding the technology your replicated site/commission software is built on is vital to allow integration with your other marketing programs. I know you may hesitate to understand the importance of how your software is coded, especially if you don't know anything about programming or you don't know where to start. Mind you, choosing the right software program is not as hard as it looks. All you need is a working idea and concept about the software along with assurance that you can get your software customized with your commission plan. After that, you just need to know its limitations and how you can work within their code or outside of their system.

*Unfortunately, some of the more expensive software has become very dated and is built on old technology.*

Things you should consider when choosing replicated site/ commission software:

## **Getting Started**

Before you get started, you must also ask yourself the following questions:

- Besides calculating commissions, what do I want the software to do?
- Does the member area look modern and clean, or does it look difficult to navigate?
- Are there other companies using the product that the provider will let you talk to?
- How much am I willing to spend for this software?
- What are the monthly costs for the software?
- When do the monthly costs begin?
- Does the member area or replicated site work with mobile devices such as iPad and cell phones?

After evaluating and asking those questions, you are now ready to move on to the next step of the process.

## **Basic Understanding of Software**

Many of the network marketing software providers are not user friendly and are very antiquated. If you have a small

budget, you may need to choose software that uses older technology and is less user-friendly. However, if you have a budget, don't get stuck with old code that looks like a version of Microsoft DOS Bill Gates actually worked on in the 80s. Once you choose a software program, it is very difficult to move your representatives to a new system without some significant bumps and bruises. Choose carefully.

### ***Major Development Languages***

You don't need to know the intricate details about what development language your program uses, but you should ask what language the code is written in. If you are growing, you may need to hire a programmer to help integrate marketing initiatives with your software. Some languages are rarely used any more and finding a programmer could cost you a lot of money. You must know general information about what language your software was written in so you will be able to choose wisely and not be stuck with aging and outdated technology. The right software, with proper code, will allow you to add marketing programs using an API. An application-programming interface (API) allows software components to communicate with each other. APIs can be very powerful for future marketing campaigns.

### ***Resources on Programming***

After narrowing down your choice of software providers,

you should check to see if there are any local programmers who specialize in that language. Having a pool of programmers that can help you create campaigns with your replicated site/commission software is important. Most replicated site/commission software providers will not give you access to their proprietary code, but you can still find ways to integrate campaigns that their program does not do using APIs.

When looking for someone to help you with campaigns within your replicated site/commission software, ask their opinion on that language and what they charge to work in that coding environment. Listed below are also resources on where to find major “freelance” websites, which give various benefits over the open contract market or local development shops:

- <http://www.elance.com>
- <http://www.guru.com>
- <http://www.vworker.com/>
- <http://www.scriptlance.com>

### ***Coding, Testing & Working with Programmers***

Ask yourself these questions before hiring a programmer to help with marketing initiatives:

- Do I know what I want?

*Most replicated site/commission software providers will not give you access to their proprietary code, but you can still find ways to integrate campaigns that their program does not do using APIs.*

- Am I ready to give explicit instructions?
- Do I want to copy something in the marketplace and edit it for my own?
- Do I want idea and other concept input from my programmer?

When writing a job post or advertisement, be detailed about what it is you need but don't reveal your secret proprietary ideas because the ads are visible to the public.

Make sure that the hired programmer is skilled, experienced and has certifications in that language. Many of the freelance websites listed above, allow customers to rate their experience with the programmer. Take the feedback seriously, this provides some proof that your programmer is knowledgeable in the area he or she is working in and that the programmer stays on budget and time. Set the terms and conditions and make sure that your programmer agrees and has understood them.

### ***Importance of Testing***

At several points during the development of your network marketing software, you need to test it for functional integrity and ensure that it is user-friendly. This is probably the most vital thing you can do before you start using it. Nothing is worse than having a ton of excitement ruined by a failed software launch.

## ***Making the choice***

Your choice of replicated site/commission software is a big deal and has long-term ramifications. It does not need to be a big deal to choose the right provider. Make sure you feel comfortable with the provider. Ask what their charges are to make changes to your compensation plan. If they have a ticket system for customer support, ask them how it works. Ask to meet the people who will be supporting you. Look at the user interface (the way it looks) through the eyes of your representatives. People rarely read instructions or watch tutorials. Will your representatives still be able to navigate through the system and find vital information? Most of all, how do the non-sales members of the software company communicate with you? If you feel comfortable with their price and with the way their non-sales staff makes you feel, you may have a winner.

Do not be afraid to ask dumb questions. It is vital that you find a good software partner that will allow you to work within their system. Nothing can be more discouraging at corporate or the field than poor network marketing software.

Remember this software is for calculating commissions and providing ecommerce for your reps. Replicated sites are usually poor marketing tools and expecting them to be more than that may be wishful thinking.

*Remember this software is for calculating commissions and providing ecommerce for your reps. Replicated sites are usually poor marketing tools and expecting them to be more than that may be wishful thinking.*

# 6 The Perfect Presentation

*Recruiting and sales will improve when network marketers become more strategic thinkers. The right presentation is vital for duplication, training and confidence.*

Imagine I could put you in front of thousands of people who are in the market for your product and I gave you 30 seconds to impress them. What would you say? How would you maximize your time?

What if I put a condition on your time that people could leave their seats the moment you were no longer interesting to them? How many people would get up and leave?

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**...get the audience to say "wow" a couple times and be begging for more information.**

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If you really had your message down, you should be able to get the audience to say “wow” a couple times and be begging for more information.

I have some great news for you. Right now three percent of the population would buy your product if you could just get in front of them. Another seven percent are open to it and would buy with a compelling story.

Unfortunately, very few networkers know how to be master marketers and there is no strategic thinking behind their actions. Most just throw mud against the wall and hope some of it sticks. Most networkers do not know how to get the attention of the person in front of them and get frustrated quickly.

If you can't get the attention of your audience, you will automatically lose 90 percent of your audience in just a few seconds. We need to get your audience saying, “Wow, I didn't know that!” If you can get the 90 percent saying wow, just think how fired up the 10 percent would be.

The right message should be effective in a big crowds as well as sitting down with a person one on one. The purpose of the right message is to turn your team into a duplication machine with thousands of dedicated messengers telling your story correctly and passionately.

I want to talk to you about a vital component of your marketing message that you need to take very seriously in network marketing. It is called your core story. The right core story can dramatically improve:

- Duplication
- Field confidence
- Closing ratios
- Effective training
- Appointment setting

There are a couple Core Story Commandments you must obey for it to be effective:

### **Commandment 1: Offer Real Value.**

Educational based sales means that you have information that is valuable to your audience outside of what you are selling.

The information should be valuable to them whether or not they end up buying your product.

For the information to be valuable, it cannot be about you or your product in the beginning. You will only talk about you or your product after you have their trust or attention.

### **Commandment 2: Have Killer Data**

Data is hard to dispute and it should lay the foundation for

*For the information to be valuable, it cannot be about you or your product, at least not in the beginning of the presentation.*

buying criteria. When you do start to talk about your product, it just seems like a natural choice.

When you have killer data it will help overcome buying objections such as:

- Price
- Bad economy
- “My wife won’t let me.”
- We buy from the other guy

### **Building your Story**

Step One – Become an expert

You will need to research your industry over a span of multiple years. You need to find trends for your product and opportunity. You may even want to search back twenty years. You will be amazed at what you find.

If you are selling clothing, you will want to find data beyond price. You want to show how the right suit tells people about your level of success. Having the right dress is tied to better image. You want to show people how having the right clothing is much more than just keeping from waling around naked.

Step Two – Find some bad news.

Unfortunately people respond to bad news better than good news. Bad news can be an incredible motivator. You

*If you are selling shoes, you will want to find data beyond price. You want to show how the right shoe tells people about your level of success.*

want to look for news that specifically ties to a solution that you can provide. Never lie or be insincere, facts can be pretty amazing without your help. You are looking for a pain point that directly relates to your niche.

Step Three – Massage the data.

You must precisely shape that data so that your information acts like a funnel helping the prospect see a problem and how you are specifically qualified over your competitors to help them.

When you are seen as a person who has information that is valuable and that there is a problem that needs to be solved, you can show how your product is there for the rescue.

Step Four – Do not talk about your product until the end of the presentation.

You want the message to be focused directly on them and their needs until you have finished at least 75 percent of the presentation. You want them primed and set up for your solution to their pains.

For new people, this type of presentation is a big relief because they are teaching facts based on data, they are not just selling. You can even prepare your presentation with a section header that asks prospects if they would like

to know a little more about your company. After you have given them something, most people feel no resistance to allowing you to explain how you can now help them.

### **Core Story Presentation Blueprint**

Intro – An opening line or title that is focused on the THEM, not you. It is not feature driven and it can be a question.

Bad Intro - Hi this is Jane, I want to come and talk to you about my new opportunity to make money.

Good Intro – Did you know that there are five ways that baby boomers can ensure they are protected financially for retirement?

Laying the foundation – This is where you begin to introduce the data that you have found. If we continue with the baby boomer example above, you can show how social security is in trouble. You can show how a simple change in buying habits has saved some boomers hundreds of dollars a month. Perhaps you can even show how certain ingredients save hundreds on prescription medication. Do the research and amazing facts will follow.

The Hook - This is where you put some of your most compelling data even if it just shows how much everyone, including baby boomers, is in need of a new product or

opportunity. Be sure to explain how your product helps address the problems mentioned above.

30 Seconds – Once your presentation is done, you will want to make sure that you have a 30 second version available. You will want to follow the same format, but leave them wanting more. A successful 30-second core story will help you present the entire presentation to more qualified prospects than you ever thought possible.

# 7 Endless Leads – The Explosive Income System

*Endless leads are possible, but you must be willing to put in the time to become a master marketer and be willing to reinvest in your business constantly.*

If you want to have *Explosive Income*, pay attention to this chapter. This is where you become the master marketer, not a grinder using tired sales techniques that will wear you out and make this business no fun. Take this chapter very seriously and it can change your future.

As a network marketing professional there are two things you need more than anything else:

- More representatives in your business, and
- More money in your pocket.

If you have been in network marketing for very long, you know that is easier said than done. I am still a believer in helping new people make a names list and having group meetings, but it doesn't have to be the primary way to grow your business.

It is a fact that most network marketers never make a profit. I am not going to tell you that we can reverse this

*If you have been in network marketing for very long, you know that is easier said than done. I am still a believer in helping new people make a names list and having group meetings, but it doesn't have to be the primary way to grow your business.*

trend all together. However, I know that if you follow the advice in this chapter, your business will have *Explosive Income* and you will have a system that can increase your success rate dramatically.

### ***Explosive Income System***

Very few network marketers are truly thinking like a master marketer and using the power of the Internet to its fullest extent. The typical representative and corporate websites are terrible at closing sales and enrolling new representatives. Corporate websites are meant to educate, but you better have another system meant to close the deal. This is where a truly automated system comes into play.

A relentless, automated system will allow you to take advantage of the four very important things provided by the Internet that few networkers are taking full advantage of:

- Opportunity to reach out to millions of people on your schedule.
- Significantly improve your ability to automate huge amounts of sales, advertising, and follow-up programs.

- Chance to give people automated delivery and instant access to your products and services.
- Provide you an endless pool of leads.

### ***40 New Representatives a Month***

Most networkers run into a major problem sooner or later; lack of leads. We have been taught for decades to make our list of 100 people and constantly add to that list. As important as this still is, very few representatives ever do this very basic task. Closing skills are rarely found in a new networker and after getting just a few negative responses, most new people just quit. We put enormous pressure on newbies to make a ton of calls and then close the sale. No wonder most people never make a profit.

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## **Most networkers run into a major problem sooner or later; lack of leads.**

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The *Explosive Income System* has three major areas built right in. It should be automated and it should be easy to duplicate. With this system you will be able to overcome the biggest problem plaguing most companies and repre-

representatives; QUALIFIED LEADS. This system will allow you to attract an endless stream of new representatives to you and then you can properly train them to effectively duplicate your *Explosive Income System* 24 hours a day, 7 days a week. The goal of your system is to become the hunted, instead of the ill-equipped hunter.

This approach represents a new age in network marketing, and when done properly, this system can help you attract up to 40 new representatives a month. It may not happen overnight, but if you are persistent, it does work!

The secret to this *Explosive Income System* is 100 times more effective than just using search engines or spamming your friends on Facebook and Twitter. Only the elite 1 percent of master marketers are using this type of system and I want you to use it to its fullest extent. While other typical networkers are concentrating solely on limited names lists, buying a ton of leads with no system, spending a ton of money on pay per click, you will be **absolutely crushing it** with your complete *Explosive Income System*. If you want to keep drudging through the old way of network marketing, keep doing what you have always done. If you want to break some records, take this system serious.

In order to GROW your network marketing business, you must create an automated assembly line of marketing strategies. You want the system to be so powerful that you

*The goal of your system is to become the hunted, instead of the ill-equipped hunter.*

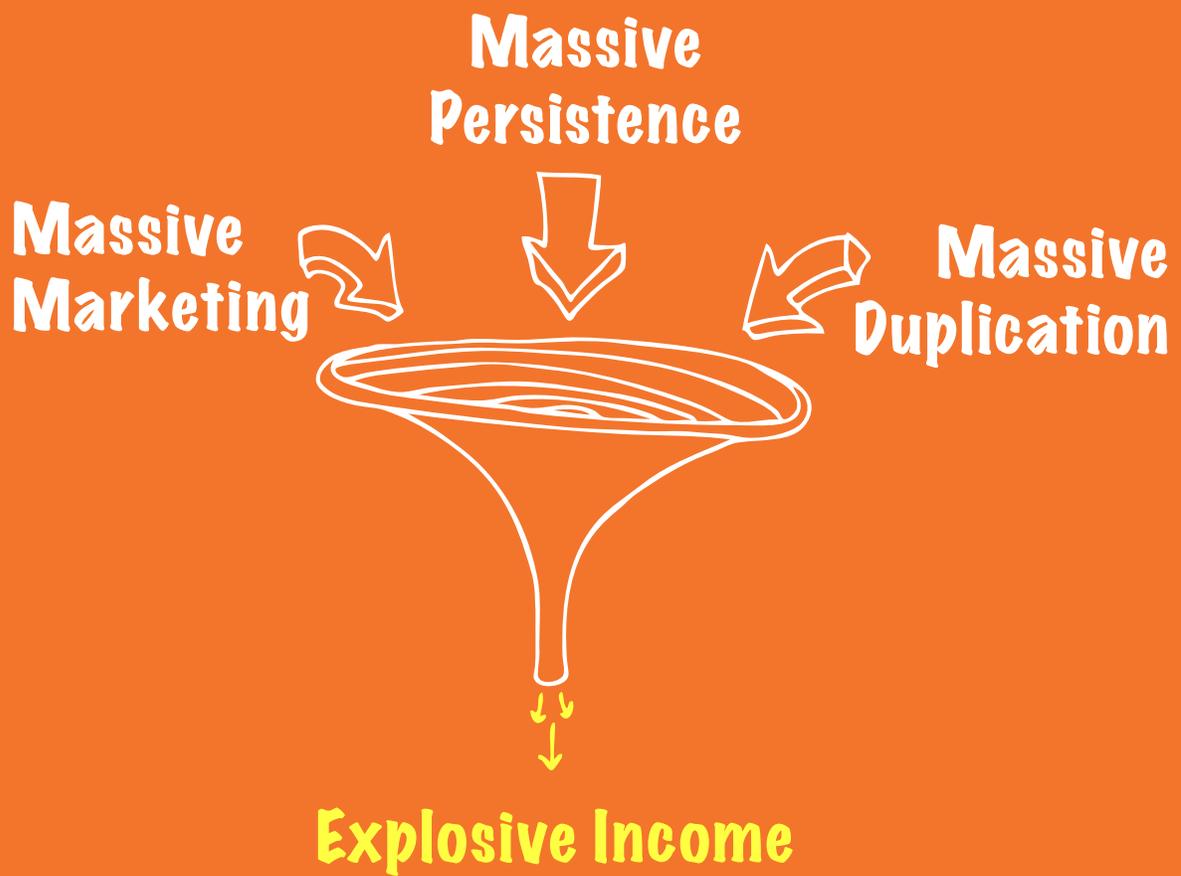
will **consistently attract people** who are “Pre-Sold” on joining your team. The reality is that most network marketers fail because they don’t have a clue how to attract large numbers of quality prospects. The desire to succeed may be there, they have just never been shown the secret strategies used for years by business marketers and recently perfected by elite network marketers. Today, the elite 1 percent within network marketing are starting to use these strategies and now you can too.

The blueprint to this massive Explosive Income System has three very important steps:

1. Massive Marketing
2. Massive Persistence
3. Massive Duplication

### ***Part 1: Massive Marketing***

Let’s Start with Massive Marketing. Marketing your home business is just like marketing any other business; it’s a numbers game. You have to get your marketing message in front of enough of the right people to have success, and this is where most people struggle. They talk to their friends and family who make fun of them for joining a crazy scheme, and are then left to try and talk to random strangers to grow their business. Now, this could poten-



tially work if you could speak with enough people. But, I'm talking about thousands of people here.

But here is the honest truth; you will never speak to enough people to find the right people this way. You will never speak to enough people to find the right people because most network marketers I know either refuse to do this cold calling, or tried a few times and quit. It's painful and makes them feel sick to their stomach. Sure, maybe it has worked for a few people, but are you one of those people who want to grow your business this way? I'm not, I have done it before and I hate cold calling for hours.

Plus, the worst part of these ineffective methods is that you're wasting your time talking to tons of unqualified people. What makes them unqualified? They have shown NO past interest in making money from home. Because they have shown NO past interest in making money from home they have given no indication that they want what you are selling.

Wouldn't it be nice if you could find a list of people, hundreds of thousands of them that have proven they are interested in a home business opportunity and then massively and specifically targeting only them with automatic marketing? You can, and here is how it is done.

I have partnered with brokers who have lists of people who have bought an opportunity within the past year and there

are hundreds of thousands of people that are on these lists. These aren't random prospects, they are actual buyers. Past actions are a tremendous indicator of future buying habits. If they have joined a home business in the past, they are far more likely to be interested in an opportunity in the future. In fact, they are 10 times more likely.

### **Direct Response Marketing**

The next logical question is, now that we have this hot list of qualified prospects what do we do with it? We use direct response marketing, a fancy name for email, direct mail and post cards. Emails are less expensive and I will discuss how to use them, but post cards have still proven to be the most effective per piece method to market to former opportunity seekers with a very targeted message.

Listen, I don't care what you think about direct mail. I hear people whining about it all the time. Broke people. The reality is, it flat out works if used in conjunction with an *Explosive Income System*.

The top 1 percent personally mail out between 5,000-10,000 postcards per month, which allows them to personally recruit up to 40 reps per month just from this one technique. That's what I call Massive Marketing!

Most new marketers can't start at 10,000 postcards a month. I recommend starting at 500 a month and build

*List Brokers sell hundreds of lists of people who have bought an opportunity within the past year and there are hundreds of thousands of people that are on these lists.*

your way up with the money you are making each month with new sign ups until it is completely paying for itself. That's the great thing about postcards, they start paying for themselves in a very short period of time, and they're completely duplicatable. Your new reps will be able to do this with as much or as little money as they have to start marketing.

Imagine the power you will have with thousands of your marketers mailing out thousands of these postcards each month. This is the one secret many of the top 1 percent have implemented and it has literally exploded their profits when used with a complete system.

I know of many failed marketers who have used postcards before with very little success. They fail because they are too cheap to buy the right lists, their postcards are poorly written, they stop too soon and they lack the other parts of the *Explosive Income System*.

### **Marketing Co-Ops**

Marketing co-ops are also a really powerful way to get your team members to start marketing at a very low cost. The top 1 percent marketers place ads in all the top home-business magazines like Entrepreneur, Home Business Magazine, Small Business Opportunities, as well as USA-Today and even add-in post card mailings.

*Imagine the power you will have with thousands of your marketers mailing out thousands of these postcards each month.*

They then allow team members buy in and get a share of the marketing. Then the leads are distributed to the next in line until everyone has gotten a lead before it starts back up at the beginning over and over again.

I recommend a proprietary software that allows this to be done on autopilot. Participants can just check their prospect screen and see the leads as they are rolling in. With this system, master marketers get prospects to come to us, instead of constantly chasing after them.

It's best to limit participants to each co-op to about 50 or 60 shares of people just to make sure that its manageable and that everyone gets a great return on their investment.

### ***Step 2: Massive Persistence***

The second step to my *Explosive Income System* is massive persistence. Once you get leads in your sales funnel, you must follow up with them over and over again using multiple channels of communication. Giving them the opportunity to get on a webinar, join a teleconference, call in to a recorded hotline, see and listen to testimonials, watch an interview with a top income earner, and so on.

Most prospects need to be exposed to an opportunity **5 to 7 times** before they take action and join. Which is another reason most network marketers fail. They stop after 1, maybe 2 exposures.

You have to keep politely going after your prospects, prompting them to take action. Another benefit of the *Explosive Income System* is that it allows the prospects to go through the buying process on their own so they don't feel like someone is pressuring them. People love to buy, but they don't like to be SOLD. This is why the *Explosive Income System* leads prospects all the way through the joining process on autopilot, from landing page, all the way through the order form.

Other teams and companies leave this critical part of the sales process to a brand new person, which is a HUGE mistake. This should be automated in order to maximize sales.

Now, if you want to go really crazy and give your team something really powerful, you can do what other elite marketers have done and provide their team a whole tracking system, which is not found in typical network marketing software. I have worked with almost all providers and none of them have the type of system I am talking about. Your team should be able to see when somebody hops on their landing page, how far along they are in the sales process, if they have attended the webinar, how long they stay on the webinar, and if they want you to give them a call to answer their questions.

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## ...calling prospects that have ASKED to be called is much different than cold calling a lead that you bought online.

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I will tell you, calling prospects that have ASKED to be called is much different than cold calling a lead that you bought online. The only people your new representatives should talk with are qualified prospects that just want to talk to a live person before they join. And, if you really want to give your new representatives some confidence, make sure experienced networkers are on the line showing them how it is done the first couple times.

There is incredible power in this automated *Explosive Income System* because of Massive Persistence.

### ***Step 3: Massive Duplication***

Step number 3 of my *Explosive Income System* is massive duplication. If you take this powerful marketing blueprint, but you refuse to share it with your team, you'll still have a time consuming J-O-B. Sure you will be able to make some good money recruiting people as reps to your organization, but what kind of success will they have?

Network Marketing, at its best, is all about duplication and helping others. What you need to do is put together this Explosive Income System just as the elite 1 percent have done for their teams. You want them to easily duplicate your efforts. You can give them their own lead capture pages, their own follow up system, access to recorded and live webinars, autopilot postcard mailings, training calls, sales letter emails and marketing co-ops. That way the more successful they are, the more successful you will be.

### ***This System Works***

Here's the reality, there are THOUSANDS of people out there right now just like you and me who are looking to make money from home. They are not only looking for a leader, but the smart ones are looking for a duplicatable system that can get them the RESULTS they are looking for. It's a FACT.

Using targeted direct response marketing such post cards, sales letter emails, marketing co-ops along with having a persistent lead follow up system will help you recruit more representatives and ultimately help you make more money than you ever thought possible.

## Massive Persistence

- \*Automated Presentations
- \*Automated Voice Blasts
- \*Professional Letters
- \*Auto Responders

## Massive Marketing

- \*Postcards
- \*Radio Ads
- \*Magazine Ads
- \*Direct Marketing
- \*Email Marketing



## Massive Duplication

- \*Automated Tools
- \*Teachable Systems
- \*Real Income Systems

**Explosive Income =**  
Top Marketers can recruit  
up to 40 new reps  
each month, every month

## ***I'll Help You Make Your Own Profit System***

I have given you specific directions on how to make your own *Explosive Income System*, but most business owners and field marketers I know don't have time to learn HTML, set up landing pages, master direct response marketing, find the perfect list of targeted buyers, negotiate "special rates" with a printing company or know someone who has made this work within network marketing. Most network marketers just want a turn-key, money making "system" in place for them and their team with very little time on their part.

This is where I want to give you the opportunity to work with my team directly to help you implement an *Explosive Income System* specifically designed for you. We offer the most effective system on the planet. You see, you don't need to try to develop all of this for yourself or pay programmers guessing if you are making the right moves.

This powerful system can be available to every member of your team now. What that means is taking everything that I have taught you in this chapter and pouring rocket fuel on it. I know those are strong words, but here is why I feel that way, we have done it for my own teams, and we can do it for you.

This e-book was meant first to teach, not sell. However, I feel strong enough about the importance of this system

*Most network marketers just want a turn-key, money making "system" in place for them and their team with very little time on their part.*

to tell you we can make a difference in your business.  
Call me, Jeffery Boyle, directly at 208-631-3733 and we  
will help you step by step. Even if you don't use my team,  
learn from this chapter and watch as you too will see Ex-  
plosive Income.

# 8 The Mini Site Lead Machine

*Sales and marketing is much different in network marketing than traditional business. However, that does not mean we can't learn from what traditional business marketers do well to create leads for their business.*

Mini sites are cash machines if used properly. Mini sites are very common in typical online marketing, but they are not used very effectively within network marketing. The elite 1 percent within network marketing are using them more often to focus on a single product or subject and generate a single call to action. The websites are no frills and are designed to take a prospect down a sales funnel and encourage them to make a decision they know they should be making. They can be very effective, if done properly, to target a particular niche and its target market. They can be lead generation machines.

Making this lead machine can be done with only a few simple steps:

1. The sales letters, postcards and emails
2. Squeeze Page

*The websites are no frills and are designed to take a prospect down a sales funnel and encourage them to make a decision they know they should be making.*



**Explosive Income**

**Making this lead machine can be done  
with only a few simple steps:**

- The sales letters, postcards & emails**
- Squeeze Page**
- Automated email system**
- Sales page**
- The backend sales process**

3. Automated email system
4. Sales page
5. The backend sales process

***Purpose of Mini Site – Help get the new guy some victories.***

In the previous chapter I described the importance of helping the new guy gain some confidence by talking with qualified prospects. The importance of this was very important when I recently sat through a training program. At the program a young man was making calls to his friends, his best friends. He nervously called his best buddy that he had lunch with the previous week and proceeded to tell him about his new opportunity that his buddy had to take a look at. The buddy started to ask questions, he just found out his wife was pregnant and he needed more money. For a seasoned networker this would be great news. Questions mean interest. For this poor guy it just meant nausea. He actually said to his buddy, "I am sorry, I am totally flustered." He then put his pal on hold to ask his trainer what to do. He was so nervous the trainer took over the call and had an appointment in less than two minutes.

Over time, this young entrepreneur must master the ability to communicate with people. I don't care what others may say, learning to communicate is an imperative to make real

money in network marketing. But, he will never get there if he can't get a little success first. Judging from his near nervous breakdown calling his best friend, I would say we need to find a way to get more people to come to him.

A very good way to help new representatives overcome debilitating panic is to know that they have an *Explosive Income System* backing them. When newbies get stuck, they can just say, "I'm new, but I am excited. Do you mind if I send you some information?"

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**A very good way to help new representatives overcome debilitating panic is to know that they have an Explosive Income System backing them.**

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With the proper tools, newbies can also use a wide variety of lead sources if they are willing to invest in a system that will walk prospects through a process that will provide very hot, qualified leads. Investing in lead sources is not free,

but it does work if you have the right sales letters, mini sites and a relentless, but professional, automated follow up system.

There are many ways to send information to friends and purchased leads, but before we talk about more ways to send information, lets talk about what it should say.

### ***Elements of a Sales Letter, Post card or Sales Email***

Most people don't like to write sales letters because they think they don't know how to effectively do it. The truth is, anybody can write an effective sales letter with a little direction. You just need to FOCUS ON THE NEEDS OF THE READER.

If you want to make a lot of sales or enroll a lot of people in your opportunity, a good sales letter can be a key to success. Your product might be very common or less expensive somewhere else, but if you have an effective sales letter, you will still make a sale with the right system following up.

Here are some elements you need to consider when you are writing a sales letter for your product, service or opportunity:

- *Use direct response language when writing.*

You don't want to ask the person to buy tomorrow or next week. You want the person to buy or take

some action today. If your only option is to buy now, you may lose a future sale. You may want to start by giving them something free. In the chapter "Marketing the Right Product or Service" I gave you a lot of different ways to market your product. Giving one of these away free may allow you to get the prospect's information to sell something another day.

Action-oriented phrases and powerful verbs may elicit the buyer to take action and buy your product now or give you their contact information. Some examples of these verbs are: create - accelerate - discover - unleash - reveal - explode - open - unravel - turn - compel - etcetera.

Make it a point to keep your sentences short, simple and direct. You are not writing an academic paper. As long as your sentences are easy to understand, you can come up with sentence fragments as needed.

Keep your words understandable even to a 6th grade student. It is a fact that most Americans read on a 6th grade level so make sure that even a 6th grader will know what you are talking about in your sales letter.

Keep your sentences exciting by making them hang on to their seats until the end of the letter. The main key to writing a sales letter that can make sales is

to trigger emotions in reader's minds to make them continue reading until the moment they can't resist your product anymore.

- *Use mental fantasies to entice readers.*

You can do this by citing an example, telling a story or putting a reader in a certain situation. Helping your readers have strong images in their mind will create a powerful influence, which compels them to continue reading. Make them think about how your product can change their lives or their current situation if they buy it. Use plenty of nouns to make them imagine the situation you are trying to describe.

If you already have the right traffic and the right market captured, I am quite sure that your readers are already imagining what benefits they will get if they buy your product. Testimonials may also help if you push through his type of sales letter.

- *Create a captivating headline.*

This is probably the most vital part of any sales letter. You have to get your reader's attention the moment they read the title. The title shouldn't necessarily be the name of the product or big flashy photo of your product. It is a headline, so make it interesting. If your headline is boring, you can kiss those possible orders goodbye.

Consider these factors so you can decide on what your headline should be:

- What is the main solution that your readers are looking to solve?
- What is the main benefit of your product?
- You may also use these proven and tested phrases that work better than others:
  - How to
  - Discover
  - Generate
  - Secrets
  - Explode
  - Amazing

Write as many headlines as you can, choose 5 that you think are the best and test them all as headlines. Be sure you keep track of your results so you know which phrases worked best. It is very difficult to know what will work best without testing. Even if you become an expert message architect, you will always need to test and track, and let the results tell you what is best.

- *Focus on them, not you*

It's a tough pill to swallow for many new marketers, but people don't care about your needs. They care about their own needs. Don't bore them with your details. Tell them what is in it for them.

- *Utilize bullets to showcase benefits.*

Customers want to know what your product can do for them, not how great your product is. It has been proven by experts that bulleted benefits with action words that are direct and to the point can get readers to be motivated to purchase the product.

- *Use testimonials*

Displaying testimonials can prove to readers that your product works. It is advisable that the website of the person giving the testimonial be displayed so it will be seen as legit and real. This will also give your testimonials some “link love” back to their site. It’s a win for both of you and will encourage more testimonials.

- *Credibility factor.*

Testimonials can cater to this but make sure you keep your readers in mind. Provide them with what they want, not what your product feature. Don’t overdo it, because people may tend to think that your product is too good to be true.

- *Give guarantees.*

“*What if the product doesn’t work for me?*” – This is usually in every customer’s mind. Although 30-day-money-back-guarantees are okay, it is much better

than none. You have to give some kind of assurance that your product really works. If you can't offer your customers a 90 day 100% money back guarantee, you may not have confidence in your product.

One of the first products I created was a health juice. We offered a 90-day-open-bottle-money-back guarantee. It scared me to death. Guess what, the product was so good that less than 1 percent of the buyers ever used this guarantee. It was a screaming success.

It is advisable to use a risk-free guarantee rather than a money-back guarantee to make your offer unique. Another nice idea is to offer them their money back plus let them keep the bonuses thereafter. This gives them 110% guarantee that they are buying a working product.

- Other tips include:
  - Offering bonuses.
  - Using sub-headlines throughout the letter.
  - Using a P.S.

A sales letter may take longer to perfect than your actual mini site, but have the patience and perseverance because the right content can be gold.

*One of the first products I created was health juice. We offered a 90-day-open-bottle-money-back guarantee. It scared me to death. Guess what, the product was so good, that less than 1 percent of the buyers ever used it. It was a screaming success.*

## ***Instant Profits from Emails***

The truth is, email marketing is probably the cheapest way to market online. It doesn't cost you anything to send and deliver emails to your probable buyers. Direct response email marketing can also offer these benefits:

- Readers will buy a product or service from you
- People will subscribe to your newsletter
- Prospects may register for a free mini-course
- Possible buyers might register to get free reports

By signing up to your mailing list, people get to communicate with you. However, before anything you can start, you must think of a way to get people to sign up to your direct response email-marketing campaigns.

## ***Creating a Click-Triggering E-mail***

We just talked about how to write an effective sales letter. I mention that because the same concept is applied with email marketing. You need to capture the attention of the subscriber and convince the subscriber that the product can do something for them. An effective email campaign can do wonders for you so you need to know on how to write a click-triggering email.

- Grab attention.

The subject line of an email works the same as the

headline of a sales letter. Make sure that the reader will actually want to open the email and read it.

- Capture the reader's interest.

As soon as your subscriber or reader receives your email, you only get a slim chance for him/her to actually read your email. Remember that your message is not the only message in their inbox. They do not come online to merely look at the message you sent them and they have other things to do online so make sure you get the chance to capture their interest the moment they lay their eyes on your message.

One of the best ways you can do this is by starting off with a question on what benefits they can get from your product. You have to be careful though not to sound too cliché. Be creative and think of ways you can entice your reader to go through the whole message.

After you've settled on a subject line to use, move on to creating your paragraphs. Make them short, concise and interesting. Keep the readers' eyes moving without them getting lost in your email. A common and effective format to use so you can tidy up your email is to keep it between 55-60 characters in width.

- Build up the reader's desire.

As soon as you have captivated their attention, make it a point to let them imagine the benefits they could

get from your product. A good way of building up their desire is to tell them that they will have the upper hand against their competition if they purchase your product. Make them want to know more about the product. Have them hanging on to the edge of their seat.

What you must make them feel and think is to get your product now and to start seeing the results of your product now.

- Make them click.

After you have created desire, make them desire to learn where to get the product. This is the time where you put a link to your sales page or your product page on your mini site.

Don't forget to include a PS with a link to the purchasing page so that they know you are sincere in helping them get what they want through your product.

### ***SPAM Traps***

Network marketers have been abusing email for years. As a result, Spam programs have been specifically programmed to keep your email away. Unethical uses of email lists have created problems for the rest of us who are trying to do things right. Nothing is more frustrating to have your personal list of emails or purchased list of emails addresses not get through. Below is a list of words from The

Official Spam Assassin™ HOT LIST: 17 Common Phrases To Avoid avoid when writing your emails:

- SUBJECT LINE contains "Hello" - 2.1 Spam points
- SUBJECT LINE contains "Your Family" - 2.9 Spam points
- SUBJECT LINE contains "Double Your" - 1.6 Spam points
- BODY COPY contains "Dear (something)" - 2.5 Spam points
- BODY COPY contains "Online Business" - 2.9 Spam points
- BODY COPY contains "For Pennies A Day" - 2.9 Spam points
- BODY COPY contains "No Investment" - 2.9 Spam points
- BODY COPY contains "While You Sleep" - 4.2 Spam points
- BODY COPY contains "No Investment" - 2.9 Spam points
- BODY COPY contains "Additional Income" - 2.9 Spam points
- BODY COPY contains "Financial Freedom" - 4.3 Spam points
- BODY COPY contains "Be Your Own Boss" - 2.9 Spam points
- BODY COPY contains "Money Making" - 2.7 Spam points



*Spam programs have been specifically programmed to keep your email away. Unethical uses of email lists have created problems for the rest of us who are trying to do things right.*

- BODY COPY contains "100% Guaranteed" - 1.1 Spam points
- BODY COPY contains "STARTING NOW" - 2.9 Spam points
- BODY COPY contains "Take Action Now!" - 2.9 Spam points
- BODY COPY contains "Requires Initial Investment" - 2.7 Spam points

### ***Mini Sites Components***

A mini site is simple and straightforward, but can create powerful results. Mini sites are simple websites focusing on a single product or service that focuses on generating a single call to action that each visitor is encouraged to take. Do not try to sell a product and enroll a new representative on the same mini site. Mini sites must be highly targeted to a particular niche and its target market with very little other distractions. There are a few components to a mini site.

Mini Sites can be used to do the following:

- Build a marketing list and capturing email addresses by offering something free in return for registering for the mailing list. Many marketers give a free instructional video or report.
- Sell a single product or service
- Enroll in a service or opportunity

- Promote a one-time offer (OTO) or new offer to your list

A mini site exists for one main purpose: To motivate your visitor to take action. The main components of a mini site are:

- Squeeze page – a single page with a description of your offer typically using a video or audio message. This is also where you offer a free product or service to get their email and name.
- Thank you or sales page – a page that should thank your visitor for enrolling in your newsletter or for registering for your free offering. This is also where you should attempt to up sell them to buy your product or service with more copyright, video or audio presentation.
- Download page or ecommerce page – A page to purchase your product or service where they can download their purchase.

If you have multiple products to offer, make multiple mini sites. Try different videos and use different sales copy. Keep track of which sites are working the best and which of your products sell with this method. There is an old saying, "Only half of my marketing works, I just don't know which half it is." That may have been the case in the old paper driven world, but today you can closely track where your visitors came from, what they clicked on. Keep track of your results, it will save you a ton of time and money.

# 9 Effective Corporate and Field Leader Sites

*Good companies and field leaders educate the field regularly. Failure to understand the field's needs will always end in frustration.*

Having a flashy website is not enough when you are trying to increase sales. When you create a corporate website, you must have a healthy mix of beauty and functionality for modern network marketing. Gone are the days of flash intros. People want to be impressed, but more importantly they want information fast and they want it updated frequently.

The Internet has turned us into information junkies, and if your site is beautiful but never changes, people will get their information elsewhere and it will not be controlled by you. Corporate websites are meant to educate representatives of product updates, events, promotions and all things that are happening with the company. They should also be a source of constant education concerning the niche the company represents. Representative information may be behind a login area, but the constant education should be open and free to the public.

*Gone are the days of flash intros. People want to be impressed, but more importantly they want information fast and they want it updated frequently.*

## ***People want information now***

People want fresh, new and updated information when they are browsing the web. They don't want to have to visit a single website and see for themselves if it has new content or if it has been updated. They want brand new and exciting information and they want to do it the easy way by just going to one website to see updated data.

Programmers wanted a solution for this so they began to post logs on their websites so visitors can see any new updates done there. These were then called weblogs and became an informal directory of information that is new. Technology powered these weblogs and they eventually became the blogs that we know of today.

More recently, blogs are known to be frequently updated websites that provide conversant and friendly content. Blogs are likely compared to newspapers because they are updated almost every day and it is a place online where people go to get fresh and new information about certain topics.

The look and definition of a blog from a weblog has changed over time. From being just a directory of new entries, blogs are now for everyone, not just programmers and web techies. You don't need extensive programming language skills or HTML/CSS knowledge to write and create a blog driven site.

## ***Making Money with a Blog***

While serving as CEO of a network marketing company, I got a ton of leads from my blog. In fact, my blog was more visited than the entire company website. At that time, my company website was very flashy, but never changed. People came to my blog to learn what was going and what was new with the company. When I finally realized what was going, I have never gone back to my old type of corporate website.

I strongly recommend a corporate site with the same features that people have grown accustomed to seeing with blogs. Namely:

- Easy to update
- Automatic archival systems
- Content management systems
- Update content from mobile devices and even email
- Frequent updates

## ***A Successful Corporate Site***

You will find that the best companies are not always experts in writing nor are they experts in the field or topic of their sites. I highly, strongly, sincerely, politely encourage corporate executives and field leaders to post frequently on the blog section of their site about your niche. What is important in blogging is that you are interested in a certain

*While serving as CEO of a network marketing company, I got a ton of leads from my blog. In fact, my blog was more visited than the entire company website.*

topic so you can update your blog frequently with interesting content.

Blogs are meant to be informal therefore you can post about anything on your blog such as product reviews, articles, excerpt from your favorites, experience in the field, mental breakthroughs, etc. You can even get someone to do an entry for you. Posting a paragraph or two just to update your blog may also be done. The point is, blogs are meant to connect with people so make sure your blogs can project a friendly aura. Make people feel like they are a part of your life and you too are interested in their opinions and thought about your posts.

Promoting your blog is easy. Whenever you have the chance, tell other people about your blog and ask them to share it to those who are interested in reading about your topic. The more visitors you get, the more personal and company branding you will have.

Visitors that you get from search engines such as Yahoo or Google are called natural visitors. They found your blog by searching for a certain keyword and a link to your blog showed up in the search results. There are many ways help Google and Yahoo find you by providing a link to your website when users search for a certain word regarding your niche. This helps improve your search engine ranking.

The process of improving your search engine ranking is commonly known as SEO or Search Engine Optimization. Knowledge about SEO will help you get more profit from your blog. Your goal in SEO is to make your website appear on the first 2 pages of search engine results when people type in words regarding your blog topics.

Here are some of the many ways you can improve the ranking of your blog:

- Place meta tags or keywords in each of your posts
- Provide good keyword density on the each entry
- Build links to your blog
- Joining forums and using a signature file that links to your blog
- Creating an RSS feed to your blog
- Pinging search engines about your blog

### ***Effective SEO***

The goal in SEO is to have your website on a search engine's search results if someone searches for a topic related to your blog's niche. Search engines use complicated methods to rank websites but there are simple ways to get your website to show up on the front page of these search engines:

- *Stay on Topics and Post Often* - Search engines love blogs more than static websites because they are frequently updated. Make sure you post often and you stick to a chosen topic.
- *Create links back to your site* - The search engine rank of your blog increases if there are many links back to your website from other websites. This makes search engines assume that you have relevant information because many people are linking back to you.
- *Optimize keywords* - To get ranked in search engines, you have to make use of keywords. You can do so by doing the following:
  - Writing keyword rich content. This means that you use the word you want searched frequently in your content.
  - Using your keywords in the content and titles

The possibilities of blogs are quite endless if you think about what the Internet can do these days. Technology and advancements will eventually create ways for you to profit more from your blog. Keep yourself updated with the trend on blogs so you will know the latest ways to monetize from blogging. There's a lot of revenue and leads that can be achieved from blogging, just go out there and do it.

# 10 Generating Instant Traffic

*Smart network marketers have a marketing plan and budget. If you plan properly, you can effectively invest to bring people to your site.*

When creating an online presence, you obviously want people to visit your site. This may be one of your initial problems though – actually getting people to visit.

To generate traffic, you just need to utilize a simple tool – Google Adwords. You do not have to be an expert to properly use Adwords to attract visitors to your site. Let me share with you how you can receive big benefits from using this great service.

## **Google Adwords**

Google Adwords are simply the ads with the heading “Sponsored Links” that show up in the upper right side of Google searches. The websites or companies that have their ads showcased there are paying for that spot, bringing them targeted traffic to their website. The good thing with using Adwords is that you get targeted traffic in niches you desire. You want people who are searching for

*The good thing with using Adwords is that you get targeted traffic in niches you desire.*

related products, not random people who just happen to come across your ads.

The first thing you need to do is to choose a topic, a keyword or key phrase to optimize. Find one with less competitors so you will have the chance at getting your ads shown first on the sponsored links box and for less cost.

### **Setting up Google Adwords**

Setting up Google Adwords is not a difficult process. Doing some homework as we have suggested in previous chapters will save you some money and will ensure you are getting leads from the right niche. To set Google Adwords simply:

- Go to Google.com
- Click on Services and Tools
- Choose Google Adwords
- Or you can simply click this link: <http://adwords.google.com>
- Create an account
- Target language and countries
- Select "all language" and "all countries" only if you are trying to attract a worldwide audience.
- Save and continue.
- Name the advertisement and fill the space with a simple ad. Use creative and juicy words, especially action words to describe your ad similar to how you

learned to write effective sales letters, just much less text here.

- Create ad and continue
- Choose keywords

## **Keywords**

Although choosing the keywords to use is a difficult task, Google has a tool, which suggests keywords that you can use for your niche. After you have chosen the appropriate keywords, save it.

The next thing you need to worry about is to decide the payment you will give Google for every click you get. Determine first what your position will be before you settle a price for the clicks.

## **Pay-Per-Click**

The average cost per click is usually \$.57, but does change regularly so be sure to understand the pricing. If you get 4 people to click on your ad each day, you will be paying Google \$2.28 daily. If understanding how this entire scheme works still gives you a headache, Google has guides created that you can easily access anytime.

The main reason why this chapter is dedicated to Google advertising is because it is the easiest and fastest way that you can get traffic to your site. The more clicks you get, the more traffic from interested people on your website.

*The main reason why this chapter is dedicated to Google advertising is because it is the easiest and fastest way that you can get traffic to your site.*

## **Daily Budget**

You may want to choose a higher amount than what you are bidding on as your daily budget. For example, if you spend \$2 a day on pay-per-click, set your daily budget to about \$5. That way, you get shown above any other ad because you have a much higher bid.

After setting the daily budget, save your selections and then you can move on to the next process which will ask you to fill up your account details and set-up your credit card account. To start using Google Adwords there is a \$50.00 minimum deposit at the initiation of your campaign.

## **Google Overview**

I am just basically showing you the general information on how Google Adwords works. However, you can utilize Google resources for your advantage to learn more about their services. Here are some key points to understand:

- Make sure to set your daily budget higher than what you actually pay per day.
- Make sure there is a call to action in your ads. This means your ad must contain some sort of enticing words to make them click the ad.
- Use the word "new". It worked before and it still works wonders today.
- Make an ad that will convince buyers that it can do something for them.

# 11 Secrets To Maximum Conversion

*If you want to maximize every contact and lead, learn to understand who you are talking to.*

This chapter will detail how to increase your conversion rate with mini sites and can prove to give more benefits than just temporarily increasing your sales. These methods have been tested and proven by several business owners and it's up to you to decide which one you will apply to your business.

## **Secret #1: Categorize It**

This method is quite simple yet don't underestimate it because it's one of the most effective strategies to get high conversions. All you need to do initially is to ask yourself these questions:

- Who do you sell the product to?
- Why do people buy your product?
- What types of people are present within the people you sell the product to?
- Who is interested in selling my product or service?

Basically, you need to break up your product into different categories that cater several groups of people. To set an example and make you understand the concept, let us set a sample product. Maybe you have a product to help end male pattern baldness. Many people who experience balding will buy your product but the big question is – what groups of people are there who are interested in buying your product?

Think about it, every race and creed may experience balding. Use this to your advantage and sell the same product to different niches of people. You modify things a bit and for each sub-group of people you have identified. The result would be:

- A Male Latino's Guide on How To Prevent Baldness
- A Female Latino's Guide on How To Prevent Baldness
- A Black Male's Guide on How To Prevent Baldness
- A Black Female's Guide on How To Prevent Baldness
- Etc..

You can categorize a million different ways that makes the text seem much more personal to groups of people. Because the products are so specific, different niches will have no choice but to pay attention because it will seem like the product was made especially for him/her.

The more targeted your market and sales page is, the higher your conversions will be. It's as simple as that.

*Basically, you need to break up your product into different categories that cater several groups of people.*

## **Secret #2: Break it Up**

The main concept is to break up your product to increase its perceived value in the eyes of the prospect. Think about it: would you like to get an e-book that shows you How To Get Rid of Termites in 7 Proven Ways or would you rather have 7 part courses that detail techniques in each lesson?

Here are some of the methods on how you can easily break up a single product:

- Make each chapter/section a lesson for a course
- Make each chapter/section a report for a package
- Make each chapter/section a "module" for a package

Breaking up your product is easy but I can't stress enough on how important it is that you should do this. As you can see, the implied value of an e-book is lower compared to the implied value for a course, or package, is higher to the eyes of a prospect.

To summarize the effects this method can have:

- It will boost the perceived value of your product
- It will amplify the usefulness of your sales copy
- It will divide your product within the market from other similar products

Remember, conversion is just like many of the other topics discusses in *Explosive Income System*, you must constantly track results.

# 12 Profit From Public Domains

*There is a lot of free stuff in the public domain. If you will do a little homework, you can create very impressive marketing campaigns that were very inexpensive to create.*

Intellectual property rights can be very expensive. If you go to some of the popular photography or video sites, you can burn through thousands of dollars for just a few pictures or a few minutes of video footage. However, there are many free resources that exist to help you save thousands of dollars and have very professional results. I am talking about using products from public domains.

Public domains pertain to any work for which the copyright has expired, and has not been renewed. Many of these works were published before 1923 and are usually works created by different governments. Work from government entities is basically work that has contributed to the public domain, or any other work that has no public restriction laws.

This doesn't necessarily conclude that a work is in a public domain if you can freely get it. To clearly speak, this

*If you go to some of the popular photography or video sites, you can burn through thousands of dollars for just a few pictures or a few minutes of video footage.*

doesn't mean that you can use the material you see on websites anytime you like. Most items that are written down in any form are automatically copyrighted. You can, however, utilize the content if it is used appropriately.

### ***Copyright and Copyleft***

According to the United States Copyright Office, a copyright is a legal term used to describe a group of rights approved by the government for a restricted time to guard creative or artistic forms or works which includes literary works, movies, musical works, sound recordings, paintings, photographs, software, and industrial designs.

Copyleft, on the other hand is not a legal term but is commonly known as a reciprocal license. Limitations are typically imposed on a work allowing the work to be copied, modified, or used in any consequent work. The author of that consequent work must grant the same Copyleft rights to other people too.

The GNU General Public License is the most commonly accepted Copyleft license, which can be viewed at:

<http://www.gnu.org/licenses/gpl.html>

### ***Determining if Work is in a Public Domain***

Just because an entry is old doesn't immediately make it a work in a public domain. With a bit of research and as you

go on with this chapter, you will be able to understand how to determine a public domain when you come across one.

Here are some things to consider so you will be able to determine if work is from a public domain and when you can use it for your own consumption:

- Check the copyright date. When you find something interesting and wish to use it, make sure you check the copyright date. This can indicate if a work is in a public domain. Copyright can be renewed and may not reflect instantly, so be careful.
- Contact the copyright office. As soon as you've checked that it is a public domain, you have to confirm it by calling the copyright office of that country. Make certain that this work is indeed in a public domain before you may use it. You can also make use of online references instead of calling or personally visiting the copyright office. For example, if you want to search for work that is copyrighted in the United States, you can visit the Copyright Office website at <http://www.copyright.gov> and do a search in their online database.
- Check copyright laws. It is still important that you know the copyright laws of the country of the work you intend to use. Copyright laws vary from country to country so make sure you know the difference.

- Never assume anything. Always confirm with authorities on whether or not a certain work is in a public domain or not. By doing so, not only will you save time, but also save yourself embarrassment from using protected content.

### ***Searching For Public Domain Works***

Searching for public domain works is not an easy job, because there are millions of works in public domains, it will be as if you're looking for a needle in a haystack. You have to know what you want and where to look for it in order to make the process of finding public works quickly.

To search for public domain works, simply follow these easy steps:

- Have a specific plan. Be aware of what it is that you want and what type of work you need to carry it out in order to accomplish it. Concentrate on a specific topic so it will be easier for you to get results quickly.
- Prepare an editing plan. Determine what type of editing and how much you are going to edit the content. The type of the file may become a problem so make sure the content can be edited before choosing it as a source.
- Download and look at several domains. There is a

need for you to get as many references as you can for you to locate what you need.

### ***Searching For Public Domain Films***

Even though you're not planning on being a director, you can still utilize public domain films, broadcasts, commercials, and sound bites if you want to get the most out of these public works.

Listed below are some of the public domains where you can get this type of media:

- <http://www.buyoutfootage.com/pages/pd.html>
- <http://www.archive.org/details/prelinger>
- <http://www.loc.gov/rr/mopic/>
- <http://www.archive.org/details/etree>
- <http://cinema.library.ucla.edu/>

Make sure you check the type of format of the file so you can edit it according to the product you want it to be.

### ***Searching For Public Domain Music and Pictures***

If you want to utilize pictures for your product content, you can go to these public domain sites:

- [http://en.wikipedia.org/wiki/Public\\_domain\\_image\\_resources](http://en.wikipedia.org/wiki/Public_domain_image_resources)

*Even though you're not planning on being a director, you can still utilize public domain films, broadcasts, commercials, and sound bites if you want to get the most out of these public works.*

- <http://www.eastmanhouse.org>
- <http://digitalgallery.nypl.org/nypldigital/>
- <http://www.doi.gov/news/photos/index.cfm>

If you wish to use sheet music for audio, you can go to:

- [http://www.cpd.org/wiki/index.php/Main\\_Page](http://www.cpd.org/wiki/index.php/Main_Page)
- <http://www.sheetmusicarchive.net/>
- <http://www.pdmusic.org/>
- <http://www.musopen.com/>

Using media from public domains requires a little extra homework. But, when you are on a strict budget, what are a few extra minutes to have some quality materials. Don't be afraid to learn more about public domains because they are professional, look great and best of all, they are free.

# 13 Profits From Joint Ventures

*You can try doing everything on your own, or you can find other people who also want to grow their business that are not competing with you.*

One of the best marketing methods is joint venturing. Joint venture marketing is absolutely free and virtually risk-free, which makes it a preferred marketing style. No other marketing style but JVs can help you save time, get you leverage, and provide you a virtually risk-free way of marketing.

Joint ventures or JVs are simply instances where 2 or more parties share their resources. Both benefit from each other and both share profits gained from sales. For example, if you have the product to sell and I have the contacts to sell it to, we begin a partnership, make sales and share the profit. That's basically what joint venture marketing is.

These joint ventures will take you only about 30 minutes to set up and no cash to invest, but may help you reap profits. As long as you integrate JV marketing into your mini sites plan, you will be able to get a major profit anytime you want.

*Within network marketing, make sure that you are not introducing competing products or services to your team.*

Within network marketing, make sure that you are not introducing competing products or services to your team. JVs could be used with non network marketing business coaches, fitness experts and others who have a names list and that would benefit from making money with your product to their existing customer base.

### ***The Secrets Of Email Joint Ventures***

Although most of these email JVs have the same idea, each twist can assure you of directed traffic to your sales page almost instantly:

- After follow-up Sequence Linking  
If you have autoresponders that automatically follow-up with prospects by email, consider using this method. The main idea here is to utilize your autoresponder to a joint venture partner's web site and ask him to do the same for you.

It is suggested though that you sell your product first before promoting your partner's products. You can do this by first sending all messages that sell your product and when your autoresponder is done sending your messages, start sending emails that promote your JV partner(s) products and have your partner do the same for you.

- Backend Sell Joint Ventures

To backend sell, perceptive marketers enter each customer into a follow up autoresponder automatically after the customer orders. This sends a series of email messages automatically to each customer to endorse other products. If you don't have any other products to sell, joint venturing can provide you a percentage of the profit your partners gain if they purchase the products through you.

- Thank You Email Linking

If someone signs up for your email subscriptions, you basically just have to send them a thank you email. This thank you email is a perfect opportunity to plug a product or promote products from joint ventures.

- Second Free Course

Utilize the 1st set of sales messages to sell your products to prospects. Start a new free information/sales series that endorses the product of your JV partner after approximately 15 days and have your partner do the same for you. It is suggested that you provide your partner with the format that you want your sales series to be in, or you can write each other's sales letters together.

- Opt-in List/Customer Lists Endorsements

This is probably the most common joint venture strategy that you can observe in JV marketing. All you need to do is send a single email to your opt-in email list that endorses the product of your JV partner for a percentage of the sales of his products.

### ***Other Profitable JV Ideas***

Here are some more tips on how to generate traffic and get profits quickly through JV marketing:

- JV Ad Buying

If, for example, there is a superb banner advertising package for \$1000 and you have 4 joint venture partners you wish to share this with, all you need to do is set up the ad where everybody gets a fair share of the number of exposures (\$200 each) and strategically set up the page that they are advertising with an exit pop up featuring one of the other web sites owned by your joint venture partners.

- Free Publicity Contest and Giveaway JVs

Link up with other marketers and develop a contest or free giveaways scheme to create leads for each of your products.

- Advertising Pool JVs

What you should do is to create a joint venture with 4 other people who have ezines that are all bigger than yours based on subscribers. Tell them that you will create some kind of advertising pool together. Write an ad for whatever your group wants to promote, and submit it to everybody in the joint venture. Run weekly newsletters, so that each week, you would just run one of the other publisher's ads.

Apart from locating high traffic web sites via the search engines to partner with, you can also check out ezine directories to locate JV partners with big opt-in email lists that you can partner up with:

- <http://www.newsletteraccess.com/>
- <http://www.sitepronews.com>
- <http://www.directoryofezines.com/>
- <http://www.bestezines.com/>
- <http://emailuniverse.com/>
- <http://www.site-city.com/members/e-zine-master>

# 14 Trading Links to Create Windfalls

*When you understand search engines you will want to find other compatible sites to trade links with. Leads comes when you have the right visitors. When you have the right leads you make money.*

Several reasons exist as to why trading links can increase traffic to your site. When a link is pointing to your website, it opens a new gateway for prospects to find you as they are searching the web. This is the reason why many effective online marketers make it a point to trade links before they take on any other methods.

Trading links also give you the opportunity to get listed on paid search engine submission sites for free. This is because search engines perform link analysis as part of their algorithms if you are ranking your website. As the number of quality links that point back to your site increases, so does your search engine ranking and link analysis score.

## ***How Search Engines Evaluate Links***

To determine how search engine evaluate links, you have to ask yourself the following questions first:

*Trading links also give you the opportunity to get listed on paid search engine submission sites for free. This is because search engines perform link analysis as part of their algorithms if you are ranking your website.*

- How many sites are currently linking back to my site?
- What is the "Page Rank" of the site that links to my website?
- Are the links reciprocal or one way?
- Does my site, or the site that links to me, have links that are relevant to the content in the site?
- Are these quality links or is this link considered a part of a "Link Farm"?

### ***Secrets to Creating Traffic Boosting Content***

#### Secret #1: RSS Feeds

RSS, or Really Simple Syndication, is the definition of a certain technology that permits web sites to syndicate or distribute their content to other sites. For an experienced Internet marketer, content syndication is the perfect idea to make up for the cost as well as valuable time spent building links. All you need to do is load up your content site with high-quality business and marketing articles so you can reap the rewards later on.

If you are not familiar with RSS, there are several websites that will teach you how it works and show you what you need to do to apply RSS to your website. You can find them at:

- <http://www.mnot.net/rss/tutorial/>
- <http://www.siteproneews.com/archives/2004/feb/9.html>
- <http://www.web-source.net/syndicator.htm>
- <http://www.wilsonweb.com/syndicate>
- <http://expressrss.com>

## Secret #2: Static Article Syndication Sites

One of the most effective methods to create a name or profile online is to write and publish your own articles. Many writers tender articles everyday to article syndication sites. This sets them up as experts in the field that they are writing about.

The main idea here is that publishers have the permission to re-print articles made by the writers as long as these articles stay unchanged from the original and the by-line or resource box of the writer is not deleted and kept un-edited. You can locate good sources for finding re-printed articles at:

- ArticleCity: <http://www.articlecity.com/>
- Go Articles: <http://www.goarticles.com>
- Ezine Articles: <http://www.ezinearticles.com>
- Marketing Tips Newsletter: <http://MarketingTips.com>

### Secret #3: Hire a Ghost Writer

If you get a ghostwriter or freelancer, you get to have unique content created for your site that is created in a professional manner. This takes the entire burden of work from you. You let your writer create articles on any niche you specify and you get to put your name on the article produced. This is a superb way to get good stuff without giving you any hassles at all. Below are resources where you can find and hire ghostwriters:

- <http://www.elance.com/>
- <http://www.guru.com/>
- <http://www.freeagent.com/>
- <http://www.freelancewriting.com/>
- <http://www.hireaghostwriter.com>

In order to assess if you're ready to become an online master marketer, you have to make sure that you are now prepared to:

- Create a marketing strategy
- Determine the insides and outsides of search engines
- Create a rich content website
- Link, advertise and avoid problems
- Compete in a world of marketers

# 15 Social Bookmarking Secrets

*A very effective way to get your message in front of your niche is to go where they hang out online.*

Social bookmarking is one of the most effective viral marketing ways you can ever do to increase the traffic you get on your website.

Creating a Wordpress blog at <http://wordpress.org/> is probably the simplest way to apply social bookmarking because there are readily-available and easy to install plugins there to help you start with social bookmarking. Here is the Wordpress plugin "sociable" (<http://wordpress.org/extend/plugins/sociable>) which I believe is the easiest to use and gives the most flexible output.

Listed below are some of the most effective social bookmarking sites with good link output where you can market your website:

- <http://delicious.com/> - is a social bookmarks manager where users can add and categorize bookmarks.
- <http://digg.com/> - is a community-driven news and link aggregation. Users get to vote to keep news items and links.

*Social bookmarking is one of the most effective viral marketing ways you can ever do to increase the traffic you get on your website.*

- <http://www.diigo.com> – you have your personal web page filing cabinet where you can save and organize thousands of useful web pages.
- <http://www.reddit.com/> - not only can you submit links, you can also read popular links about fresh and interesting stuff online.
- <http://spinn3r.com/> - Spinn3r helps index the blogosphere.
- <http://bookmarks.yahoo.com/> - service provided by Yahoo
- <http://www.fark.com/> - allows submission of stories from different sources, which you can amusingly re-title.
- <http://www.blogmarks.net> – tags-based bookmarks manager
- <http://www.blinklist.com> – is a start page, personal bookmarking tool and social bookmarking engine
- <http://www.comments.com> – allows you to track comments made on blogs and alerts you if there have been responses on your comments
- <http://www.connotea.org> – an online reference management service for scientists, researchers and clinicians
- <http://linkagogo.com> – allows you to import and export folders and supports customization of profile pages appearance
- <http://netvouz.com> - social bookmark manager where you can store your favorite links online so you can open it on any computer

- <http://citeulike.org> – specially made for academics so they can share, store, and organize the academic papers
- <http://mybookmarks.com> – another bookmark manager that saves links online so you can open them on any PC
- <http://protopage.com> – a unique bookmark manager because it has a sticky note manager, amazing layout features, themes and allows editing

# 16 Profit From Outsourcing

*There are many tools that can make your life easier and your marketing better. If you know where to look, there are a lot of powerful resources.*

Once you enter the world of MLM Internet marketing, you have to communicate daily with many people – your customers and representatives. However, even if you can communicate well with others, there will come a point in your business life where you won't be able to manage everything anymore. This is where freelancers and ghostwriters come in.

Ghostwriters and freelancers can do a lot including:

- Creating major writing-related business plans
- Creating complex websites
- Writing white papers or e-books
- Writing books for conventional print publishing
- Making presentations to be distributed

*Once you enter the world of MLM Internet marketing, you have to communicate daily with many people – your customers and representatives.*

Like any 'human capital' resource, for you to find a superb ghostwriter, you have to evaluate the following things:

- Understand what you want to achieve
- Match resource skills to your goals
- Evaluate if timelines are appropriate for outsourcing
- Set budget for payments
- Recognize a ghostwriter's limits and capabilities

### ***How To Choose, Find, Use and Profit From A Ghostwriter/Freelancer***

- **Finding a Ghostwriter**

Ghostwriters are usually the shadows behind a successful business. They are people that you don't normally find on the yellow pages or on ads. However, the Internet now provides access to local and offshore outsourcing means and plenty of freelancers who are skilled and eager to do the job for you. You can usually locate them at:

- Online open access freelance project auctions.
- There are many outsourcing sites that showcase talented freelancers such as [www.odesk.com](http://www.odesk.com), [www.elance.com](http://www.elance.com), and [www.guru.com](http://www.guru.com)
- Online restricted-access project auctions.

- Websites such as elance.com and guru.com have what they call “restricted access” levels where more exclusive online project auctions can be seen.
- Online open classifieds.  
A good example for this is online classified ad is Craigslist: [www.craigslist.com](http://www.craigslist.com)
- Job boards
- Some major job boards you can check are [www.monster.com](http://www.monster.com), [www.hotjobs.com](http://www.hotjobs.com), and [www.career-builder.com](http://www.career-builder.com).
- Freelancers’ own listings
- Freelancers are eager to find jobs and you may find them posting their own ad campaigns, promoting themselves on web sites, “situation wanted” classifieds, or similar means.

### **Writing Sample Works – And How To Read Them**

Before hiring a ghostwriter/freelancer, you must request a sample writing, as well as having a thorough written exchange with any possible writer. Make it a point to choose one who will give you fairly quick and accurate responses to your inquiries. When you’re reviewing work, ask yourself these questions:

- Is this article original?
- Does the writing make sense?
- Does the writing tackle the subject on hand?
- Does the level of vocabulary in the writing match your preferences in a writer?
- Are there evident errors in the writing?
- Do the writing style, tone, pacing, organization, “feel” and quality of the article correspond to the subject matter and cater the intended audience or purpose of the article?
- Is the intended audience or purpose noticeable?

It is best that you are able to evaluate the work based on the guide questions above so you can determine to hire that freelancer or not.

### ***Avoiding Potential Problems with Ghostwriters/Freelancers***

The 3 potential problems you may encounter when working with a freelancer are:

- The writing is not good
- The writer works too slow
- The writer is submitting copied materials

Remember that the reason you hired a ghostwriter is because you need someone diligent enough to do the duty of providing you quality work to promote your business. Never immediately fire someone. Pick up the phone and tell the writer your concerns so you will know what the reason is behind these errors.

These tips below are recommended so you can protect yourself:

- Oblige all writers to affirm in writing either by email or contract that their work will be 100% original.
- Ask writers who are willing to commit to sign an indemnification clause regarding the originality of content. This means that if someone sues you for violating copyright issues, you can turn around and file a suit on the writer or join the writer in the court.
- Spend time in verifying the originality of the content submitted to you.
- If you are doubtful about your writers work, or if you think you have read something similar to the article, these online services can aid you track plagiarism:
  - [www.plagiarism.org](http://www.plagiarism.org)
  - <http://www.web-miner.com/plagiarism#tools>

*Remember that the reason you hired a ghostwriter is because you need someone diligent enough to do the duty of providing you quality work to promote your business. Never immediately fire someone. Pick up the phone and tell the writer your concerns so you will know what the reason is behind these errors.*

## ***Work For Hire Agreement***

Once you have hired a ghostwriter, assert “work for hire” rights by creating a simple agreement. “Work for hire” legally means that the person creating the materials assigns all the rights in that material to you, the employer. Simply stated, with “work for hire” rules, if you paid for it, you own it.

There is nothing wrong with using a ghostwriter or a freelancer to help you achieve your marketing goals. By hiring the appropriate and skilled freelancer in your business, you will be able to reach your business dreams in a fast and articulate manner in no time.

# 17 Go Make a Difference

*Life is meant to be lived. People want to feel alive and will always pay to have better experiences. Marketing masters know how to provide this to people, that's what makes them so much money.*

I hope this e-book has been helpful in your journey to become a master marketer. Remember that network marketing is not some new fad or get rich quick scheme (although you can start earning very large profits, very quickly.)

Using true marketing principles and concepts of the *Explosive Income System* are incredible methods of making your personal brand memorable and your wallet thicker.

Network marketing needs truly strategic thinkers and master marketers and I hope this e-book helps you understand how much marketing is needed in network marketing.

Use the new methods and skills you've just learned in this *Explosive Income System* e-book as TOOLS. The key is to stop procrastinating and take action. Do something TODAY!

Your main focus should always be on creating more value for your customers and representatives. This never stops, the day it does is the day your business starts dying.

*Using true marketing principles and concepts of the Explosive Income System are incredible methods of making your personal brand memorable and your wallet thicker.*

Become passionate about understanding people, that is what marketing is really about. The ability to help people understand their passions is what network marketing is really about.

If there is anything I have learned after years in network marketing as a rep, company founder and industry follower is that people are looking for good experiences. People will stay in your business if you understand how to provide good growth experiences, learning experiences, fun experiences and help them constantly feel alive.

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**People will stay in your business if you understand how to provide good growth experiences, learning experiences, fun experiences and help them constantly feel alive.**

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In the book *Do You Matter* there is an quote:

“Everything we do, difficult or easy, fun or painful, has

something to do with having a better experience of being alive. We want this for us, our loved ones, and on some level for society at large. And along the road traveled, we want to make the actual traveling the best it can be."

Make a plan to make a difference. Make a plan to be a master marketer and strategic thinker. Don't just do your best to stick to whatever plan you create, become better and be a finisher.

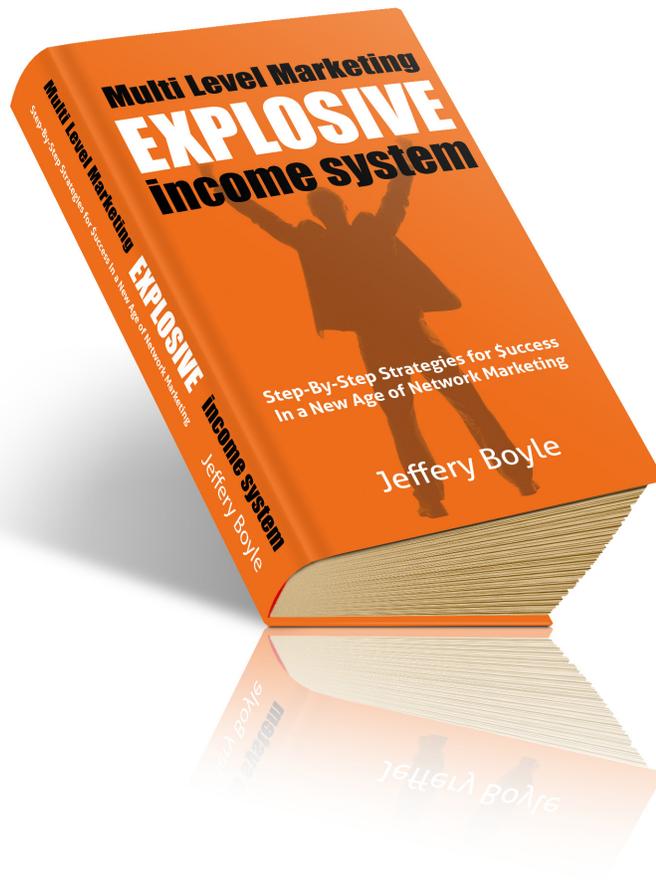
The information you have just learned has already put you years ahead of the 99% of network marketers. Hopefully you will bypass some of the common mistakes and leverage the information from this e-book.

As Bill Gates says, "There is no substitute for Taking Massive Action Immediately."

Dedicated to your Success,

Jeffery Boyle

*As Bill Gates, who happened to have implemented many of these strategies in his business, says, "There is no substitute for Taking Massive Action Immediately."*



# Multi Level Marketing Explosive Income

Step-By-Step Strategies for Success  
In a New Age of Network Marketing  
[www.ExplosiveIncomeSystem.com](http://www.ExplosiveIncomeSystem.com)

By Jeffery Boyle  
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