

The Renegade Network Marketer

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Introduction

Welcome and thank you again for purchasing The Renegade Network Marketer.

It's my personal goal to make this the most enlightening and eye-opening material you've ever read on the subject of MLM.

Have you ever looked at some of the massively successful MLM stars in your company or this industry and thought to yourself, what are they doing that I'm not? Are they *really* that much better at talking to people than me? Am I really *that* bad? Did they just get in at the right time? Do they just know all the right people? Did they get lucky and sponsor a couple hotshots who built their entire business for them?

If you've ever asked yourself questions like these, then I believe you'll find this to be the best investment you've ever made... because there's a whole lot more to it than what you've been told.

There is literally a whole nother world of methodologies and strategies being used by these people that is never talked about at your opportunity meetings.

What you're about to learn is what finally filled in all the blanks for me and helped me see the "big picture" I had been missing for so long. There are paragraphs in this book, ideas in this book, whole chapters in The Renegade Network Marketer that will open doors for you that otherwise might have taken a lifetime of waiting to walk through.

I hope by the last chapter you're as excited as I was when I first stumbled upon these "secrets."

I chose the name "The Renegade Network Marketer" because my main objective is to give you the stuff your company and your upline are not. And should you decide to act on any of this information, it's very possible you may encounter some resistance from them. (It's not their fault...they just don't know any better).

I've actually had distributors who've implemented the strategies they learned through me and *immediately* – within days - began sponsoring dozens of new people every month and selling thousands, even tens of thousands of dollars worth of product, after having not been able to sponsor a single soul since they began 8 months ago.

That's not the amazing part.

The amazing part is that even *after* these miraculous turn-arounds, their uplines **STILL** shunned these radical "non-conformist" methods and discouraged them from using them.

Now, it's possible I may be missing something here... but... generally when your downline goes on a sponsoring rampage, it's considered a good thing right? That's kind of the whole idea behind this business?

I could be wrong.

But anytime you contradict what's commonly taught and accepted by the majority of the crowd, you're bound to get some pretty violent reactions. It's amazing the emotions you can stir up within people by challenging the way they've always thought about something.

Let me show you what I mean (and please understand, I'm not trying to be crude by posting these emails, I just want to give you some examples of the "hate" mail I receive from people in the industry – which just goes to show the degree of brainwashing that MLMers are subjected to):

*"I read this whole thing (your website) and the whole time I figured you were selling something and I was right. You are a piece of s*** and you have to answer to God - good luck with that."*

Anonymous

Yikes. Here's another fun one.

*"You are so full of s***! Network marketing isn't about selling, it's about finding people who have dreams of wanting more for their lives. There is no problem with network marketing, you're the problem. You are the Queen of scum! I pity the people that fall for your garbage and pray you stop doing what you're doing before it's too late!"*

Jackie S.

Ummm... before it's too late for what?

I know these emails are so ridiculous they almost sound like something from a really bad movie script, but I can assure you they are word-for-word what some people have to say after encountering this "blasphemous" material.

For a while this really bothered me. I kind of had a tough time dealing with the fact that there were people out there who would probably love nothing more than to see me tarred and feathered.

But let me share something with you I learned which really put things into the right perspective and helped me see the bigger picture. It's some of the best business and sales advice I have to offer and if you've printed out this ebook and have a highlighter handy, now's the time to use it.

**Stop Worrying So Much About
Offending The Minority And Start
Worrying About Selling The Majority!**

Look. You can't please everyone. There's always going to be a handful of people who won't like what you have to say and they'll let you know about it. Just remember this: They aren't your target market. You don't care what they think because you weren't trying to talk to them in the first place. They wouldn't buy from you no matter what you said. So forget 'em. You're concerned about connecting with the people who are on the same wavelength as you.

It's when you stop caring about the opinions of everyone that you truly reach your full potential. I really encourage you to take this to heart. In business, you have to have a hide as thick as a rhino. Ignore the cynics and move on. It's all just a part of what we do.

The great thing about abiding by this rule is that not only is it good for your long-term mental health, it also helps you sell more to the people you are trying to sell to!

Because when you stop worrying about offending people who weren't going to buy from you anyway, it frees you to say the things that your true prospects really want to hear. And this draws them to you even more.

Like these folks for example:

Within 45 minutes of reading The Renegade Network Marketer book I realized Ann had just summed up the last six months of struggle that I have had learning how to do what she had just put together in one place. I have spent 6 months and \$25,000 learning how to be an internet marketer, and here comes Ann for \$67 and teaches me everything I had to get from other sources here and there piecemeal.

Andre L

Coming across Ann Sieg's website helped me tremendously. In fact, if not for Ann, I would have quit a long time ago. Now I run my own consulting business and have several growing income streams from network marketing and affiliate marketing.

*Ed Pershwitz
Plano, TX*

This is the best purchase I have ever made, and it is worth far more than you charged! I expect to reread the book over and over and over again. Nothing before has given me such a clear picture of what MLM is all about. I have spent a fortune on materials, and this is, far and away, the best investment I have ever made. WOW!

Raymond Earl Watson

Dear Ann,

Well, what can I say? I was ready to leave the MLM industry for good, after having poured my heart, soul, AND considerable amount (I thought) of money into this business method with at least 5 companies, and getting nowhere in the end, until...

I stumbled on your website 3 days ago - and have had virtually no sleep since then. I knew immediately what I had found was the answer to all my past MLM problems...I have read the ENTIRE Renegade Network Marketer twice, plus Viral Marketing, and the 7 Great Lies - an absolute must because it lays bare the fundamental problem that all us "failures" experienced, but had no answer for.

...For many of us this is the turning point - now we can TAKE CONTROL and know where we are headed and HOW to get there...

...Anyway, thanks again for your remarkable effort - the entire industry will come to thank you for it!

*Cheers and best wishes,
Tony Rich,
Sydney, Australia*

Quite the contrast huh?

It never ceases to amaze me the extreme polar opposite views on network marketing, both for people within the industry and those who are not. This vast contrast of opinions is due to the huge variety of techniques that are taught and implemented by separate uplines, teams and individuals.

If there is one thing that's certain about the network marketing industry, it's that there is absolutely NO consistency. What's practiced over here may not be practiced over there and vice versa.

There are some phenomenal uplines out there, but there are also some really bad ones.

So not everything I say or talk about may apply to your particular situation.

But I've talked with enough network marketers (from hundreds of different companies) over the years to populate a small city, and as a whole, the same problems are experienced by everyone throughout the entire industry, just in different variations. And so the principles in this book are all-inclusive and apply to anyone in any company.

Before we get going, let me just cover a couple points real quick here:

#1. In this book, I am not going to talk about motivation... desire... dreaming big... developing a "success mindset" or anything else like that.

We all know these elements are important, but personally I believe they get way too much emphasis in our industry. This might sound like heresy, but sometimes there really is such a thing as “too much of a good thing.”

Overdoing it on positive thinking can literally lead to action paralysis.

And I don't know about you, but after years of pouring my heart and soul out for this business, I had had it up to *here* with being told that all I needed was a big “why” to succeed (as if mine wasn't big enough).

This is a load of hogwash.

You and I both know that in order to succeed in anything, a person needs to have a nuts and bolts knowledge of how to actually do it. To tell someone that all they need is motivation to succeed is an appalling insult to their intelligence.

As one visitor to my website emailed me and said:

“Everyone has a WHY. And I know darn well what mine is. That's the easy part. I just need a HOW.”

The objective of this course is to give you the how.

Don't get me wrong – I'm not discounting the intangibles in any way. They are essential to how far you will go in life, in business and in anything you do. However, that subject is for another time and another place.

Just always remember this:

Nothing Can Take The Place Of Action.

No amount of dreams or goals – by themselves – will ever get you to where you want to be. They are COMPLETELY MEANINGLESS if you don't take action.

#2. As we all know, there's a big difference between telling people what they want to hear and telling people what they *need* to hear.

That being said, in this industry most of the information that's given to distributors is “dumbed-down.”

What do I mean by that?

Well, the fact that network marketing is a business that's designed for the “average person” is both a blessing and a curse. It's a double-edged sword.

The overwhelming majority of people who enter multi level marketing do so with no intentions whatsoever of becoming the professional they need to be. They don't fully realize what it takes to succeed in the business world and they aren't mentally prepared for that kind of information.

Which is why the strategies and methodologies they're given are watered-down.

There were points in developing this product where – I hate to admit it – I was actually considering leaving certain pieces of information out because I thought it might be a little too much for people. Or that they may not want to hear it.

But then I came to my senses and realized that giving people anything less than the full story is just plain stupid.

What's the point in doing something if you're not doing it the way it truly works? Why lower the bar? That's the root cause of most of our problems in the first place. You might as well not even bother because in the end, you're just wasting your time. And that's the one thing you don't want to waste.

So this is it. No holds barred. The complete inside scoop on how massive organizations are *really* built in this business.

You're about to see things from the other side of the fence.

Chapter 1 - Where It All Starts

A few weeks ago I was talking with the owner of a small network marketing company that's based in Utah.

She'd been in the industry for nearly 30 years and she was expressing her frustration to me about how there were other companies out there that were much bigger than hers and doing a lot more business, and yet they offered an inferior product. A couple companies in particular really irked her. She just couldn't stand it that they were beating her even though she had something much better to offer people.

This woman was a product developer at heart. She spent all her time working with the scientists and researchers in the lab. She knew all the ins and outs of her particular product and how everything else out there stacked up against hers. She rattled off all these statistics to me about how this other company only has 24 biosuperduper enzymes per oz. whereas hers has 67 per oz... and this other company's concentration of hyper flavo-oxidizing compounds per 100 ml simply was not enough to be effective... and so on and so on.

What she didn't understand is that it's not about the product. It's about how you communicate the idea of the product.

She was a victim of the "build a better mousetrap" mentality. She believed Henry David Thoreau when he said the world would beat a path to her door if she built a better one.

But the fact is, the world *doesn't* beat a path to anyone's door simply because they built a better product. The world only beats paths to the doors of people who do a good job of letting the world know about their product.

I tried to explain this to her. It didn't matter that she thought her product was superior. *It didn't even matter if her product actually did work better for people.* This was completely irrelevant. All that mattered was that these other companies had done a better job of marketing their product.

She seemed very offended by this notion and almost implied that this was a "dirty" way of doing business.

But regardless of whether we like it or not, this is the way things work. Great products are a dime a dozen. It's great marketing, great salesmanship, that's hard to come by.

And so the first thing that must be established before going anywhere with a discussion about network marketing is this:

**Nothing Else In A Business Matters If
Good Sales And Marketing Aren't Being Used**

This does not just mean the network marketing companies themselves. Each individual distributor is their own business and so it applies to them as well. And despite what you've been told or what you may think, your company is not going to do your marketing for you.

I was definitely able to relate to the owner of that company though because for me, this was one of the hardest concepts to grasp and it took quite a long time to fully understand it. I had always been so caught up with finding the latest, greatest products and, even more so, having a "killer" compensation plan.

But I was looking for love in all the wrong places, so to speak.

When it finally clicked and my focus shifted to sales and marketing, everything changed.

Things actually started working.

I learned that a marketing-centered business is an entirely different kind of operation than a product-centered business. And I discovered that the ability to sell, and more importantly, understanding how and why people do what they do, is by far the most potent money-making skill you can ever acquire. It's the beginning and end of all business success.

The wealthiest and most prosperous people in any field all have one thing in common: They know how to sell. Themselves... their products... their services... their ideas.

And once you know how, you can literally join any business, go anywhere, and be successful. It's like knowing how to crack a safe anytime you want. All the other stuff is just a bonus. So it's critical that we start with this foundation.

There's only one minor problem.

The wild array of techniques being taught out there in the industry are about as useful as a screen door on a submarine. They range from all out lies and blatant falsehoods... to understandable misconceptions and common myths.

It's ironic because "sales" and "selling" have always been dirty words in MLM that everyone's afraid to use. Some of the standard nonsense you'll hear is:

"The product sells itself!"

Or...

"This is so easy even a child could do it. I mean, who *doesn't* want to earn an extra \$5,000/mo working just 8-12 hours a week?"

Or...

“It’s not selling, it’s sharing.”

This is devastating to your business and the industry as a whole, because hey, if it’s just sharing, there’s no need to learn any kind of sales skills, right?

Of course not only is this false, it’s a guaranteed method for falling flat on your face.

This fallacy also has a very innocent cousin that appears to be harmless but is just as destructive.

It Is Commonly Known As “Word Of Mouth” Advertising.

“Now hold on just a minute,” you say. “I thought the reason network marketing is so powerful is *because* we use word of mouth – which everyone knows is the most powerful form of advertising.”

And it is.

But you and I don’t use it.

As the owners of our business, we have a very definite financial interest in the sale of our products and our opportunity. Because of this, when we “share” them with someone, it is not word of mouth. It is selling.

In its truest form, word of mouth means that the person who talks to others about a given product has nothing to gain by doing so. There are certainly varying degrees of word of mouth where people can be incentivized to talk about something, but it’s at its best when they just genuinely like the product so much they feel compelled to tell others about it. It’s an unbiased, third party review.

You and I are not unbiased. We are not third party.

Can we harness this power? Absolutely. We’re able to just like any business is. But while our customers can practice word of mouth, we personally cannot. A business owner talking about their own business is never word of mouth.

The reason this idea is so dangerous is because, again, it gives the impression that all we’re doing is sharing, not selling, and therefore there’s no need to trouble ourselves with learning how to sell.

Then of course there’s the flip side to all of this: The people who teach that we should *always* be selling. I like to call this the evangelism approach.

This is scary stuff. Some people take it to such an extreme they almost shouldn't be allowed out in public.

In two of my previous MLM companies, I was told that "you can never say the wrong thing to the right person and you can never say the right thing to the wrong person," so "when in doubt, blurt it out!" Since I was dedicated to doing whatever it took and I followed my upline's advice to the T, this resulted in some truly idiotic behavior.

For my son/sponsor who was equally as committed it led to some near disastrous encounters. I remember one time he and a friend of his almost got a severe beat down from 3 Karate guys they had attempted to prospect at a kiosk stand in the Mall of America. They were trying out a new prospecting technique they'd just learned that was particularly offensive and demeaning to the victim at hand. It entailed using some tricky "reverse psychology" to basically embarrass the person into "exploring their options" about making money. Needless to say, the martial arts practitioners weren't having it.

A lot of the over-the-top methods in use come from the misunderstanding about the role that enthusiasm plays in our business.

Yes it's true, Ralph Waldo Emerson once said "Nothing great was ever achieved without enthusiasm..."

But many people take this to mean that enthusiasm is the *only* thing required to be successful (far from the case) and that the more you flip out about your opportunity, the more successful you'll be.

There's a big difference though between speaking confidently about your opportunity and foaming at the mouth. Generally speaking, this only makes the situation worse.

Other misconceptions about sales involve the use of arm-twisting, hard-close and sometimes even downright deceptive tactics.

There's a popular line of thought in traditional one-to-one sales that when a prospect says "No, I'm not interested" this really means "Yes, please harass me some more" and it's the signal to really pull out all the stops.

But in truth, if someone says they're not interested, believe it or not... it actually means... they're not interested. Shocking, I know.

This is exactly the kind of mentality that gives network marketers – and salespeople in general – a bad name. It's also why so many people cringe at the thought of having to sell. They don't want to have to lower themselves to this kind of behavior.

But take heart. Sales does not have to be this ridiculous or this hard. In fact, when combined with good marketing, it's much easier and much different than most people realize.

So where do we go from here?

Well, in the second half of this chapter and most of the next one as well, we need to go over some basic groundwork before we really get into the good stuff.

First things first, we have to figure out what exactly sales and marketing are, how they're different from each other, how they're *not* different from each other, and how they should be used together.

Let's start with sales.

In the strictest definition, "sales" is an exchange of goods or services for something of value. Basically anytime money changes hands.

In reality, it's much bigger than that. The art of selling is really the ability to influence others in the way they think or act. A better term might be: The art of *persuasion*.

If you think this sounds a bit shady, don't worry. We all use techniques of persuasion every day, whether we realize it or not.

You see, it's not just when someone pays money for something. It's when a parent tries to impart their values to their children. It's when one person asks another person for a date. It's when a politician tries to persuade a nation to do one thing or another. All of these require selling.

Whether with our spouses, kids, parents, friends, coworkers, bosses or customers, the truth is, none of us have a choice about being a salesperson. We all try to do and say things that move others in the direction we desire.

Therefore, it only makes sense that we be good at it.

For the purposes of what we're talking about here however, we'll mostly use the word sales to mean direct sales or person-to-person.

Now when most people think of selling or direct sales, they usually think of pure, cold calling, names lists, referral misery.

There are very few things that put such a bad taste in people's mouths as the idea of having to sell something to someone.

Why is this?

It's because we hate it when someone tries to do it to us!

We don't like being backed into a corner and so we don't like being the one doing it to others. There's nothing more uncomfortable than trying to convince someone they want something when really they don't -- *especially* when we know full well that they don't.

Oh, and let's not forget the constant shame and embarrassment of being rejected.

With this kind of selling – the kind that pays no attention to the prospect's true wants or needs – from the moment you enter their life, they're thinking of nothing but ways to avoid you or make you go away. Even if they are polite to you on the surface, half the time it's just because they don't have the heart to tell you what they're really thinking. It's a constant uphill battle.

You're always working against them, not with them. The mission being to take them head-on and force your idea or product upon them whether they like it or not. Every step of the way you're met with resistance which has to be immediately countered, just like two fighters in a ring. Eventually it degenerates into a sheer battle of will power. Whoever sticks to their guns the longest and wrestles the other into submission, wins. This is the natural assumption about sales, and it shows in traditional MLM.

It's a very confrontational way of going about it. You could even say some people approach it like an argument, by trying to belittle or shame the other person into admitting they're wrong and conceding to the opposite point of view.

But as legendary copywriter John Carlton says, "No one in the history of the world has ever won an argument with another human being."

Because in the end...

**“A Man Convinced Against His Will,
Is Of The Same Opinion Still.”**

This is not good sales. And it's not fun. It really takes a rare breed of person to actually enjoy and be good at this type of selling. Which is one of the biggest reasons why people don't sign up. Even if they believe everything you're saying *is* possible, the potential for gain is not enough to overcome their natural fear of being rude and getting rejected.

No one wants to chase other people around all day and force themselves to be someone they're not. That's not normal.

What's really amazing about this is that so much time and energy is put into trying to motivate distributors to get them to overcome their fear of rejection, while virtually no time is spent on trying to make their job easier.

We're constantly told by our superiors that rejection is just something we have to accept and learn to deal with. It's all just a part of the process and we have to go through so many "no's" to finally get a "yes." In the end, we're told, it's all worth it.

But rather than exhorting people to get used to and accept this miserable state of existence, how about working on removing rejection as even being a problem in the first place?

Most people assume this is just the way things are, but what if you never had to face rejection again?

To the vast majority of distributors this sounds like a fantasy, but to someone who has learned the tactics and procedures of attracting business to them, it's the other way around. Rejection is practically unheard of and "yes's" are the norm.

Do you know what the difference between a consultant and a sales rep is?

Respect.

A consultant has it and a sales rep doesn't.

This is because a consultant is perceived as being valuable while a sales rep is perceived as being a nuisance.

Why is this?

Essentially, it's because a consultant is a sales rep that has learned how to do marketing.

(And just because your company business card says "consultant" on it, does not mean you are one. I've fallen for this one before.)

But the important thing here is not your title or what you call yourself, it's that when combined with marketing, sales takes on a much different form than what most people are used to.

So what is marketing anyway? There's really a lot of confusion about what it is and how to do it.

I'm sure you've heard the saying before "no one likes to be sold, but *everyone* loves to buy" and I'm sure like most salespeople, you were never really given a good explanation of what that meant.

Well, the difference lies in whose decision it is.

**When You Try To Sell Something To Someone,
It's Your Decision Being Forced On Them.
When Someone Wants To Buy Something,
It's Their Decision.**

When it's the seller's decision there's resistance from the start and the entire process is one big headache for everyone involved. But when it's the buyer's decision, it's easy, pain-free, and it's a win-win for everyone.

So how do you get people to buy?

It's pretty simple actually...

By giving them stuff they already want ☺.

(As network marketers we're often told that EVERYONE wants what we have, but is this really true? Does everyone *really* want what we have, or do we just *think* they do? Big difference.)

So if everyone loves to buy and this is the key to making your job easier (and more profitable), doesn't it make more sense to focus on helping people buy things they want rather than trying to sell them stuff they don't?

This is exactly what marketing is.

I like to think of marketing as creating a situation where people can buy on their own. We'll talk about the specifics of creating this situation (aka – your marketing system) a little bit later, but in order for that to happen, the most important thing to remember is this: Good marketing is about tapping into needs that already exist.

If you're not doing that, nothing else you do matters.

Now, within marketing there are a lot of different activities. Picture an umbrella, and underneath that umbrella are many different ways of promoting a business or a product. Direct sales just happens to be one of them.

There are also things like online advertising (ppc, article submission, ezines, banners, etc)...offline advertising (direct mail, classifieds, postcards, etc)...copywriting (the words you use in your ads)...marketing pieces (websites, CDs, DVDs, special reports, MP3s, etc)...and a whole bunch of other tools and activities.

remain the same. What applies in one of them carries right on over to the next. They're more alike than they are different.

They all utilize the same motivating factors, emotional triggers, logical sequences and basic principles of human behavior.

Here's something that's truly amazing though: While a person can have great sales skills, their marketing can absolutely stink! And vice versa. Why does this happen? There are a couple reasons, I think.

The first is that, as small business owners, we often view marketing as something that only big corporations with massive advertising budgets do. We get mental images of Budweiser frogs, catchy slogans and obscenely expensive TV commercial time. We see it as being reserved for people in stiff suits who reside in tall, glass office buildings... not small time home-based business owners like ourselves.

Or, *even worse*, we figure we don't have to worry about it because we assume our company has it taken care of for us.

Big mistake.

Unfortunately, as we'll talk about later on, the marketing materials our company provides us with are sometimes the very worst pieces we could possibly rely on.

And the second reason, I believe, comes back to the misunderstanding about how sales and marketing should work together. Or that they even need to work together at all.

Most people view sales and marketing as two totally separate professions. If you go through almost any college business course this is what they'll tell you. This is very dangerous thinking because they should always be joined at the hip. When used in combination they feed off each other and can exponentially increase one another's effectiveness.

I believe it's absolute lunacy to try and become a good salesperson without having a solid marketing system to back you up. It's half the equation.

That's like saying "I'm going to plant 30 acres of crops this year -- *by hand*," when you've got an enormous John Deere tractor sitting around just waiting to be used. You're only making it harder on yourself. Your marketing system can plant the seeds of your crops (aka - your prospects) for you. Then, you can use one-to-one sales to harvest them. In this way, you get more done in less time with less effort.

So, to put all of this in a way that's more meaningful to your business: The job of your marketing is to bring you qualified prospects. The job of your sales process is to close the deal and build a relationship with the best ones.

Could the roles be reversed? Can you use direct sales to find your prospects? Yes, and actually this is what most MLMers do. But it's terribly ineffective.

This is *exactly* why sales is so hard for most people. The majority of distributors flounder around in the water, wasting their time on prospects and activities they shouldn't be concerned with, trying to do themselves the amount of work that should be handled by 4 or 5 other marketing pieces.

What about using your marketing system to generate your prospects *and* close them for you? Is this possible?

Yes, and in fact, this should be your goal: To get your marketing to the point where you personally no longer have to sell.

There is a trick to this though. One-on-one relationships play a very important role in your business and you don't ever want to completely remove them.

It's just important that you know when, where and how they should be used. We'll get into this some more later.

For now, let's go over some sales fundamentals and then transition our way into marketing. Remember, what's true in one is almost always true in the other.

Chapter 2 - Why Your Prospect Doesn't Care What You Have To Say

The purpose of this chapter is to lay a little groundwork and set the right tone for the rest of the book. We're going to go over some basics but a little basics never hurt anyone.

I could assume that you've been through sales training before, but even if you have, it's probably safe to say that what you've been taught is much different than what the next MLMer's been taught...which is much different than what everyone else has been taught...and so on.

So to start off, allow me to give you one simple overriding rule that governs everything we do:

All Good Sales And Marketing Begins By Putting The Other Person First.

This is really interesting because good sales is actually very similar to "normal" life.

What's the quickest way to bore someone to death when you first meet them? By only talking about yourself right? We all know people like this. There's no bigger turn-off than someone who's obviously only interested in having a one-sided conversation.

The best way to get someone to like you is to focus the entire conversation on them, because everyone loves talking about themselves to someone who is genuinely interested! (Funny how that works isn't it?).

Dale Carnegie, who wrote what is quite possibly the greatest book on personal communication ever written 'How To Win Friends And Influence People,' said:

"You can make more friends in two months by becoming more interested in other people than you can in two years by trying to get people interested in you."

Once you've shown someone that you are truly interested in them and the things they care about, you've got their undivided attention and loyalty. Then, when you actually do talk about yourself a little bit, they will return the favor and listen intently to what you have to say because you gave them an ear first.

Good sales follows the same pattern.

It Starts By Getting Information...Not Giving It.

(In direct selling this means asking questions. In other forms of marketing like a website or video presentation, it means doing thorough research about your market and prospects beforehand. It means setting aside any predisposed ideas you may have and putting yourself in your prospect's shoes first).

Yet how do most salespeople behave? The exact opposite right? Once they get going it's a miracle if you can even manage to get a word in. Kind of like the motor-mouth at the party who won't stop talking about how important they are and who never bothers to stop and ask anyone else about themselves.

The funny (or sad) thing about people like this is they never even realize how bad they make themselves look. They're totally oblivious to it.

The bad news is, a frightening majority of network marketers are guilty of this. They continue to drone on...and on...and on...long after the other person stopped listening to them.

Just look at their prospect's eyes. Lost.

Why do people do this? In the world of direct sales, we've been so engrained with this idea that if we're not talking, we're not selling. So we're in an all out dash to throw everything we know about our opportunity at the prospect and hope that some of it sticks. Hope that some of it piques their interest.

Another huge reason is because of the need to feel in control of the situation. Many people feel that if they're not talking, they've lost control and they're not taking the conversation where it needs to go. So they talk *at* the prospect, rather than with them.

But this is the fastest way to lose someone. The second you start to overwhelm them with an abundance of meaningless features and benefits, they think "*Oh boy...here we go,*" and immediately check out.

The moral?

**When It Comes To Selling, Far Too Much
Emphasis Is Put On The Product, And Far Too Little
Emphasis Is Put On The Person Doing The Buying!**

You'll hear me say this a lot because it's the main theme in marketing. The prospect is the most important part of the equation.

The first time you actually personally get in touch with someone, as much as 80% of your time should be spent listening. You have to dig deep and find out what *really* drives them.

When you focus the entire conversation on the prospect, you're making an ally out of them. You're building a relationship. And you're opening the door that will allow you to give them information.

Because until you're able to address what's really important to them, all your reasons, as the great Claude Hopkins says, make about as much impression on them as water makes on a duck.

Always remember this: People buy for their own reasons, not yours.

It is sooo easy to forget this rule, even for sales pros who've known it for years. It's something you have to constantly remind yourself of because it's just second nature to assume that what's important to you will be important to the next person.

Sometimes our excitement about what we're selling can actually be our own worst enemy. As they say "love can be blinding," and in our case, even dangerous.

Kind of like the first time computer buyer who goes shopping for a new pc and ends up being overwhelmed with a withering barrage of specs and features about graphic cards and cache memory from a guy who plays World of Warcraft for a living...when all he wanted was a simple office computer to type up some documents.

Is it important to be enthused about your product and opportunity? Absolutely. It's critical for your long-term stability and commitment. But don't bowl your prospect over with it.

You may have been told that having an uncontrollable enthusiasm for your opportunity is contagious and it's the only thing you need to sell. This is far from the truth and in fact, more often than not, getting all riled up just makes you look like some looney toon pushing kool-aid.

All the excitement in the world isn't going to mean a thing to them if you're not hitting on their hot buttons. Ultimately, the only thing your prospect truly cares about is: What's in it for me?

The key to this being that you must find out what their core emotional desires are.

Because every decision, when it comes down to it, is based on emotions.

You've heard it said before and it is 100% true:

People Buy With Their Emotions And Justify With Logic

You simply must use this to your advantage. It's one of the most important weapons in your sales toolbox.

All throughout history, the most successful, influential and persuasive people have understood this core fundamental about human nature and have been able to exploit it to achieve whatever they set out to do.

Once you've hit on a person's deep-seated feelings about something, you've tapped into one of the most powerful forces on earth.

Just think about the intense feelings that many people have about subjects like religion, war, politics and money. When I was young I was always told to avoid subjects like these in social settings and I could never understand why. I didn't get it until I became an adult and actually saw friendships ruined because of heated debates about these things.

The same Dale Carnegie that I just referenced a few minutes ago also had this to say about us humans: "When dealing with people, remember you are not dealing with creatures of logic, but creatures of emotion."

And while there is a difference between an emotional decision and a logical one, when you really break it down, even the most logical choices can still be found to have emotional reasons behind them.

"I'm buying this car because I love the way it looks and I want to feel good about what I drive." That's emotional.

"I'm buying this car because it has great safety features and really good gas mileage." That's logical. Or is it?

Good safety features and good gas mileage. Okay that sounds logical, but why do I want strong safety features?

Because I want to feel protected when I'm on the road. I'm worried about being injured in an accident, so it's the avoidance of pain that's behind that decision.

Why do I want high gas mileage?

Well, with no end in sight to war and chaos in the Middle East, I'm afraid that at any moment gas prices will skyrocket again and I'll have to refinance my house just to be able to drive a car. And I really don't want to have to cut back on some of my extra, unnecessary expenses like going out to eat and the occasional shopping spree, things I *enjoy* doing. But hey, if I was being purely logical from the beginning I wouldn't have those spending habits anyway, would I? I don't *need* them. So basically it's the fear of losing money and material possessions that's at the root of this decision.

While we're on that note, here's a valuable little nugget of wisdom for you to store away:

**In Most Cases, Negative Emotions Are More
Powerful Than Positive Ones. A Lot More Powerful.**

The fear of loss or the avoidance of pain has a much stronger grip on the majority of us than the desire for gain or pleasure. For the most part, people will go out of their way to

avoid discomfort a lot more than they will to improve their situation. And they respond greater to messages that stir up feelings of anger, skepticism, bitterness, fear, etc.

Try this little exercise: Make two lists of as many emotions as you can think of, positive and negative. Which one is longer?

Think about it. Why is it the majority of stories covered on the news have to do with crime, corruption and disease? Good news just isn't as exciting as bad news. News stations have to report on all the bad stuff going on or people wouldn't watch them. Their ratings would stink and they wouldn't be able to compete with the other stations who were reporting on everything from natural disasters to government scandals.

Like they say, "If it bleeds, it leads."

So in order for any marketing message to be as compelling and persuasive as possible, it must go beyond rational, left-brain thinking. Plain old, dry logic is not enough.

Understanding this is one of the biggest differences between great salespeople and regular salespeople. Striking the right emotional chord with someone can turn an otherwise run of the mill presentation into a gripping message that's impossible to ignore.

Let me stop here for just a second because there's an important distinction that needs to be made, and that is the distinction between "emotional-based selling" and "hype-based selling."

A lot of people don't like the idea of emotional-based selling. They think it's something that's "beneath them." Maybe even unethical. Kind of sounds like you're taking advantage of others.

But emotions are simply how we humans work. There's no getting around them and there's absolutely no point in avoiding them. If you don't use them in your sales message you're simply denying reality.

Ignoring them when selling would be like saying "I'm not going to be romantic with the person I love, give them flowers... or cards... or take them on special dates... or anything like that, because that would be taking advantage of their feelings."

See where that gets you!

Hype on the other hand is completely different and should never be used. Hype is lying. Hype is making your product or opportunity out to be something it's not. Hype is making false or exaggerated claims. Hype is saying whatever you have to say to hook someone in.

Avoid this like the plague because it's never worth it. You may get some instant gratification and some quick results, but in the end it always comes back to bite you.

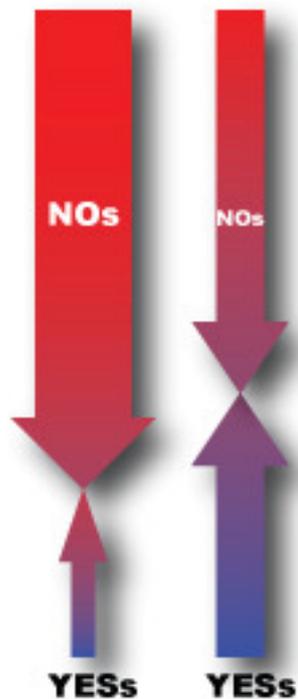
That said, I think this is the perfect opportunity for us to transition into our next major point and that is...

Believability!

You may not see the connection at first between this and emotions but it will become clear in a moment.

When It Comes To Selling, A Lot Of Time Is Spent Talking About Why People Should Buy From You, But Not Enough Time Is Spent Talking About Why People Don't Buy From You.

We tend to focus on increasing the amount of people who say yes to our offer, rather than *decreasing* the amount of people who say no. There's a big difference. And decreasing the no's usually gives far greater results than increasing the yes's.



So here then are the four major reasons why people won't buy from you. (And remember: Your opportunity *is* one of your products. I feel it's necessary to repeat this every now and then because I know sometimes it's hard to think of your business in these terms).

Reason #1 – They don't know about you.

Reason #2 – They don't want what you're selling.

Reason #3 – They don't want what you're selling more than what they would have to give up to get it.

Reason #4 – They don't believe you.

Together these four reasons encompass every possible variation of why a prospect won't do business with you. If you can conquer every one of these, you will succeed.

In this book, I talk about how to overcome all of them. But right now we're going to focus in on Reason #4.

The fourth reason why people don't buy from you – because they don't believe you – is one of the most, if not THE most important elements in the whole sales process. It's also one of the most overlooked.

The funny thing about it is that when most people see a sale slipping away or when they've been experiencing a lot of rejection or when their ad isn't working very well, their immediate gut reaction is to sell harder. Inflate their claims even more. Make bigger promises. Ratchet up the hype.

This is counter-productive. The reason people weren't buying from them in the first place is because they didn't believe them. Now they're only making things worse.

Gary Bencivenga, one of the most successful and respected direct marketing copywriters in the past 30 years, talks about how your prospect or customer is *looking* for excuses to dismiss you because they've got 100 other messages they have to get to. The second they hear you over-promising, you've just given them permission to blow you off.

As he says, "Nobody buys without belief"...and if you can get them to believe you..."most of the battle is already won."

Here's where things really start to get interesting for us. In our industry, almost more than any other, the single biggest hurdle we have to overcome in our prospect's minds... is... they don't believe us!

So how 'bout that? One of the most essential elements to the whole process is also the one thing that is lacking more than anything else in our particular business.

What a predicament.

There are many, many reasons why people have a hard time sponsoring and this is one of the biggest.

We've talked about the importance of tapping into people's emotional wants, but let's take it even further than that.

When you are selling something, it doesn't matter what, every person is going to have reasons for wanting to buy that are essentially emotional. But, they are also usually going to have strong pre-existing feelings about the subject at hand (meaning your product, your opportunity, your industry, etc.). These feelings are going to be based on past experiences they've already had with companies or products similar to yours... or things they've heard from other people...or certain personal beliefs they have...or something they read in a magazine the other day... or... you get the idea.

More often than not, these emotions are incredibly strong and you want to make sure you tap into them (almost more so than any others—even their reasons for wanting to buy in the first place).

Here's a great example: Many times in an election, people will vote for a politician not because they actually like them, but because they just despise the current person in office so much. They really may not have any valid reasons at all for backing the challenger, they may not even know a thing about them, but their disgust for the previous office holder is so great that they would literally vote for anyone else.

See the difference?

Another example could be the health & wellness/medical industry. Sometimes a person will look for alternative methods not necessarily because they really believe in them but because the traditional medical establishment has let them down so many times and they're fed up with it. This emotional reason supersedes all the other ones.

It's crucial to be "in tune" to these types of pre-existing emotions. Again, notice how they tend to be negative ones.

Now can you venture a guess as to what some of the strongest feelings are that people have about the network marketing industry? I bet you can.

How about skepticism? Does that sound like one you've run into before?

Distrust? Maybe a lack of credibility and professionalism? Could it be that people find it difficult to take us seriously? (And frankly, with the common behavior of the average MLMer, why should they?).

Frustration's another big one.

And seeing as how 14% of American adults have been involved with our industry at one point or another, there's a whole lot of people out there who have had their dreams dashed and who got fed up with spinning their wheels, despite the fact that they were pouring their heart and soul into their business.

They got sick of the all-hype-no-substance rallies. They grew weary of having their hopes built up, only to be let down again. And when they left the industry, they told everyone about their experience.

And bad news spreads faster than good news. I mean, who hasn't heard a multi level marketing "horror" story before?

So people outside the industry are used to hearing these tales of woe from disgruntled ex-distributors. And of course, they themselves are used to being hit up with all the wild and absurd claims about talking to just three people and then kicking back and living the lifestyle of their dreams while their business is being built for them.

Just pick up a copy of some small business or network marketing publication at your local Barnes & Noble and you'll discover that making six figures is as easy as pushing a button. According to at least 13 different ads.

This makes it real easy for people to dismiss us as a bunch of con artists who will say anything to sign someone up. Things have improved a little bit over the years, but overall, network marketing is still viewed by a large portion of our society as a complete joke that's only for suckers.

The result is that the people who *are* open and *are* actively looking for an opportunity still can't help but be somewhat tainted by the naysayers out there. They're suspicious of anything that comes out of a multi level marketer's mouth. They don't just take what you say with a grain of salt... they take it with a heaping spoonful.

These are feelings that, to one degree or another, nearly every person you talk to is going to share and these fears must be overcome or it's very unlikely that you will ever have them as a business partner.

Here's a tip that's worth much more than what you paid for this material:

**Address Their Skepticism Right Off The Bat.
*Immediately. Don't Avoid It.***

If the very first thing you do is hit them upside the head with promises of unbelievable wealth and riches, they're practically guaranteed to throw up their defensive walls and ignore almost everything else you say.

You've lost them.

Address their skepticism right away – because it's there, whether they voice it or not. And it's the strongest emotion people have about network marketing, whether they're looking for the first time or if it's their 2nd or 3rd time around (or 4th or 5th or 6th...).

The good news is, we can use this to our advantage to boost our results. Big time.

How's that?

In marketing, differentiation is key. People need a good reason to pay attention to you. And toning down your claims can actually be a very effective technique for doing just that.

Why?

Because the bigger you make your claims, *the more you are actually blending in with everyone else out there.*

By simply *not* coming out and making enormous claims, you're immediately setting yourself apart from others who carelessly throw around these wild promises.

People want to work with someone who's honest, realistic and isn't afraid to give it to them straight. Someone who's not blowing hot air.

Don't get me wrong, you still have to answer their question of "what's in it for me?" After all, we're all trying to gain something by doing this in the first place. I'm not saying in any way you shouldn't sell the financial possibilities of this business...

I'm saying that *because* of the perception network marketing has in our society as a whole and in order to gain their trust, you have to make their concerns and doubts a major focus of your attention.

By doing this you're saying, "Hey, I'm not interested in duping you into signing up here. I'm not trying to make a quick buck. I'm genuinely looking out for your best interests."

Acknowledge that there is a high failure rate among home based businesses. Address the reasons for this (lack of skills, poor marketing, insufficient funds, lack of commitment, etc.). Set up realistic expectations. Talk about some of the lies out there about building a network marketing business (for more on that, see my ebook *The 7 Great Lies Of Network Marketing*). This positions you as someone who's on their side. Someone who's looking out for them.

This is such a refreshing change from what people are used to hearing that they're magnetically drawn to this type of honest approach.

Remember, we're trying to increase the believability of our offer, and one of the best ways to do that is to go easy on the claims we make. It's a surefire way to gain their trust and put them at ease. Once you've done that, you've got a green light to present your benefits.

Let me give you a real world example of how well this methodology has worked for me.

If you go surfing around on the internet for information about network marketing (which obviously you've done because you stumbled across my website) you will find a lot of sites that use big benefits to try to draw people in.

They have pictures of Ferraris and massive 12,000 sq. foot houses next to the beach or headlines like:

“Will You Be One Of The First Millionaires Created In The Next 12 Months?”

When I first put up one of my websites I took a somewhat similar approach. I had a headline that talked about how you could go from zero to hero in x-amount of days. In the introduction it talked about how much money you could make...how your downline would explode...all the stuff you'd be able to buy and how you'd laugh at all your former financial worries.

It did okay, but I knew it could do a lot better.

What's your immediate reaction when you hear stuff like that?

“Yeah right.”

So I totally switched my approach. I re-worded everything. Instead of making claims, I went right for people's soft spot. I targeted their *feelings*. Their emotions. I didn't mention anything about explosive results or massive checks...instead I addressed their frustrations and their pain right off the bat. I rubbed a little salt in the wound.

Here's what happened: My conversions increased...

By 163%!

That means they more than doubled. Think about that. All because people's frustrations were targeted first.

Then, later on in the website, I started to present the benefits I had to offer and what they could do for people.

Do you absolutely *have* to go after their sore spots right away?

Not necessarily. It may not be the best approach every single time and it can be overdone.

Plus, just as with anything in marketing, a lot of it can depend on what your prospect is used to seeing or hearing out there in the marketplace. But as long as the majority of our industry is trumpeting get-rich-quick type messages (which I don't see changing anytime soon), it's almost sure to remain a brutally-effective method.

Alright. Let's move on. We've talked a lot about emotions, but they are just one part of the equation after all. You have to lead with them, but you can't stop there. People buy with their emotions and they justify with logic. After you get them firmly on your side, you've got to seal the deal with logical reasons why working with you is the best choice.

So let's talk benefits real briefly here before we bring this chapter to a close.

Here are some great examples that I like to use.

One of my favorites...

"This is an unparalleled opportunity that's taking this industry by storm! Did you know they're writing books about us?"

Another you should try that works really well is...

"This is the most lucrative compensation plan you've ever seen."

Or...

"Our upline is un-be-lievable. They reached six figures faster than anyone in Region 4 ever has."

Or -- what's that? You say these don't sound like good benefits to you?

Okay how about this one...

"Our corporate leadership team is unmatched. They've got a proven track record of success."

Big deal? How's that supposed to help you make money? Ah... I don't know... but...

"The Product Sells Itself!"

Hmm...you say the last time you checked products don't just get up and walk into someone's house and start talking about what they can do for people? Yeah well...

"Joe Blow MLM Guru came out of "retirement" to join our opportunity, he thinks it's that powerful. And if he thinks so, you should too."

What's that? You don't give two hoots about Joe Blow MLM Guru? But...

"You don't understand - this one is different! Really."

Listen. Anytime you're thinking about giving your prospect a feature about your opportunity, first ask yourself this simple, two-word question:

So What?

Put yourself in their shoes. Why would they care about that? What does that mean to them specifically?

Until your prospect can see how a given feature brings value to them personally, it's just another vague statement that rolls off their back.

Remember, your prospect doesn't care what you *think* about your opportunity.

For example: "It's the greatest ever!" That's your opinion and it doesn't mean anything to them. Really. It doesn't. Because everyone else thinks the same thing about their opportunity. "The greatest ever" according to whom? Anyone can say that. How do you back up something like that? It's very difficult to. And it has no impact whatsoever on your prospect.

In fact, it's actually damaging because it shows you're careless and have a tendency to exaggerate, which makes them discount what you say after that.

Now, I was obviously being a little sarcastic with some of those examples above and all of those features certainly *can* be turned into strong benefits when sold properly...

But that's what everyone talks about.

If we really want to be successful at this, we have to think outside the box. We've got to look at the bigger picture.

Ask yourself: Do any of these features or benefits about our company *really* mean anything anyway to someone who's trying to free themselves from their job?

Do any of these benefits tell your prospect how you're going to be able to help them get what they want?

Do any of them really tell them how they're going to make money?

Do any of them tell your prospect how this whole confusing "make-money-from-home-thing" is going to actually work for them?

Allow me to be completely honest with you. I would not place a lot of emphasis on selling your opportunity's benefits at all.

No wait... let me rephrase that:

**Forget About Selling The Specifics Of Your Company
Because It's The Last Thing You Should Be Concerned With!**

In the big picture, this is very poor marketing.

Why?

Because the most important benefit you have to offer your prospect has nothing to do with your opportunity. It has nothing to do with your product. You could even go as far as to say that if you're doing your marketing correctly, these become after thoughts. They almost don't even matter. Almost.

Pouring over these details is getting hung up on all the wrong things.

The reason you shouldn't be worried about selling your opportunity's benefits is because you really aren't selling a business opportunity.

Confused?

Let's pick this up later. Before answering that question I'd like to let it just stew around for a little bit. Keep it in the back of your mind. For now, it's on to Chapter 3.

This whole time we've been talking about pushing people's hot buttons and tapping into their emotions and selling them benefits, but in order for that to even happen there's a whole other puzzle piece that has to fall into place first.

Chapter 3 - The Greatest Sales Secret Of All Time... Sort Of

Here are 13 pages worth of information that can save you and your business from dying a very slow death. It did that and a whole lot more for mine. It not only saved my business, it propelled it to levels of success I thought you only read about in magazines.

But please be careful because what you are about to read is deceptively simple.

You see, the reason I titled this chapter “The Greatest Sales Secrets Of All Time...Sort Of” is because it really is not a secret at all. In fact, it’s actually common knowledge among marketers. But to a sad majority of the one-to-one sales world, it’s one of the great mysteries of the universe.

Most network marketers and career direct salespeople toil endlessly chasing down prospects who were hopeless from the beginning... day after day... psyching themselves up for the next hostile encounter... all in the hope that one day they’ll reach that magical turning point where it all just “comes together.”

When the answer to 85% of their so-called “problems” was right underneath their nose the whole time. And as simple as this “secret” may seem, it is nothing less than the holy grail of sales.

Here it is:

A Prospect That Comes To You Is *Infinitely* More Qualified Than Anyone You Could Ever Approach Yourself.

Let me repeat it again in a slightly different way. I say this with no exaggeration: The quality of a prospect who finds you first vs. someone who you find is so vast that it is literally almost impossible to compare the two. You’re not even talking about the same kind of person.

This is the greatest secret to reaching *insane* levels of business success and yet it is never taught to network marketers.

It’s such an outrageously powerful truth that in order to fully realize the significance of what we’re dealing with here, we should take a quick detour and start with some definitions. This will help put it into perspective.

Here’s the deal: Most people use the words effectiveness and efficiency interchangeably without realizing there’s an enormous difference between the two.

And make no mistake about it: In business, small differences can mean nothing less than total success or complete failure. In business, everything is amplified. Having the slightest edge can make all the difference in the world.

Business is life on steroids.

So what's the difference?

To make a very broad statement: Effectiveness is the big picture, efficiency is the minute details.

Efficiency means becoming excellent at performing any given task. It could be anything, but being efficient just means being able to perform a certain job well, with a minimal amount of effort.

But being effective means taking the overall objective into consideration and figuring out which activities are the most important to reaching that goal and then doing them. Efficiently or not.

Make sense?

It Is Always Better To Be Effective Than It Is To Be Efficient.

Why? Because some activities are much bigger factors in success than others. And the "lesser" activities, no matter how well they're performed, will never give the same kind of results as the core ones.

Let's delve into this a little deeper. Consider this:

The distance from the east coast of the United States to the west coast is approximately 2,900 miles. New York to San Francisco.

Let's suppose that you and I held a race to see who could make it from the Empire State Building to The Golden Gate Bridge in the shortest amount of time. And let's say that each of us is free to choose any mode of transportation we want.

So you decide to make your way across the U.S. on a bicycle.

But not just any bicycle. You've purchased one of the top road bikes money can buy. It's a brand new Trek racing bike with a carbon fiber frame. The wheels alone are worth over \$750 and the whole thing was just shy of \$3,500 on eBay. A pretty good deal.

You've got all the gear too. Everything you need to ride with the best of 'em. Racing shoes... jacket... gloves... helmet... a camelback (one of those cool backpacks you wear that holds like 70 oz. of water and a straw that goes to your mouth)... spare tires... Oakley sunglasses... the works.

You're a pretty decent biker and in fairly good shape, but let's say that we decide not to hold this race until 6 months from now, giving you some time to train and prepare. You

intend on winning this race and to do so you plan on reaching a near-professional level of performance.

Let's take the world's greatest professional road cyclist, Lance Armstrong, and use him as a benchmark. Armstrong holds the record with 7 consecutive titles in the Tour de France, the most prestigious and demanding of all road races.

It's been said that Mr. Armstrong is the greatest endurance athlete of all time. Not only does he have a training regimen that would make most athletes faint, he also has exceptionally unique physical attributes that give him a tremendous advantage over others. For example, his heart is 30% larger than the average person's. This means his system can pump an incredible amount of much needed blood to his muscles as they're being strained.

Not only that, but during intense exercise his body only produces about *half* the amount of lactic acid that most other professional athletes produce. Lactic acid produces hydrogen ion, which is what makes our muscles become sore and fatigued during heavy use. So basically what this means is that when everyone else is huffin' and puffin' and feelin' the burn, he's just barely warming up.

As a result of all these factors, Armstrong's average speed during the three week long Tour de France is a blistering 25 mph. He averages about 100 miles a day. The Tour covers 2,178 miles. Not quite the distance of our coast to coast race, but it's still a good comparison.

Now, "normal" people ride a bike at about 12 mph. And to cover 60 miles in one day is pretty darn good. We know you're definitely above normal, but 6 months of intense training isn't quite going to get you to Lance Armstrong's level. So I think we could reasonably agree that if you utterly devoted yourself and became a top-notch bicyclist, you could probably average about 70 to 80 miles a day.

To keep up this pace consistently would be a grueling and exhausting endeavor for you. It would leave just enough time for you eat, sleep and take bathroom breaks. Nothing more. No time for sightseeing.

If you could do this, you'd cross the continental United States in about 41 days. Not bad.

This is of course, barring any adverse weather conditions that would prevent riding (which you're sure to run into)... and... physical injuries/ailments that would require extra rest time (very probable).

Myself on the other hand, I've decided to take a motor vehicle.

I could take a \$50,000 one or a \$5,000 one. Doesn't matter. At an average speed of 65 mph (very conservative) and driving about 8 hours a day, I could easily make the trip in 5-6 days.

And I wouldn't even have to be in shape to do it. I wouldn't need to prepare or do any kind of training whatsoever. I could be the laziest person in the world and I would still whoop you. *And* I could take my sweet time. I could stop and enjoy myself in a city for a few days. Relax, have some nice sit-down dinners, take some tours, catch up on some history. Or, if I actually *felt* like pushing it, I could cut the trip to 4 days no problem. And only the most severe of weather conditions (earthquakes, flash floods, arctic blizzards, meteor showers, etc.) would affect my ability to traverse the country.

So what you say?

Well, here's the "so what" of it: You could become the most efficient bicyclist in the world (even as good as Lance Armstrong)... absolutely master your technique... equip yourself with the very best gear and equipment available... push yourself to the breaking point like a merciless task master, and yet, anyone with a worn-out, rust-bucket of a car could beat you without even trying, simply because they're using a more effective mode of transportation.

(Of course the really smart person would just fly and make the trip in a matter of *hours*).

Bottom line: It does no good to be efficient if you're not being effective. In fact, sometimes increasing your efficiency can actually mean sacrificing your effectiveness.

Anytime you're trying to accomplish something (make lots of money, sell a product, sponsor people into your business) there are certain activities that are going to be much bigger factors than others in helping you achieve your goal.

And the single most important thing you can ever do in any endeavor is to identify those activities which are the most effective and focus the majority of your energy on those activities. This will give you that "burst" of results you so desperately need to get over the initial hurdles that anyone faces when first starting out on a new venture. Which in turn, will dramatically improve your chances for long-term success. Then, once you've got the core activities down pat, you can begin paying attention to the other, finer details.

This Is Why Some People Make It Look So Easy, While Others Slave Away Just To Get By.

The ones who make it look easy have a fanatical obsession with sticking to the basic, core fundamentals and if all the other stuff gets ignored in the process, oh well. At least the essentials get taken care of.

Whereas the people who can never seem to get ahead or reach that "breakthrough" point are the ones who worry themselves silly over perfecting all the non-essentials which – in the big picture – have very little effect on their overall success.

Why do people do this?

Usually it's just because of misinformation.

But sometimes it's because it's easier to do the non-essential activities than it is to do the essential ones. It may not take as much thought or effort. And some people like to keep themselves busy with all the unimportant stuff so that they feel like they're doing something worthwhile.

One thing's for sure though: Being efficient without being effective is one of the fastest ways to burn yourself out and get absolutely nowhere in the process.

Back to our little race example.

You can see from that illustration just how easily (and effortlessly) someone who is being effective can beat someone who is being efficient. *And...* not just beat them by a little bit... but by a WHOLE LOT.

But I know what you were thinking as we were talking about that.

You were thinking this is a pretty ridiculous example. Weren't you? Only an idiot would try to beat a car with a bike, right?

Well, I'll tell you what, it happens all the time in business. To that much of an extreme too.

To bring this discussion back to what we started talking about:

**The Difference Between Someone Who *Attracts*
Customers Versus Someone Who Chases After
Them Is Literally That Dramatic. No Exaggeration.**

Not only does the person who attracts people to them get results that are 5x, 10x, even 20x greater than the other guy... but the results also come much, *much* easier.

Let me explain how this whole idea of efficiency vs. effectiveness applies to what we do.

In network marketing we're taught all kinds of different techniques for recruiting people and growing our businesses. A lot of time and energy is spent trying to become proficient at these techniques. In fact, one could literally spend years of their limited time on earth mastering them (and many people do).

The first step we're told to do is, of course, create the names list. We scour church and school directories... wedding lists... address books... piles of business cards... in order to squeeze out every potential. This is our initial source of contacts. However, this quickly runs out if you make even a half-hearted attempt at building an organization.

Where to turn from there when looking for prospects? Well, you can use mental games like word association to come up with a few more names, but eventually you need to branch out. The referral approach is an ever-popular MLM tactic. Some people even join groups or clubs *specifically* for the purpose of meeting people and prospecting them!

And then don't forget the infamous "3 foot rule" (or "30 foot rule" depending on who you're talking to), where every living organism within arms length of you has the pleasure of falling victim to whatever creative pickup lines you can scheme up.

At a certain point it becomes obvious that these antics will only get you so far and what most people end up resorting to is buying opportunity leads that have been sold to about 27 other people as well. For anyone who's ever done this, we all know that there's really nothing quite so enjoyable as making 120 dials a day to talk to maybe five real people who actually know why they're getting a phone call from you.

These are all different ways of finding people. But once you've found a prospect, there are also many different ways to communicate your message to them.

We've got the time-honored one-on-one appointment where you sit them down and just straight up "show 'em the plan." You can also do this with your upline to help you out and give you that extra credibility "umph!" you need to convince the prospect. This also applies to the telephone with the much-sought-after 3 way call method. Again, the idea here is to leverage the experience of your upline.

Yet another way to do it is to hand the prospect an opportunity DVD or CD (and then come pick it up the next day).

And let's not forget the classic business opportunity meeting. Whether in the home, an office building or a hotel, these are always sure to draw an enthusiastic crowd. There's the routine weekly meetings, but then there's also the special "big-name-top-dog-from-out-of-town-who-rakes-in-\$55gs-a-month" meetings. When these life-changing events take place all the distributors are whipped up into a frenzy of activity trying to get anyone and everyone -- even homeless people off the streets -- to the meeting. Because if this guru can't get them to sign up, no one can.

In any case, it seems like everyone has a different way of doing things and every upline has their own unique strategies they teach to their distributors. A lot of it is simply personal preference. Certain methods just work better for some than they do for others.

Some people go for the hard close the very first time they sit down with a prospect, whereas some people like to go through a multi-step process, sometimes going through 3, 4, even 5 different meetings before attempting to close the deal.

But in all honesty...

...It Really Doesn't Matter.

You could be putting a gun to people's heads to get them to look at your business or you could be giving them \$1,000 bucks hard cash, and in the big picture, you're actually wasting your time more than anything. Because you see, when it comes down to it, all these techniques – every one of them – all they are is simply different variations of ways to approach people. And approaching people is not an effective way to market.

You can become highly efficient in the old network marketing methods and still be completely ineffective in your business.

Why? Because as long as you're forcing your message upon people who didn't have any interest in the first place, all the appointments, the dials, the opportunity DVDs, the business presentations, are going to have a very limited effect. No matter how proficient you become at them.

And I'm not saying that what you do with a prospect after you find them isn't important. It is. What I'm saying is that you shouldn't even think about mastering that step until *after* you're able to attract the right prospects to you.

Do this and you'll be miles ahead of everyone else. Being effective is about getting the most bang for your buck. Maximizing your return on investment (whether that investment is time, money or effort).

People like us are insanely busy. Everyone in America today is running on over-drive, but people who start a home based business live such jam-packed lives, sometimes I don't even know how we function. Half the time, I'm so busy I forget to eat. Literally.

Because time is at such a premium, we're forced to make choices about what activities are going to receive our attention. Therefore, it's critical that you know which ones are top priority. You have to pick and choose your battles. The fact is, if you want to get ahead, you simply *cannot* afford to expend your valuable time on anything but the most important of activities.

Typical network marketing prospecting methods – which, if you follow, will have you devoting massive amounts of time and energy into one single person who couldn't care less anyway – represent a very poor return on your investment.

The purpose of all these different methods is to help you be more *efficient* at sponsoring people into your business.

For example, the whole point of getting someone to a meeting is so that they can see a better presentation of your opportunity than you'd be able to give by yourself.

You get to put them in front of a dynamic speaker who can give a more captivating and persuasive pitch than you can. They also lend more credibility (hopefully) by showing that they are someone who's been successful with the opportunity.

Also the presence of other people at the meeting shows that it's more than just you who's in this thing. And as your prospect meets other distributors afterward, they can help back up any points you've already made.

These factors are all meant to increase your chances of signing up your prospect. But while they try to do that, there is a far more powerful way of accomplishing this that almost everyone completely overlooks.

Think about it: Why is it we're always just *dying* to get our prospects in front of a killer business presentation by one of our top upline stars? It's so that the upline can sell them, right?

Well know this: The process of selling someone does not start when you open your mouth, it starts way before that because...

**The Most Surefire And Effective Way To Sell Someone
On Something Is To Find The People Who Don't Need To Be Sold!**

They've already sold *themselves* on what you have. And when I say "find them," I really mean putting yourself in a position where they can find you.

It's like Eugene Schwartz said: "Anytime you sell anything, the demand has to exist *before* you even walk into the picture. No matter how great of a salesman you are, if the demand is not there, you are going to fail."

All we're trying to do as salespeople and business owners is leverage off of the desires and interests that people already have. By tapping into demand instead of trying to create it, you're going with the flow of the river rather than trying to paddle upstream.

After all, the whole idea here is to make it as easy as possible right? I mean, why put yourself through sales-hell trying to convince people who just wish you'd leave them alone?

Adhering to these simple concepts will do far more to increase your chances of signing someone up than any of that other stuff ever will.

Anytime a person has already convinced themselves of something, it is immeasurably more powerful than if you or someone else convinced them of the same thing.

It gets even better though. If someone is already interested in what you have to offer, that's great. But you still have to find them. Which is how we get the whole "everyone is a prospect" mentality in our industry. Because you just never know, which is why you have to hit on everyone to find out, right?

Wrong.

See, there are people who have an interest in something but are passive about it... and then there are people who have an interest in something and are actively pursuing it. These are the people you're after.

And the great thing about it is, they make it really easy for you to find them.

People who really want something are out there looking for ways to get it. They are not sitting around just hoping that someone will randomly call them or knock on their door or bump into them when they're at work. No. When a person has a true interest in something they read books about it. They flip through magazines relating to it at Barnes & Noble. They do research. They go on Google and browse the web. Looking... Searching...

Which is exactly when you want them to find you. A prospect that goes out of their way to look for information is the best kind of prospect you can have (besides one that's already bought from you).

When you're able to capture people's attention and give them your message as they're in the process of looking for info, you've caught them at the absolute peak of their interest level. They're the hottest they can get.

Now you're no longer approaching people. You're attracting them

And this is the first and foremost thing you need to do to make sure you're being as effective as possible because...

**A Mediocre Sales Message Given To A Red-Hot Prospect
Will Always Give You Better Results Than A Whole Bunch Of
Red-Hot Sales Messages Given To An Indifferent Prospect.**

People can literally spend their *entire* lives in sales and never even comprehend what we're talking about here. They're convinced that the only way to do it is to just mindlessly chase after people and cram information down their throats whether they like it or not.

But this "secret" of attraction seems so self-evident to me that I almost feel a little bit silly being so redundant about it.

You know what though? I'd rather be redundant than flat-broke and flat-broke is where most network marketers (including myself) have wound up because of failure to grasp this simple and "obvious" concept.

When I say that it's the most important marketing fundamental you'll ever learn, I couldn't be more serious.

What grounds do I have to say that? Well, let me give you some real examples to show you what I'm talking about.

I had a new distributor one time who was from Mexico. His name was Abdiel. He was one of the most sincere and genuine persons I've ever had the pleasure of knowing. He also had a tremendous work ethic. No excuses. No procrastinating. Just the type of person who simply gets the job done. He was truly a delight to work with.

For all that Abdiel brought to the table though, he was lacking the one skill set that will help a person the most when they're first getting started in this business: Sales skills.

Most people start with little or no sales skills, but Abdiel's were... in a word... horrible. He was a computer programmer by trade and very analytical, which may have explained things a little bit. Of course, he also had to overcome the challenge of English being his second language.

There's a tool I was using at one point called the sales skills assessment test. It measures a person's sales skills and then it also tells them what areas they need to work on improving. The highest score you can get is 100. The average person usually scores in the upper 50-60s. A few people score in the 80s or even the 90s. Abdiel scored a 15.

His skills were so bad that my upline actually told me, "Ann, you might want to reconsider sponsoring this guy." My upline had never said that to me before.

I knew that things would be tough for him getting started in this business, and I told him so. But he was as determined as ever. And I never turn someone down if they're still dead set on it even after I try to talk them out of it. So we got started.

Abdiel's situation was this: He moved here with his wife and two young children, a boy and a girl. He had no family in this country other than that. He worked a full time job and together with his wife already owned 2 businesses, a bakery and a fitness business (this is totally aside from network marketing, mind you). Like I said, very hard working. But the point I'm trying to make is that he was *incredibly* busy. He squeezed in training every spare moment he could, but he was only able to do so much. He had about 10 hours a week set aside for his network marketing business.

I'm a firm believer in getting people into action as soon as possible, but when Abdiel came to me after a month and a half and said he was ready to start working leads, I was very hesitant. To put it bluntly, I thought he would get *killed*.

I was wrong.

In his first month working phone leads, he sponsored 3 people. The next month he sponsored 5 people and from there he went on to become one of my most consistent and predictable business builders, steadily bringing in at least 5 people every month like clockwork.

Considering that the average network marketer sponsors a whopping 2-3 people in their entire *lifetime* with a company, this is pretty darn good. If you can sponsor 3 people in one month, you're already doing better than 95% of MLMers. 60 people a year (5 or more every month) is some serious action!

And this was all done without talking to a single person he knew.

Let me ask you: Do you think a computer geek with absolutely no sales skills who moved here from another country and who had about 10 hours a week to work his business would have been able to do that had he been forced to prospect people who never asked to be prospected?

No!

He was able to do it because the amount of actual selling he had to do by the time he talked with these people was about 10 times *less* than what it would have been had he been approaching them about his opportunity. If they had been cold, hostile, disinterested "prospects," it would've been a different story.

Could one make the argument that it was Abdiel's sheer will and determination that helped him accomplish this?

Sure. There's no doubt that Abdiel had a big "why." But was that the sole factor in his success? I think not.

But just for argument's sake, let's say that's the case. Then the question is: What about the other people I worked with in my organization who were using the same marketing system? How did they fare? If it was purely Abdiel's "why" that accounted for his results, then surely the others didn't do so well.

Well, here's just a few other examples:

- Christian Marquez - Consistently sponsored 6-8 people a month. During one 11 day period he sponsored 9 people.
- Katherine Nyby - Had been a sales rep for numerous companies before starting network marketing. She sponsored 5 people in her first week and then went on to sponsor 15 people a month after that!
- Nancy Christenson - One of the most consistent and reliable business builders I ever had, bringing in no less than 5 (usually closer to 8) people every month.
- Kagwiria Makhulo - Sponsored 8 people or more every month with a 25% closing ratio (she sponsored 1 out of every 4 people she talked to!) She's brought in well over 100 people in our time together.
- Candace Hogan - Sponsored 9-10 people a month. (I should add that she was only contacting 1 prospect a day – most people were working with 2 a day. So that's

roughly a 30% closing ratio). She actually sponsored the first two prospects she ever talked to.

- Scott Rogers - Sponsored 8 people in his first month and continued to sponsor anywhere from 15 to 18 people every month after that. In a fairly short amount of time he's personally sponsored almost 90 people.
- Brad Aden - Was in for no longer than 2 weeks and he had already sponsored 8 people! 15 a month was normal for him.
- Sherry Higdon - Averaged over 20 people a month. In her biggest month she sponsored 26 people.

Think about that. 26 people in one month. For crying out loud, most people are hard pressed to come up with 26 different people to *talk* to in a month, let alone sponsor that many!

You can see what happens when you combine a well-oiled marketing system with someone who already has highly developed sales skills. The numbers are, well, exciting to say the least.

I remember when I used to go to opportunity meetings. It was a *really big deal* if someone had more than 1 guest with them. I mean the rest of us were just in awe. "Wow! Did you see Julie over there has got 2 PEOPLE with her tonight? Boy, she is really moving."

If someone had more than 2 guests? It was as if they were Zig Ziglar himself!

Imagine if someone was bringing 2 new distributors to every meeting. Or 3. Or 4.

But actually, that probably wouldn't happen anyway because when you scrap the whole warm market/3 foot rule approach there's no need to go to meetings.

But I think the number that I most want to share with you is this: The percentage of my active business builders who were sponsoring people on a regular basis. I think this statistic speaks more about the effectiveness of the marketing strategies I'm telling you about than any of the other numbers.

I could have just taken my very best people and used them as examples just now, but for those 8 or 9 people that were getting results, I could have had hundreds of others who were getting nowhere.

So, what was the percentage?

100%.

Yep, you read that right. 100% of the people that I sponsored who joined with the purpose of building a business were consistently sponsoring people on a regular basis.

What percentage of the distributors at your opportunity meetings would you say are consistently bringing in new people? I can tell you that at my old meetings it was *maybe* 5%. At the most.

This incredibly high success rate had nothing to do with me being a great upline and everything to do with my team using consultative sales techniques and being provided with a constant flow of red-hot prospects.

Is it possible to do it using the archaic, ineffective methods of old? Sure.

There are enormous network marketing incomes that have been built this way and a few people every now and then still do it. But then, a few people every now and then also win the lottery. And again, why take a bike when you can take a car? There's a much easier, much faster way to do it.

Chapter 4 - What Are You Really Selling?

Okay. So we know we need people to come to us instead of us chasing them down. How does this happen?

I'm excited because now we're really going to get into the good stuff. Here's where we take everything a step further. The previous chapters have been some fairly standard stuff that isn't normally taught in MLM. But now we're going to get into the methodologies and strategies that the vast majority of network marketers, salespeople and even traditional business owners don't know about.

First things first. Remember where we left off at the end of Chapter 2?

If we're going to figure out how to attract people, we need to figure out just what exactly it is we're selling anyway. Sure, we sell people a business model... but we need to delve deeper than that. What are we *really* selling?

Let me ask you a question.

Do you think that anyone who's ever wanted to shed 15 lbs has ever said to themselves, "Gee, I just can't wait to go drop \$199 bucks on the newest, zaniest exercise machine out there."

Or, "Boy I sure am excited to find out who's selling the latest miracle diet pills so I can order them."

No.

Someone who's trying to lose weight is worried about how in the world they're going to look good in a swimsuit before their mid-winter vacation to Florida.

Does anyone go to the store and buy a bottle of dishwashing soap because they were just *dying* to have a bottle of Dawn sitting by their sink? No. They bought it because they needed to clean their dirty dishes.

Did anyone ever buy a computer because they just suddenly had the urge to spend a thousand dollars on a metal box that sits on their desk? No. They bought it because they needed to do something – type up documents, research things on the internet, play games, whatever – and a computer just happens to be a good tool for helping them do that. If it was something different besides a computer they wouldn't care, just as long as it got the job done.

Here's what I'm getting at:

People Don't Buy Products. They Buy Solutions.

This is the hidden key to marketing. Nobody buys anything because of what it is. They buy it because of what it will do for them. They buy it because they have a problem that needs solving and they believe a given product will be able to do that.

Every single person who has ever built wealth for themselves has done so by solving other people's problems. That's the formula for making money. People are willing to pay money for solutions.

Think about all these different industries: Real estate investors provide housing (solution) for people who need a place to live (problem). Automobile manufacturers provide cars (solution) for people who need transportation (problem). Television studios and film production companies provide entertainment (solution) for people who are bored (HUGE problem) (the "boredom-killing business" as Peter Finch calls it).

The bigger the problem, the more money there is to be made in selling the solution.

Remember how in the first chapter I said that everyone is a salesperson whether they realize it or not? Well, this idea of selling solutions doesn't just apply to salespeople and marketers as you and I would traditionally think of them.

Businesses have problems that need solving too. As a business starts to grow the owner doesn't have time to do everything themselves. They need to hire employees to help them out. The more complex the problem (the position needing to be filled), the more valuable the solution is (the salary the business is willing to pay).

That's why someone who flips burgers at McDonald's only gets paid minimum wage. The problem that the McDonald's Corporation has of finding someone to flip the burgers is something that is very easily solved and therefore they're not willing to pay a lot of money for the solution.

So what about you? By now you've probably guessed what it is that *you're* selling.

That's right, a solution! Not a business opportunity.

Nobody just wakes up one day and says, "Hey, I think I'll become a network marketing distributor!"

No.

They've got problems they need to fix that have been brewing around for some time.

They have goals and aspirations they're dying to fulfill but they know they'll never be able to the way things are going. They know there's more to life than the rat race but they don't know how to get out. They can't stand their job but they know if they switch it'll

just be the same thing all over again. They desperately want to have the freedom to do what they want, when they want and with whom they want.

And they've just heard that network marketing might be an answer to all this.

Just ask yourself: If you could accomplish everything you've ever wanted in life through some other vehicle besides MLM, would you care?

Heck no!

All Network Marketing Is, Is A Means To An End. Nothing More.

Which is why you have to stop pushing your opportunity on people. Nobody cares. They don't want a business opportunity. They want a solution. We're not in the opportunity business. We're in the problem solving business.

The reason this is so important is because if you don't know what you're truly selling your prospect it causes you to give them the wrong information. It causes you to put your emphasis on all the wrong things and as a result, you totally miss your chance to connect with them. They move on to someone else.

What exactly does this mean for you?

You have to have a major shift in strategic direction because in our industry we become brainwashed to do things a certain way. What you've got to be able to do is show your prospect that you have a real, viable solution for them and not just another dime-a-dozen-biz-opp.

In order to accomplish this, there are three main things you have to do:

#1. Sell yourself

#2. Sell your marketing system

And #3. Do so through educational marketing, not the traditional sales methodologies you've come to know and love.

Please think carefully about the next couple paragraphs.

Starting a business is an absolutely terrifying thought for most people. It's a whole new world for them that they don't have the slightest clue about. They're completely lost in a sea of offers and opportunities coming at them from every direction, all claiming to do the same thing – make their dreams come true. There's so much of it, they don't know where to start or what's right and what's wrong.

They're so desperately in need of direction that they'd give anything for a real person who would just guide them and show them how to do it. This is an incredible need your prospect has that must be filled. People are looking for someone to follow more than anything else. In fact, more people choose to go with a particular company because of the person who sponsored them than for any other reason.

This means that...

**You Have To Sell Yourself Before You Even *Think*
About Selling Your Opportunity.**

In fact, if you can't do this, forget about ever bringing up your company because it's almost irrelevant.

80% of your prospect's decision is based on you and the value you give to them. Your company does have a part in the equation, but you play a much bigger role.

Think of it in terms of supply and demand.

Perhaps you've been taught that the best way to attract people to you is to have strict qualifications and requirements for them. Use some "reverse psychology" and make them sell *you* on why you should work with them. Like an employer/employee type situation.

The thinking behind this is that the harder something is to get, the more people want it.

This is certainly true, but there's a catch with this whole methodology: It only works if you have something valuable.

The problem with our particular situation is that business opportunities are not hard to come by. In fact, if things don't work out with you there're a hundred others they can go sign up with in the blink of an eye.

The law of supply and demand dictates that when there is an abundance of something, its value decreases. People don't want it as much and they won't give up a whole lot to get it.

Well, in the home based business industry there is an overflowing abundance of opportunities that are available to people. This means each opportunity has less perceived value in the eyes of the consumer (the opportunity seeker). So in order for us to even have a prayer of making it, our offer has to immediately stand out from all the others. We have to increase its perceived value.

This means, it is incumbent upon us to show the prospect that we are worthy of their time and attention, *not the other way around*.

The ball's in their court. They don't need us, we need them. This might fly in the face of what you've been told. Yes, your prospect does need a business if they're going to accomplish what they want in life, but we're not the only ones out there offering it to them.

It's like this in any industry. The more competition there is, the more each business has to differentiate from the rest. They have to constantly strive to provide their customer with a better service... a better product... a better experience... or they'll become obsolete. They'll be passed up.

This is the situation you and I find ourselves in.

How do we increase our perceived value and therefore our demand? The only way to do this is to stop peddling our opportunity and start selling ourselves. Why should they do business with us? What do we have to offer that others don't?

Business opportunities are a dime a dozen, but leaders who can help other people succeed are not.

When you have the mindset that you're the one who needs to sell yourself, then you do in fact become different from everyone else. By positioning yourself as someone who has a lot to offer people you stand apart, and by virtue of that you are in short supply. Which in turn puts you in high demand. Then you *are* in a position where you can pick and choose who you're going to work with.

You see, those who strive to offer excellent service are always a rarity and therefore everyone wants to work with them.

Remember the recurring theme that I gave you in the very first chapter? All good sales and marketing starts by putting the other person first.

Well, here's my version of the famous JFK line:

**“Ask Not What Your Prospect Can Do For You,
Ask What You Can Do For Your Prospect.”**

Is this starting to make sense?

As business owners, when we put ourselves in our prospect's shoes in order to understand what they want, we're able to serve them better which makes us more valuable to them. As a result our business grows, in turn making us more money.

So let's talk about selling ourselves. What exactly does that mean? There are two parts to the equation.

The first and more obvious part is letting them get to know you as a person. What your background is... where you're from... what you like to do... what your family is like... some of your beliefs and values... etc.

This is important because if someone is going to do business with you, they have to like you. People want a real human being they can identify with. So don't be afraid to be yourself. Don't be afraid to be "normal." It's important to be professional, but don't be *so* professional that you kill your personality. This happens to all too many salespeople and there's a real danger in it.

People hate dealing with cold, faceless companies that treat them like just another number. This kind of environment absolutely murders sales. You don't want to be so professional that you give off the "corporate" feel.

People want someone who knows what it's like to be in their shoes. Someone who's been there and dealt with the problems their dealing with. *And* – someone who is genuinely interested in their success.

Let me give you some rock-solid statistical examples of how effective it is to promote yourself.

Example #1: One of the methods I use to promote my websites is Google Adwords. These are the little ads you see off to the right hand side whenever you do a search for something on Google.

One of the domain names I have is www.annsieg.com, but I also have a number of other domain names that in the past have pointed to the same website. The reason for this is testing.

I'm constantly tweaking and changing things in my marketing to improve its performance and optimize it over time. The most common way to do testing is a simple A/B split test. This is where you take two identical versions of something (an ad, a sales script, whatever) and you change just one thing, one variable. Then you use both versions for a given amount of time or a given amount of actions (a sale or a click for example) and you see which one performs better. That way you know exactly what change made the difference. You ditch the loser and keep the winner. This is one of the biggest secrets to business success.

So, when you put together one of these ads on Google, you're able to choose your "display url" which is the website address that people actually see on your ad.

And when you run these ads, you're able to track what's called your "click-through-ratio" (CTR). This is simply the number of times your ad was clicked on divided by the number of times it was shown. The resulting percentage is your CTR.

Well, I did a few tests where the variable I changed was the display url. The results truly shocked me.

I thought for sure that my other domain names that used familiar industry terms in them (for example www.MLMbusinessschool.com) would far outperform the domain name that was simply my first and last name. Right? Made sense to me.

Boy was I wrong!

In test after test, the domain name www.annsieg.com consistently outperformed all of my other “network-marketing-sounding” domain names by 29%, 53% and even as much as 81%!

In one test, my CTR went from 2.2% to 4%. Think about that. Nearly twice as many people clicked on one version of the ad versus another simply because I was using my own name instead of a more general url! That’s powerful.

I’ve got a whole bunch of other domain names too, like...

networkmarketerpro.com
MLMtechniques.com
scienceofduplication.com

Every single one of them was outperformed by annsieg.com.

Example #2: On my home page I tested a version with my picture and a version without my picture.

Guess what? My conversions increased by adding my picture. A 15.9% increase to be exact.

Now keep in mind: In marketing, everything should always be tested. These are great examples but that’s not to say they’ll have the exact same result *everytime*. There are variables that can come into play that can alter things. For example, some people’s names are much longer than others. Mine happens to be fairly short and compact, so I haven’t tested a longer url with a longer first and last name. You may want to.

But the point is, these examples just show how much people are looking for a real person to do business with, not just a faceless company.

**Anytime You Add A Personal Human Element To Your
Sales Message, It Almost Always Increases Your Conversions.**

So don’t be afraid to put yourself out there – it makes your offer more believable.

There is a catch though.

It isn't enough to *just* sell yourself. People won't respond to you unless they see a lot of value. So...

**You Have To Sell Yourself As A Person... But *More Importantly*...
You Have To Sell Your Ability To Help Them Get What They Want!**

Promoting yourself before your opportunity only works IF you convey this ability in your sales message.

It all comes down to answering your prospect's question of "what's in it for me?" because in the end, the only reason anyone does anything is if it clearly benefits them.

You can be the most likeable person in the world but ultimately if they don't see you as being able to help them, it's not going to do you much good.

Does this make sense? Do you see the difference?

The key to this whole business of attracting people is positioning. You have to be positioned as an expert who has enough valuable insight to give that you are worth seeking out. You can't do this by offering the exact same thing everyone else is – a business opportunity. You have to give people more than that. You have to give them leadership and know-how. You have to stand apart from the rest of the crowd and the only way to do this is by selling yourself.

See, people want to be told how to do it. They want to have it all laid out for them in simple steps. They want someone to guide them and help them navigate their way through the rough waters of building a business. This is what they're looking for in a sponsor. They want to know if you're able to do this.

It's very important that you establish this first, before you begin to tell them about your personal life.

I see a lot of marketers making this mistake on their website, their brochures, their business cards, etc. Yes, it's important to give your personal story... but it cannot be the first thing your prospect sees or hears. This is putting the cart before the horse. A lot of MLMers lose a lot of prospects by doing this.

Note that there is a difference between giving your personal story and using personality in your message. You can sell yourself *through* your personality at the same time that you're selling your ability to help them.

How do you do this?

At the end of Chapter 2 I said that you shouldn't even be worried about selling the benefits of your company because the most important benefit you have to offer has nothing to do with your opportunity.

You can sell your comp plan and your product all you want but it still leaves the question wide open about how they're going to actually build their business. The mechanics of it all.

Since the beginning of this book, I've been hammering home the point that your sales and marketing methods are the most important element in your business.

The reason for this is because now we have the answer to our question: The most important benefit of your offer is the marketing system that you use to build your business.

**And That Is What You Should Really Be Selling To
Your Prospect: *The Way* In Which You Do Business.
This Is How You Sell Your Ability To Help Them Succeed.**

Put every other feature of your opportunity on the back burner (for now).

By offering them an effective marketing system you're giving them so much more than just a biz opp. You're giving them a tried and tested, surefire way to build not only your opportunity, but any business they choose to become involved with at any point. This knowledge is more valuable than any breakthrough product or "ground floor" opportunity.

Because if you know how to implement effective marketing techniques, you can go into *any* legitimate network marketing company and make an absolute killing. It doesn't matter what the product is, who your upline is, etcetera. Sure, you'll make a little more with one versus another because of differences in the comp plan and bonuses and other things like that... but if you've got the marketing down, you can make an obscene income no matter where you go.

This is what you need to stress to your prospect because this is what differentiates you from everyone else out there who's still stuck in the stone age dragging people to home meetings and making endless phone calls.

But here's the thing: It isn't enough to just tell your prospect that you know what you're doing. It isn't enough to tell them your marketing strategies work.

It's all fine and dandy if you know **WHAT** you need to communicate to them but if you don't know **HOW** to communicate it, you may still end up sounding like a broken record player.

You could say things like:

“I’ve got the best marketing system you’ll ever find for building a home based business.”

Or...

“Helping you make money is my #1 priority.”

But these just sound like more of the same old vague, empty claims they’re used to hearing. You have to prove it to them.

If you can’t show your prospect that you’re knowledgeable about building a network marketing business, why would they have any reason to believe you’ll be able to help them build one?

How do you go about doing this?

Chapter 5 - How To Get Your Prospects To Sell Themselves

Listen: I want to let you in on one of the dirtiest secrets of your network marketing/business career. If anyone tells you there is no secret to MLM success – just hard work and dedication – they’re wrong. Dead wrong. There absolutely is a secret, they just aren’t aware of it. Here it is:

Don’t Market Products Or Opportunities. Market Information.

This process is called educational marketing and it’s the answer to your problems. Putting it to use can easily increase results 100-1000% or even more for someone who was previously using “harassment” marketing techniques.

It is the key to attraction because in order to attract people to you, you have to be positioned as a leader. In order to be positioned as a leader, you have to show that you know what you’re doing.

The way to do this is to teach people how to build a business *before* they actually join your business! Don’t tell them you know what you’re doing. Show them and let them draw the conclusion themselves. In fact, you want to teach them *regardless* of whether they intend to join your company or not (don’t worry – I’m not talking about doing this one-on-one).

Remember, people aren’t actually looking for an opportunity. They’re looking for a solution. They want to know if they’re actually going to be able to be successful in some kind of business endeavor. By giving them no-nonsense business building advice, you’re showing them how they can be successful. You’re giving them a true solution – not just a nice idea that doesn’t hold any water.

You have to lead with this business-building info first because everyone is resistant to becoming involved with an opportunity where they have to spend time, money and effort... all without even knowing if it’s going to work at all.

This is a very hard thing to sell to someone.

People are afraid to commit because they don’t want to get screwed.

THE NUMBER ONE CAUSE OF FEAR IS LACK OF KNOWLEDGE.

By educating them, you’re eliminating this fear *and* you’re making a friend out of them.

It’s a much easier sale to make as well because EVERYONE wants information. There isn’t a single person on this planet who doesn’t want advice and facts that are genuinely useful to them.

And what the information does is it sells your business indirectly, because it sells the need for it. It gives them the low-down on how to really build a home based business... which leads them to the conclusion that they need good sales and marketing strategies in order to be successful... which, hey, what do you know? You just happen to provide through your opportunity. What a coincidence.

This way, your business becomes an add-on sale and add-on sales are always easier to make than the initial sale.

You've heard the saying before "it's easier to keep existing customers than to get new ones." Well that saying always kind of went in one ear and out the other for me. It never really hit me until I understood that one of the biggest reasons people don't do business with you is because they don't believe you. If they're already a satisfied customer (i.e. - if you've held up your end of the bargain and delivered good material) you've eliminated the believability factor. You've earned their trust and your opportunity just becomes the next logical step.

The most successful and wealthiest people in any field – not just MLM – don't market their products or services. They market their knowledge. They market highly valuable information that is of great interest to their target audience. "How to" information that pertains to and *leads into* what they actually sell.

Just look at real estate agents. There's a lot of parallels between their profession and ours. For the most part, they're free to market their services in whatever way they choose, just like we are. Many of them resort to second rate prospecting methods, just like most MLMers do. Names lists... referrals... the works. (This is a little bit more effective for real estate agents than for network marketers, but not much).

But the ones who *really* attract a lot of business to themselves are the ones who put their knowledge out there for people.

They don't push their services hard-core, they offer useful, relevant information to people that will help them make better decisions when it comes to buying and selling real estate. They hold community education classes. They put on seminars. They publish special reports and newsletters that are filled with tips and advice. They write books.

"How to sell your home faster by taking it off the market!"

"The single best investment you can make when selling your home to increase its market value."

"Seven questions you should immediately ask a real estate broker before you even consider letting them list your house."

"Why you should never even think about having an open house!"

“2 clauses you should almost never put in your contract of sale.”

These are actual segments I picked out from a few different ads for some real estate classes.

And people gobble this stuff up. They love it. Everyone wants to know the “inside scoop.”

And then when it does come time to hit the market and make a purchase, who do you think they’re going to call? The gal who’s passing out business cards at coffee shops or the one who’s established herself as an expert and proven that she knows what she’s doing by educating people first?

It’s a no-brainer.

**This Is The Great Secret Of All Gurus. They Write
Articles. Speak At Conferences. Do Interviews.
Publish Books. Start Newsletters. Write Some More Articles.**

They give away free information.

Business flock to people who are positioned as experts. They don’t have to sell their products because people will automatically buy whatever they endorse.

Just take a look at some well known gurus like Robert Kiyosaki, Donald Trump and Robert Allen. People practically trip over themselves to buy anything that has their name on it.

Now when it comes to doing business like this, through educational marketing, the most important factor – and I really don’t stress this lightly – is this: The information you give your prospect has to be useful information that offers value by itself. It cannot be a shameless sales pitch disguised as educational content!

You have to let them know at some point you have more to offer, but the content – not the pitch – has to be the focus.

The most valuable resource on earth is time. It’s the only thing you can’t get more of.

When you ask your busy, stressed-out prospect to listen to what you have to say, you’re asking them to give away that resource. So you have to make it worth it to them.

When confronted with a message of some sorts, they immediately run it through their mental filters, “Is this going to be a waste of my time or not?” If the answer is yes, they discard the message without thinking. If otherwise, they give it their attention.

So you need to ask yourself: Is your message a waste of your prospect’s time, or not?

**The Problem With Traditional Sales Methods Is That
There's No Value In A Plain Old Sales Pitch. Your Prospect
Has Better Things To Do Than Listen To One.**

The people who get the most business and who capture their prospect's attention are the ones who offer the most value in their marketing message itself.

The sales pitch that stands alone is outdated. Obsolete. That's a dead technology. In today's fast-paced world where we're inundated with hundreds, even thousands, of advertisements every day, people don't have time to listen to yet another offer.

The only way you can get someone to pay attention to you is by giving them material that really helps them solve problems and stimulates their thinking process. You have to use your message to educate them, not sell them. It literally has to be a product in and of itself that improves people's lives.

Here are some examples of the kind of information that attracts people in our target market:

"8 little-known secrets to help guarantee your prospects open all your emails."

"How to use simple, three minute, viral videos on YouTube to bring in a flood of free traffic for your business."

"11 easy techniques you can implement right away to dramatically improve your personal communication skills."

"How to write ads that are so good they're harder to ignore than they are to read."

"The truth about working from home and what it really takes to run your own business."

"7 attributes every leader shares."

"How to setup an automated email sequence that educates your prospects for you and multiplies your personal sales power by 100."

"10 steps you can take to make sure your business remains a long-term asset...not just a short one-time fluke."

"The biggest reason why 70% of network marketers never make it passed their third month in the biz."

"How to make money from people who leave your website."

Who do you think your prospect would rather work with, someone who provides them with this kind of meat and potatoes info or someone who's desperately breathing down their neck to sign up? It's a no-brainer.

Don't just tell your prospect you're here to help them. *Show them*. Actions speak louder than words.

The best way to prove you're interested in someone's success is by investing in them first, before they ever commit to you.

This harnesses the law of reciprocity which more or less says "you reap what you sow." If you go out on a limb for someone first, this makes them feel inclined to give back to you. It almost gives them a feeling of responsibility to do so.

I'm a voracious student of sales and marketing and I try to improve my understanding of it wherever I can. I receive information from a lot of different marketers who are all selling products or services of some kind and the ones who always get my business are the ones who prove to me they know what they're talking about before I ever buy from them.

A couple people in particular send me such incredibly good material for free that when I am ready to buy something, I literally feel like I owe it to them because they've done so much for me already. Not only that, but if their free stuff is so good, how valuable is their actual product they charge for?

These are the people whose emails I can't *wait* to receive. I give each one my undivided attention.

Then there are others who I don't even bother to open anymore because I know it's just going to be another hard-lined pitch with no content.

Here's a quasi-secret in the advertising world that you might find interesting. It's been proven that editorial-style advertisements get **500%** more readership than normal, blatant ads.

Note that it's "editorial-style," meaning: An ad doesn't even have to have actual article worthy content in it to massively out pull other ads. All it has to do is look like an article.

Why?

Simply because in a magazine or newspaper that is awash with loud blaring ads saying "Give me your money!" the one that even gives the *appearance* of a regular old article sticks out like a sore thumb.

People don't read magazines for the ads. They read them for information. The same goes for the internet. So cement this into you brain:

People Are Absolutely Starving For Good High-Quality Information

And your job as a marketer is to give people what they *want*. Therefore, your job is to give them information.

I'm a very firm believer that educational marketing is the best way to convey any kind of message to someone. Whether you're trying to sell yourself, a product, a business or an idea.

It also makes your job as a salesperson *much* easier because it completely removes the confrontational "you against me" factor.

Anytime you butt heads with someone, try to convince them directly that they should do business with you, or that you're right and they're wrong, you're going to encounter automatic resistance. It's just the knee-jerk reaction.

You know how sometimes in debates you have with certain people over certain issues, you just can't seem to make any headway with them, no matter what? Even though it's obvious you're making a very compelling case for your side and to any observer, would clearly appear to be "winning" the argument.

(But remember, there is no such thing as "winning" an argument. It's a lose-lose situation for both parties).

And sometimes don't you think to yourself, "If they could just hear this from some other source, they'd believe me."

That's because often times – most of the time – people will take information from a "neutral" third party more seriously than they will from you. Even if it's the exact same info. For some reason it carries more weight with them.

Why? Perhaps because they know that you're making a concerted effort to sway their thinking and their ego gets in the way. They just don't want to concede their point of view to you.

Whatever the case, educational marketing works because of this factor. It makes the sale in a very non-threatening way.

You're taken out of the picture. It's no longer an argument. It's no longer you against them. There's no clashing of emotions or egos. Instead, you're perceived as more of a third party who's just providing information. And the information has taken your place and is helping to do the selling for you. Indirectly.

By using educational marketing, you can get the exact same message across, except in a way that your prospect is more receptive to. They absorb the information much easier and it has more of an impact on them.

What this really boils down to is that:

The Most Powerful Way To Pitch Someone... Is To Not Pitch Them At All!

Because in reality, by giving them useful information minus the sales pitch, you are in fact selling them!

You're selling them on the idea that you're a valuable resource who has more to offer. What you gave them is just a taste. And if they liked that taste, you hardly even need to sell them. They're already sold.

Let me share one of my favorite marketing stories of all time with you, to help put some teeth into this whole idea.

You've heard me mention the late Claude Hopkins before. Who exactly was he and why should you care? Well, he's considered by many to be the "father" of modern advertising and is nothing less than a legend in the world of direct marketing. He was the first person who truly changed advertising from pin-the-tail-on-the-donkey guesswork to an actual science. His book 'Scientific Advertising,' is more or less regarded as the bible of selling in print, as shown in this quote by David Ogilvy (a giant himself in the advertising world): "No one should be allowed to have anything to do with advertising until he has read this book seven times."

Claude himself was a huge believer in educating the prospect – especially where other people do not. Let me give you one of the most famous examples of how he achieved extraordinary results where others couldn't, by using this marvelous approach.

In the early 1900s, one of the many companies that Claude was hired to do advertising work for was a brewing company called Schlitz Beer. At the time he went to work for them, they were in fifth place nationally.

In those days, a beer's purity was of paramount importance to consumers, and knowing this, all breweries were crying "Pure" as loud as they could. They would put the word "Pure" in the largest, boldest letters possible. They even took out double page ads so they could make it bigger. But none of them ever actually proved their beer was pure and the claims had no effect on consumers.

Claude decided to go to the Schlitz Brewery so he could learn first hand the process of brewing beer in order to help him put together their marketing campaign. What he witnessed amazed him.

He saw plate-glass rooms where beer was dripping over pipes and asked the reason for them. He was told those rooms were filled with filtered air, so the beer could be cooled in purity. He saw enormous filters filled with wooden pulp and they explained how that filtered the beer. They showed him how they cleaned every pump and pipe, twice *daily*, to avoid contamination. Every bottle was cleaned four times by machinery to ensure it was sterilized.

They showed him artesian wells that went down 4,000 feet deep for the purest water they could possibly get, even though their brewery was on Lake Michigan (and at the time, the water in Lake Michigan was clean enough to use). They showed him the vats where beer was aged for six months before it went out to the user. He was taken to the laboratory where they had the original mother yeast cell. It had been developed by 1,200 experiments to bring out the utmost in flavor. All the yeast used in making Schlitz Beer came from that original cell.

He came back to the office stunned. “Why don’t you tell people these things?” he asked. “Why do you just try to yell louder than others that your beer is pure? Why don’t you give them the reasons why it’s pure?”

They thought the idea was ridiculous. “The processes we use are the exact same everyone else uses. No one can make good beer without them”

But Claude assured them that people didn’t know this and would be fascinated with a “behind the scenes” look at how they did things.

He went on to explain this whole process in his marketing and by doing so he gave “purity” a meaning. He didn’t *tell* people their beer was pure... he *showed* them. Within a matter of months, Schlitz Beer soared from being the fifth largest to the number one selling beer in America!

In a way, it’s almost like instructing a child. They always want to know “why?” You can never get away with a simple “just because” answer.

Well, this need to know “why?” actually remains just as strong in us as we become adults. We always want to understand the reason behind things. And it’s important to understand this characteristic of human beings because prospects aren’t always as persistent with their questioning as little children are.

The more “reasons why” you can give someone... the more educated they become about a subject... the less they actually have to be sold. They close themselves a little bit more with every morsel of information they consume.

The more they understand how this business works, the more they appreciate what you have to offer them. They understand the need for someone who provides them with the right training, guidance, system and tools they need to make it work.

Educational marketing builds perceived value. And that my friend, is what it's all about. The "game" (if you will) that we refer to as business is about piling on the value.

For example, it's not enough to simply say, "Our marketing system helps attract people to you."

You have to say how it attracts people, but even more important, you have to explain why this process works. And go into as much depth as you can. Explain why that works... and then why that works... etc.

See, you and I can both tell a prospect the *exact* same thing, but if I educate that prospect... if I give her a "reason why" what I just told her is important... she will place 10 times the amount of value on what I told her than on what you did. Even if there was literally no difference between what we said.

There's another fascinating little marketing experiment I'd like to share with you that pertains directly to what we're talking about here. This one's a little different but it's just another instance that gives scientific proof to the effectiveness of giving people reasons. It was conducted by a Dr. Robert B. Cialdini in his book 'The Psychology of Influence.'

In the animal kingdom – as well as with humans – sometimes a single sound can trigger automatic behavior. For example, when a mother turkey hears a certain chirp from her chicks, she becomes very caring and protective of them. If she doesn't hear that exact chirping sound though, she will ignore and sometimes even kill her young.

Here's where things get interesting. Listen to Dr. Cialdini describe two experiments, the first involving turkeys and the second involving humans. The first one:

"For a mother turkey, a polecat is a natural enemy who's approach is to be greeted with squawking, pecking, clawing rage. Indeed, the experimenters found that even a stuffed model of a polecat, when drawn by a string toward a mother turkey, received an immediate and furious attack.

"When, however, the same stuffed replica carried inside it a small recorder that played the 'cheep-cheep' sound of baby turkeys, the mother not only accepted the oncoming polecat, but gathered it underneath her. When the machine was turned off, the polecat model again drew a viscous attack."

In other words, the "cheep-cheep" sound of a baby turkey was the only factor that made the difference between attacking or accepting the polecat. Pretty interesting huh? But what does this have to do with anything? Let's take a look at the second example before we figure that out. As reported by the good doctor:

"A well-known principle of human behavior says that when we ask someone to do us a favor we will be more successful if we provide a reason.

“Harvard social psychologist Ellen Langer demonstrated this unsurprising fact by asking a small favor of people waiting in line to use a library copying machine. *‘Excuse me, I have five pages. May I use the Xerox machine because I’m in a rush.’*

“The effectiveness of this request-plus-reason was nearly total: 94 percent of those asked let her skip ahead of them in line. Compare this success rate to the results when she made the request only (without giving a ‘reason why’): *‘Excuse me, I have five pages. May I use the Xerox machine?’*

“Under those circumstances, only 60 percent of those asked complied. At first glance, it appears that the crucial difference between the two requests was the additional information provided by the words *‘because I’m in a rush.’*

“But a third type of request tried by Langer showed that this was not the case. It seems that it was not the whole series of words, but the first one, *‘because’* that made the difference. Instead of including a real reason for compliance, Langer’s third type of request used the word ‘because’ and then, adding nothing new, merely restated the obvious. *‘Excuse me, I have five pages. May I use the Xerox machine because I have some copies to make?’*

“The result was that once again nearly all – 93 percent – agreed, even though no real reason, no new information, was added to justify their compliance. Just as the ‘cheep-cheep’ sound of turkey chicks triggered an automatic mothering response from maternal turkeys – even when it emanated from a stuffed polecat – so, too, did the word *‘because’* trigger an automatic compliance response from Langer’s subjects, even when they were given no subsequent reason to comply.”

So what’s the lesson here? What does this mean for us?

Simply this: The persuasive power of giving people a “reason why” is so strong that it works even when no actual real reason is given, even the appearance of one is enough to sway most people.

By using the word “because,” Ellen made it *sound* as though she was giving a legitimate reason for her to jump ahead in line, when in reality, she wasn’t.

“Because” is actually one of my favorite words and I use it all the time when I write. Why? Because it works! Try incorporating it yourself more often in your sales appointments, and even in your daily life. It’s an excellent tool for persuasive communication.

This also ties right into what was mentioned just a little bit ago about “editorial-style” advertising. An ad doesn’t need to actually have content that is article-worthy in order to generate a response way beyond that of other ads (as much as 500% greater)... all it has to do is *look* like an article.

Now, am I saying to deceive your prospects and not actually give them real content, just make it look like you are? Absolutely not! All I’m doing is illustrating the incredible power of human being’s desire to be educated. The need to understand why is so strong that even the slightest hint of good information has an enormous impact on people. If the mere impression of good information can get these kinds of responses, just think what actually giving people real solid-gold info can do for you!

In fact, let me restate again the whole key to making educational marketing work: You have to give people valuable information that is highly useful to them, by itself.

This is true for ANYONE practicing educational marketing, but *especially* for network marketers.

The bar is raised a lot higher for us, because (there it is again) our prospects have been lied to and taken advantage of so much, it’s gotten to the point where they won’t stand for anything that appears to be a waste of their time. Only the most straightforward and relevant info will do. They’re *just a little bit* more shrewd and discerning than say, someone who’s waiting in line to make copies would be.

**Another Benefit Of All This Goes Back To The Fact
That When Someone Convinces Themselves Of Something,
It Has A Lot More “Umph!” Than If You Were To
Convince Them Of The Same Thing.**

When someone reads something and finds themselves in agreement with it, they take more “ownership” of it. It seems to be more their idea than if someone had directly tried to convince them of it.

What’s more, an educated prospect is the very best kind of prospect. The more you can educate someone, the more of a proponent they become of your way of doing things. You’re creating a stronger future business partner and building your “annuity” because someone who understands why things are done a certain way is able to handle the ups and downs better and will stick around longer.

For this reason, educational marketing is the most leveraged way to sell to people and build your long-term business assets.

Despite all this, do you know what one of the biggest concerns is that people express to me about using educational marketing?

It goes something like this: “But I don’t want to waste that material on someone if I don’t know they’re going to do business with me. I don’t want to be taken advantage of.”

Or...

“How do I know they’re even going to use that information? I don’t like the idea of giving stuff away to people without them paying for it.”

Unfortunately, this kind of short-sighted thinking prevents most people from ever reaching their business’s full potential.

You absolutely must be willing to go out on a limb for your prospect before you ever ask them to take a chance on you by forking over their time and money. (Besides, thanks to the internet, most of the free information we give to people is also free for us to produce).

By asking for a business commitment from them, you’re asking for their trust. But how can you expect them to trust you if you haven’t proven yourself to be trustworthy? You have to invest in them first.

Not only that, but there’s no better way to sell someone on what you have than by giving them a sample of it and having them like it. If they like what they see, taking the next step is a no-brainer.

By giving them business-building advice, you’re giving them a taste of how you operate, how you do business. Which means that’s how they’d be doing business if they work with you.

Just look at the food industry. The most proven method for getting the sale is to simply give someone a free sample. Let them try it out. If they like it, they’ve sold themselves.

Our friend Claude Hopkins had this to say about investing in your prospect first:

“There are other ways, I know, to win in selling and advertising. But they are slow and uncertain. Ask a person to take a chance on you, and you have a fight. Offer to take a chance on him, and the way is easy.

“I have always taken chances on the other fellow. I have analyzed my proposition until I made sure that he had the best end of the bargain. Then I had something that people could not well neglect.

“I have been robbed in plenty, but the robbery cost me ten times less than trying to enforce any safe proposition.”

Sure, you’re gonna get some freeloaders. You’ll get people who will take everything they can get without ever actually committing to anything. But who cares. The increased results you get overall far out way any resources you expend on those people.

Look at it from an ROI standpoint. Nothing ventured, nothing gained. Advertising and marketing is not an expense. Going out on a limb for your prospect is not an expense. It's an investment. And the more you invest, the greater your return will be. Some prospects will give you an enormous return and some won't give you any. But you don't care because in the end you're coming out ahead.

People who don't give you any return on your investment weren't going to do business with you anyway. You're not worried about selling them. You're trying to sell the people who are sitting on the fence. The people who want to commit but aren't quite sure. They need a little more to push them over the edge.

The ones who are serious know that they have to take the next step if they're going to get anywhere. And when they do this, you're the first and only one that pops into mind.

We've covered a lot of ground so far, but we're not done. There's still a bunch of things we need to do before our organizations are bursting at the seams with new reps.

So let's not waste any time. On to the next chapter...

Chapter 6 - Taking The Concept Of Leverage To A Whole New Level

You and I have a problem.

We can only talk to so many people ourselves.

And the reason that's a problem is because we cannot personally talk with enough people to build our business. It's impossible.

Perhaps you've heard from your upline that "all it takes is 3!" Meaning 3 people and your business will take on a life of its own and begin growing out of control. Or maybe it's 2... or 4... or 5... or 7... or whatever the magical number happens to be.

This is a lie.

It doesn't take 2. Or even 10. Or even 50. It takes *hundreds*.

It takes hundreds of people before your business will truly take on a life of its own and begin to grow out of control.

But what about the whole duplication thing?

You shouldn't have to sponsor hundreds of people yourself because the people you bring in will bring in more people... who will bring in more people... who will... right?

Here's the thing about duplication: It doesn't happen like those slick little company presentations show it happening.

I'm not saying it *doesn't* happen – it does. As long as you provide your organization with what they need – the right skills, a marketing system, a constant flow of prospects and leadership – you will get plenty of duplication.

I'm saying it doesn't all play out perfectly the way they would have you believe. You already know this of course, otherwise you wouldn't have bought this book. And if it did work perfectly, everyone would be a millionaire.

Here's the way to look at it: You should build your business *as if* duplication isn't going to happen. What I mean is, you can't sponsor 10 people or so and then kick back and expect everything to be taken care of for you. You have to take responsibility for your growth. Don't plan on anyone else building your business for you. Ultimately the only person you can control is yourself.

Not everyone will duplicate you. In fact, it's very likely that most of them won't. (I say "very likely" because I've been in situations where both have happened. I used to think that the majority of your people wouldn't duplicate you. That's what I was used to in my

early MLM years. However, like I said before, I've had organizations where 100% of my business builders were consistently bringing in substantial numbers of people every month. So it all depends on the situation you create for your team.)

But let's just assume that the majority of your people won't duplicate you anyway. Better to overdo it than risk not doing enough.

So that being the case, you need to bring in enough people yourself to make sure you get the ones who are going to build on their own.

The more people you sponsor, the more you compound your growth and the faster you'll get to where you want to be.

There is also a bigger point to be made here. You have to lead by example. Your people have to see you in action yourself. They have to see you sponsoring people so that they have an example *to duplicate*.

In Order To Develop And Attract Leaders, You Have To Become One Yourself.

Remember, this is all about becoming an expert. Someone who's worth following. That's the whole key to attracting people to you.

How can you become a leader if you're not continually in action yourself, bringing in large numbers of people?

Alright.

Let's shift our discussion on over to marketing systems because that's what this chapter's really about.

There are three main things that you need a good marketing system to do for you:

- 1.** Sift and sort through your prospects for you so that you only spend your valuable time with the best ones.
- 2.** Pre-sell your prospects for you through educational marketing and continue the follow-up process with them.
- 3.** Generate an immediate upfront retail profit or, monetize your activity.

Let's go through each of these one at a time.

#1. Sift and sort through your prospects for you so that you only spend your valuable time with the best ones.

If we have to be constantly bringing in people ourselves this means we literally have to be prospecting thousands of people because all prospecting is sifting and sorting. Separating the wheat from the chaff. It just means finding out who *might* be interested.

If we do this job ourselves, we may have to talk to 100 people to find, say 10, who are seriously looking to start their own business. Then, out of those 10, maybe we actually end up sponsoring 1 or 2 of them.

Just think about how much work you put into warm and cold market contacts. It's a constant game of cat and mouse. Phone call after phone call trying to get a hold of them, when half the time you know full well they're avoiding you. Then when you finally do get in touch, it's a miracle if you can actually pin them down for an appointment or get them to a meeting. It's like trying to nail jello to a wall. And all the while you've got 15 other "prospects" you're doing the same circus act with. Only to find out in the end that they weren't interested in the first place.

This is a painstakingly slow process and we simply don't have time for it. This manual labor way of doing things is outdated. If you were a farmer, you wouldn't use a horse to plow your fields would you? Not only is it an extremely inefficient use of our time, it's next to impossible. Unless you *want* to be a walking, talking commercial for the rest of your life, you'll never be able to prospect the amount of people you need to.

This whole process has to be automated. You have to have a system that does this preliminary sifting and sorting for you so that you only end up spending your time with the most qualified prospects possible.

There may still be some sorting and qualifying to do with the people you do end up talking with, but it's totally different. If your marketing system has done its job, you're not qualifying them to find out who's interested, you're qualifying them to find out who will be your best potential business partners and who's going to be worth you putting more time into.

A good marketing system is all about freeing up your time and maximizing your efforts.

It's All About Leverage - How To Accomplish More With Less.

As a business owner, you need to become obsessed with finding ways to accomplish more with less.

People who learn to leverage themselves the most are always the ones who leave everyone else scratching their heads wondering how they did it.

Abraham Lincoln said, "Give me six hours to chop down a tree and I will spend the first four sharpening the axe." Honest Abe was well aware that there's more to getting a lot done than just simple, mechanical hard work. With the right tools you can accomplish 10

times more than what someone who works much harder than you can... and a good marketing system is the main tool we need to concern ourselves with sharpening.

2. Pre-sell your prospects for you through educational marketing and continue the follow-up process with them.

Okay, now think about this. The whole reason you and I do network marketing is to get leverage through other people right?

We have to earn money off the efforts of others because we can only make so much with a linear income where everything depends solely on us. 1 percent of the efforts of 100 people is better than 100 percent of our own efforts, right?

But let's take it a step further.

What about 10 percent of the efforts of 100 people? Or how about 20 percent?

We've got to think bigger than the norm if we really want to make a lot of money. We have to take the concept of leverage – which we've all become very familiar with through this business – and apply it to every aspect of what we do.

We utilize the concept of leverage through the growth of our business as more people join our team... but... we also have to apply leverage to our own personal efforts as well. Just as we can only make so much money trading hours for dollars, we can only sponsor so many people trading hours for prospects.

You physically only have so much time in a day and in a month. As long as you're doing all your prospecting and selling one at a time, there is a cap to what you can do.

The same goes for your people.

Buuut...

If you have a system that allows you to sell to people in mass quantities... there is no limit to how many people you can bring into your business. All ceilings are lifted.

And if this system can sell to people for you, you can increase your leverage exponentially. Because it's not just your own personal results that increase, it's everyone in your organization as well.

See what I'm saying?

It's like the difference between 9×9 , and 9^9 . Pretty big difference.

It's great if you get leverage through the expansion of your organization, but if you can break the traditional boundaries that normally constrain direct salespeople and

dramatically multiply the results of yourself *and* everyone on your team at the same time... you'll see the kind of growth that network marketing dreams are made of.

How is this done?

Through something called "remote control selling" and it's how massive fortunes are made.

Remote control selling means having a system that automatically delivers messages to your prospects that you would normally have to do yourself.

There is an entire step-by-step process you have to take every prospect through, in order to get them to the point where they're ready to be closed. This is the educational process which we talked about in the previous chapter.

Again, you don't have time to do this yourself with every single person.

**But In The Same Amount Of Time It Takes You
To Personally Do This With One Prospect, A Marketing
System Can Do The Same Thing With 100 People.**

Or 1,000 people. Or 10,000. It makes no difference.

Your own personal sales power is infinitely multiplied because you can get your message in front of huge amounts of people all at the same time. And it requires practically no extra effort on your part.

See how this is a whole new dimension of leverage beyond the standard duplication we're familiar with?

Just think of your marketing system as you times 100. Or 1,000. Or whatever number of prospects that go through the system. It delivers the same messages over and over and over again to every person who gets added to the system. And it does this tirelessly. It never stops. It never gets sick of saying the same thing. Think of it as an army of sales reps who work for you without ever complaining or needing to take a bathroom break (or even go to sleep for that matter).

And the best part is, it repeats your best sales messages over and over again. It doesn't repeat your embarrassing sales presentations that you would rather forget about. That's what's so great about it. A message captured on a computer screen, on video or on paper can be constantly improved.

You know how when you're having a conversation with someone or you're doing a sales appointment and afterwards you always replay what was said in your mind? And afterwards you always come up with the perfect thing that you *should* have said and you

think, “Aghhhh, WHY didn’t I say that?! It would have been perfect!” It would have been the exact thing that needed to be said at that exact point in time.

But of course it’s too late.

Don’t you hate that? Happens a lot, doesn’t it?

Well, if you’ve got, say, a website, as a part of your marketing system and you think of that “perfect” thing you should have said but forgot to include, no problem. You can always go back and add that little tidbit of info that you know will resonate big time with your audience. Then every prospect who sees that message from there on out will get to see that key point that you added two months ago.

This whole process of delivering automatic sales messages has to start somewhere by getting people in the door. This is the widest part of the funnel and it’s the first step in the qualification process where people raise their hands and say, “Hey, I’m expressing an interest in what you have.”

Years ago when my contacts list dried up I realized that I needed to “put my business out there” in some way to get more prospects.

I had no clue what I was doing. Watching me try to advertise must have been like watching a duck try to run.

I set up booths and passed out flyers at college campuses... stuck hundreds of homemade ads on car windshields at shopping malls... left a breadcrumb trail of business cards behind me wherever I went... tacked up “Make \$15,000 a month!” ads printed off at Kinko’s on billboards at local coffee shops... slapped company magnets on my car...

These are just a few of the antics I tried when I ran out of friends to bother. This is not remote-control-selling.

What you need to use are mass advertising methods to draw people into your system. There are many ways to do this both online and off. You can choose to specialize in a couple of them or diversify as much as possible.

A very small list of methods would be:

- Blogs...
- Free search engine listings...
- Pay-per-click...
- Article submission (online and off)...
- Linking strategies...
- Viral marketing...
- CPA and CPM networks...
- Direct mail...

- Postcard marketing...
- Banner ads...
- Forums...
- Ezine ads...
- Press releases...
- And more...

Once they've entered your funnel, your marketing system should then move them along in the educational/sales process.

This step-by-step process is what I like to call the "interest scale" or the "marketing timeline."

It's quite simple.

Every one of your prospects is a number that falls between 1 and 10. This number represents their interest level and how close they are to being closed on your business.

1 is as hostile as they can get, 10 is "show me where to sign." Actually 10 might be more like "I don't have time to wait for you to show me where to sign, I'm gonna go do it myself."

Mainly, their position on the timeline has to do with the amount and type of information they've consumed. People will enter the timeline at different points and everyone will enter with different pre-conceived ideas about your business and what you do.

Some will practically be at the boiling point (a 9 or a 10) by the time they come in contact with you and your marketing. They've been looking at starting a home based business for a long time or maybe they've had a lot of experience with MLM in the past and they're ready to give it another shot.

Some people will be pretty neutral. They're just kind of testing the waters, seeing what's out there. It will take more information to sell this person.

Some people will be ultra skeptical about what you do and it would require a ton of info to sway their opinion and get them to the point where they might be ready to get involved. These types of people are *exactly* why you can't be doing this entire process all by yourself. It's way too time intensive. But if you've got a system doing it for you, who cares if you get people like this in your pipeline? It's no sweat off your back.

Some people will fly through the marketing timeline like they don't have a second to spare. They'll go from 4 to 10 in no time flat. Whereas others will take forever just to go from 4 to 6.

Doesn't matter. That's why it's all automated.

Now, there are many different pieces you can have in your system – websites, ebooks, reports, emails, audios, CDs, online presentations, postcards, letters, etc. – and the purpose of all these different pieces of the system is to simply get the prospect to take the next step.

Have you ever seen the movie ‘Boiler Room?’

The other night my son brought it over to watch with me. I hated it.

It’s about a stock brokerage firm in New York that rips people off for tens of thousands of dollars by selling them bogus stocks in companies that don’t exist. This “chop shop” company has a sales floor with dozens of sales reps pounding the phones all day long, swindling their customers. The plot centers around one of the new reps there as he goes through sales training and finds out that he is very, very good at hustling people with his new found high-pressure, fast-talking tactics.

In the end he has a change of heart, but I think the movie basically glorifies that type of hype-laden selling. When I was with one of my former MLM companies I knew distributors who would watch Boiler Room before appointments to pump themselves up (this was before I had seen it).

Well, there’s a scene in the movie where Ben Affleck, who is one of the sales trainers, is berating the new reps for their poor performance. He tells them that when they’re on the phone with a prospect they should “always be closing.”

If you’ve been around sales for any period of time you’ve probably heard this phrase before.

One would think this means you should be relentlessly hounding the prospect for a “yes,” right? Assume the sale from the very second you make contact with them.

I used to think that’s what it meant. That’s certainly what was implied in Boiler Room, and I think most salespeople have that impression as well.

Well let me share with you what it really means.

ABC (Always Be Closing) means that every step in your marketing, every phase, closes your prospect on moving to the next step. Which in turn closes them on moving to the next step. You’re always closing them on moving further through your marketing timeline, until eventually, they are ready to buy.

As they advance through each step and continue to become educated, closing them on the next step becomes easier. And the one after that is even easier. And so on.

In this way, the actual sale where you make money is not hard at all because they’ve gradually progressed to that point.

So, just say for example you're using online banner ads to drive traffic to a website. You're not trying to get them to sign up directly from that ad – the one and only purpose of that ad is to get them to go to the website. That's it. Nothing more.

Then, once they're at the website the purpose may be to get them to request informational material from you. If they do that, the website has done its job. Again, you're not trying to get them to sign up.

The only thing you're trying to close them on is taking the next step!

**Trying To Close Someone Too Fast On The Big Sale
(Getting Them Into Your Business) Is Like Asking
Someone To Marry You On The First Date!**

You have to build a relationship first.

You can break this process of ABC down as far as you want to go with it, and as a good marketer you should.

The purpose of the subject line of an email that gets sent out to your prospect is to sell them on reading the email. The opening line of that email closes them on taking the time to read further. Each sentence sells them on reading the next sentence. Each paragraph sells them on reading the next paragraph.

The end goal of all this is for your marketing machine to increase the rating, the interest level, of your prospects as much as possible (between 8 and 10 is ideal) before you, or anyone on your team, invests any serious amount of time into them.

This way you get the absolute most use out of your time and maximize your efforts.

The amount of selling that is required by you personally with each prospect is determined by how far along they are on the timeline. The further they are, the more and more you become a consultant rather than a salesperson. One could even say that with your hottest prospects you almost take on more of a customer service role than anything else.

So in other words:

Don't Sell Harder, Market Smarter!

Remember what we talked about in the first chapter? People don't like to be sold but they love to buy, and good marketing is about creating a situation where people can buy on their own. Educational marketing sets them up so that they can, because useful educational content turns the tables and makes it so that it's *their* idea. The more information they digest, the less they need to be sold. They're selling themselves.

Now, with all of this said...

Do you want to know what one of the very worst things is you could possibly do when it comes to the marketing of your business?

Rely completely on the tools your company gives you!

What's wrong with using your company materials?

Well...

For starters, if we're talking about using your company website, search engines *hate* replicated websites! Your replicated site will *never* appear anytime someone types in something related to your business in the search engines.

Why do the search engines hate replicated websites?

Because they're all the same!

Search engines have to provide a product (solution) for their customers and that product is: Useful, relevant, unique content.

In their eyes, duplicate content like these cookie cutter type websites don't provide any value to their users and so they completely ignore them.

Anytime I'm trying to gain a clear picture of the significance of a given technique or what it is that I want to happen, I often like to look at the extreme end of the spectrum. What is it that I don't want to happen? Then, I simply do the opposite of that.

So in this situation, if I'm the search engine and someone types in "home based business" and does a search and they get hundreds upon hundreds of results that literally all point to the *exact same website*, I'm going to be a pretty useless search engine to them, aren't I? Chances are they're not going to come back to do a search with me again.

Therefore, in order to be successful, search engines have to give people different results. The more diverse the results, and the better their quality, the more valuable that search engine is to the user.

What this means for you is that if you want the search engines to pay attention to you, you have to be unique.

Now, there are many different ways to get visitors to your website and we're just talking about one specific example here, but there is a much bigger picture to look at because the reason the search engines don't like replicated sites is also the same reason why they can prevent you from really seeing the type of lifestyle-changing growth you're looking for.

You see, in order for any business to be successful, one of the most basic fundamentals of marketing that must be followed is that it has to have a unique, competitive edge. It has to stand out from the herd.

The key thing to keep in mind is that YOU are your business, not your MLM. In other words, it isn't enough for your opportunity to be different... *you* have to be different.

We already talked about how you have to sell yourself because all the opportunities out there look the same to your prospect, but that's not the only thing that's making you blend in. Perhaps even more important, you have to stand out from all the thousands of other distributors that people can sign up with.

Marketers call this your USP – Unique Selling Proposition. Basically: What can you offer people that others can't?

You've probably heard the expression “differentiate or die?”

Well, somebody forgot to tell the network marketing industry this because...

**Differentiation Is Impossible If The Only Website You Have Is A Replicated One.
It's Impossible If You're Using The Exact Same Materials Everyone Else Is.**

What's ironic is that this is all done for the purpose of “keeping it duplicatable,” but it's a catch-22 because duplication (or at least the traditional MLM version of it) discourages differentiation. How many of us have been told by our upline: “Don't try to reinvent the wheel?”

Aside from the fact that the “wheel” they're referring to is an obsolete collection of techniques and methodologies that never worked very well in the first place, why is this a big deal?

Because without differentiation, it's impossible to attract people to you.

With the way this business is normally done, we're all taught to be the exact same cookie cutter reps. We're told to look the same, act the same, say the same things, and use the same tools.

It's all just one big mess of “sameness” out there, and just like with the search engines, that's the last thing you want.

The internet is really a fascinating microcosm – a mini science experiment, an ant farm, if you will – of business overall. Search engines are designed around natural human behavior and so they make an excellent model of the direction you want to take in your business.

All of the internet and all of business itself functions on uniqueness. Our entire economic system wouldn't be able to exist if it weren't for different businesses filling different needs.

In fact, everyday the internet itself is gradually, more and more, moving towards making it so that you simply won't be able to *survive* online if you don't have something different to offer people.

Always remember that...

**The More Unique You Are,
The More Valuable You Are – To Everyone.**

The more unique you are...

The more search engines and other advertising mediums will favor you (we've only talked about natural search engine traffic, but if you're using replicated sites you'll run into the same problem with pay-per-click). This means more visitors to your website, which means more prospects, which means you don't have to go out looking for people yourself...

The more your prospects and customers will be drawn to you and will want to do business with you. The benefits here are pretty obvious. They'll see you as someone who can really help them, which means higher conversions, bigger profits, faster growth, etc...

The more opportunities in general that will open up to you. Because of the higher conversions and bigger profits you'll experience as a result of attracting customers to you, you'll simply be able to take advantage of more situations and deals out on the internet and the rest of the business world. A good example would be getting more prospects at a cheaper cost by buying advertising in bulk. Another result of this is...

The more *other* businesses will want to work with you. As you grow and your businesses develops its own true identity, you'll find other business owners – both within our industry and outside of it – coming to you with joint venture offers. These are opportunities to generate mass quantities of prospects in a very short period of time – opportunities that will never be opened to you until you develop your own material or your own special “angle.” This is a whole other world of money-making possibilities that the majority of people are prevented from ever experiencing because of the stifling nature of the way this industry has taught them to do business.

Now, just to be clear: I'm not saying you can't or shouldn't use your company site or replicated sites period. I promote replicated websites of mine all the time.

It's just all about *when* and *how* you promote them.

Directing your prospect to your company site *is* a part of the process and they do serve a purpose, but sending them there *first* is a huge mistake (one of the main reasons for this is control – we’ll talk about this more in a little bit). They’re great for obtaining general information and even more so, giving existing customers a place to go and re-order your company’s retail products, but the fact is, rarely are they ever designed to do what we need them to do: Buy or request information from you.

Your company site is a piece, a tool, *within* your marketing system. It should never be your *entire* system.

I should also point out that you certainly can be successful for awhile by tapping into someone else’s system or by promoting a replicated website – as long as they use good marketing techniques (which *most* MLM company sites don’t) – and it can be a *faster* way to get into profit mode, which is definitely important... but sooner or later, the realization that ALL high-earning network marketers come to is that in order to achieve true long-term success, they have to offer people more—above and beyond what their opportunity does or what other reps out there do.

Coming to this realization sooner is better than later.

So what kind of site *do* you need to be effective?

There are numerous different types of sites you can build and all of them can be extremely profitable – I know people who are building phenomenal businesses using all of them – but the most important thing is that you have full control over it.

You need to be able to go in and change anything you want and above all else, you need your website to position you as the expert.

The last thing you want to be doing is singing your company’s praises or plastering their logos all over the place. In fact, you don’t even want to mention your opportunity on your website. All this does is cause people to put up their guard. (Most MLM companies won’t allow you to use their name on your own site anyways, which is just fine.) This site is to establish *you* and *your* credibility.

You want people to trust you as a resource first, before making a recommendation for your company.

If you talk about your opportunity too soon it’ll set off the sales pitch “red flags” and you’ll lose them. Whereas if you provide good, useful information upfront, that’ll open the door for you to make other offers to them.

Like I said, there are different kinds of sites you can build and what you want to do will depend on your particular situation and what you’re trying to accomplish. My biggest success came when I put up a sales letter site, despite the advice of everyone around me.

People laughed. They shook their heads. They tried to discourage me.

One of the leaders in my company (crossline from me) said, “Oh Ann, you don’t want to bother with that. You’re wasting your time.”

When I had the initial meeting with my webmaster and showed him my plans, he was horrified. “You are violating every single rule in the book about designing a website. I will be *amazed* if this thing works.”

(We had obviously read different books about designing websites).

Well, we slapped my site up there on the web...

...and after it cranked out 1,782 leads for myself and my team and generated \$115,858.90 in retail sales in one month...

...nobody was laughing anymore. Quite the opposite in fact, as I became the top performer in my company.

My webmaster has since changed his mind about sales letter websites.

Just to be clear though: Simply having a sales letter does not automatically make a website effective.

There are good sales letters and there are bad sales letters, just as there are good sales methods and bad ones.

We’ve all seen the obnoxious, blaring websites that scream hype so loudly they almost make you lose your lunch. This isn’t what I’m talking about.

In order to make your website connect with your prospects and pull them into your marketing pipeline (regardless of whether you’re using a sales letter format or not), one of the most important elements you’re going to need is copywriting: The process of effectively transferring sales messages onto marketing pieces.

The reason it’s so important is because the copy, the words, are the first thing that your prospect sees! It’s the very frontline of your business. And they will make or break you because it is the words, the message, of your marketing that sells.

**If There Was One Thing You Could Invest Time
Into Learning, I Would Recommend It Be Copywriting.**

It’s the skill that you will probably use more than any other *and* it will have the greatest impact on your business.

Good copywriting vs poor copywriting is the deciding difference between a .5% converting website and a 5% converting website. It's the difference between generating 50 prospects a month and 500 prospects a month.

Since the purpose of *every* step in your marketing pipeline is to get your prospect to take the *next* step, every single piece or component of the system has to have the ability to sell. This ability to craft a persuasive message is the same skill that you use to write an ad... a sales letter... an email... an article... or a blog post.

By pure coincidence, this is also a huge area where many MLM companies seriously drop the ball.

Not good.

There are some exceptions and things are getting better, but on the whole, it's a pretty bad situation out there.

Many of the tools (websites, brochures, emails, presentations, etc.) that companies provide for their distributors have almost zero actual sales value.

Often times they're put together mainly by graphic designers – which is fine if you're going for aesthetic appeal – but not if you're going for bottom-line results. Very few of them have the core, fundamental sales knowledge that is needed to persuade visitors to take action. They specialize in building great looking websites with cool designs, but many do not realize that a lot of the impressive high tech bells and whistles they add can be a major hindrance to sales.

I've actually been victim to this thinking myself. In one test I did I had a website with some very attractive custom graphics on it that I was absolutely in love with and I thought for sure would improve the conversion rate of that site. And it wasn't just me either. Everyone I showed them to thought they were awesome. When I put the site up however, the results were less than exciting.

I *removed* the graphics to give it a very plain look and it went from turning out about 3-4 prospects a day... to generating 25 or more ever day.

Why? Maybe they were so attractive that that's all people were focusing on, instead of the message itself.

Another major problem with company marketing pieces is that they fail to identify with the prospect's true concerns: "HOW am I going to do this?"

In fact, the majority of them are counter productive because they try to sell your prospect a way of doing business that most likely gives them an immediate gag-reflex: Talking to friends, family and total strangers about their opportunity.

At the end of this book, I'll show you where you can log in to the Renegade Network Marketer back end to access some great resources on how to put together marketing pieces that get killer results, including some of my favorite free resources.

Alright, we've already touched on it briefly, but I believe it's now time to move on to the 3rd component of a good marketing system. I thought it would be a good idea to devote most of the next chapter to talking about it.

I won't say it's the most important part, but I will say that this last puzzle piece is absolutely indispensable. You cannot do without it.

You can get all this other stuff right – getting people to come to you, selling yourself as an expert, using educational marketing – but if you get this part wrong, it will still be very, very difficult for you to succeed. Without this element, truly massive growth – the kind that forces you to hire an assistant just to handle all your phone calls – is next to impossible.

For many people it requires a huge paradigm shift from the way they've always thought about their business. But once they "get it," it's a huge turning point where things finally fall into place and everything starts to work.

Chapter 7 - How To Achieve Endless Business Growth... Without Even Sponsoring Anyone

The final component of our marketing system is...

#3. Generate an immediate upfront retail profit or, monetize your activity.

What I mean by “monetize” is you want your marketing and all your other business activities to pay for themselves. You don’t want to have to be dipping into your own personal reserves to fund your business.

A good way to look at it is this: Monetization is the process of turning what are otherwise typical business expenses into sources of profit instead.

Sound good?

An example of this would be if a business turned their customer service center (typically a huge expense for most companies) into a source of profits by training their customer service reps to offer upsells to people when it fit their problem.

Monetization is one of the most powerful concepts in business and it’s something that even major corporations struggle with. Failure to monetize can be the downfall of a business. But on the other hand... successfully practicing it can catapult you to the top 1% of your company, and even your industry, in very short order.

Now, the main activity we need to talk about monetizing is prospecting.

Can you imagine what it would be like if people actually PAID YOU to prospect them?

This is not an exaggeration or some kind of tricky play on words that I just put on my website to get you to buy this book. It is 100% reality when you learn how to do this business right.

Here’s the situation: The vast majority of MLMers are taught to do things *completely backwards* by trying to sell their opportunity first.

The reason this doesn’t work is because our business opportunities are really back-end products. Meaning, they should only be sold/offered to people who are already our customers.

Trying to sell them to people right off the bat creates two MAJOR problems that almost guarantee failure before even getting started:

- A business opportunity is way too difficult to sell as an up-front product. And...

- Unless your conversion rates are insanely high, there usually isn't enough initial profit from selling your opportunity to fund your business. You can't make money fast enough to even survive (let alone grow).

Okay, what do I mean business opportunities are too difficult to sell up-front?

Well the reason back-end products are back-end products is because often times they require a bigger commitment and carry a bigger price tag than the initial sale. Not always, but definitely in our case. Trying to sell them to someone right away can be quite difficult even with the best marketing strategies, never mind poor ones.

However, by making them back-end products they become much easier to sell (provided the initial product delivered).

It's kind of a catch-22, but it's all because of the believability factor.

If you've got a satisfied customer who's already bought from you, you've established trust and eliminated their skepticism. And remember our little graph about decreasing no's vs. increasing yes's? Decreasing the no's (because of reasons like skepticism) almost always has a greater impact on conversions than increasing the yes's (by doing things like trying to yell louder than your competition).

This model is how ALL massively profitable businesses are built. You get the customer in the door with an irresistible and inexpensive offer... and then you offer them more products and services on the back-end.

Remember this: The big money is in the back-end.

In fact, did you know that many times when a company launches a promotion, their goal is to actually *break-even* with the money they bring in from the initial orders?

This is because they know that what they're really doing is buying a customer that they can continue to sell to over and over again later on down the road. And they can do so at a much lower cost than the initial sale and the conversions with repeat customers are much higher.

You can take the exact same offer and present it to a group of people who've never heard of you before, and then to a group of existing customers, and you can *easily* get 5 times the response from the people who already know you – without hardly even trying.

So in order to make the sale of our opportunity easier, we need to have an existing customer base to offer it to. This is huge.

But it gets better because that's not even the biggest issue with the traditional MLM model of selling.

The biggest issue is that the vast majority of people go broke trying to self-fund their business. The commissions they receive from the tiny organization they do manage to build can't even come close to catching up with all their expenses.

This is the #2 reason why the majority of multi level marketers end up dropping out. They simply run out of money.

(In case you're wondering, the #1 reason is lack of ACTION).

You see, the truth of the matter is that the residual income from your organization is *just one source of income for you*. Or at least that's the way it should be.

And you should think of your opportunity as just one of multiple products that you have to offer customers.

Most people look at the corporate checks as being the only revenue stream in MLM, but you really need other kinds as well.

With the way this business is normally built (depending 100% on the long-term income), it's not just challenging...

**It's Almost A Mathematical Impossibility
For The Average Distributor To Grow Their
Business And Turn A Profit Fast Enough.**

A simple analysis by a competent CPA would reveal that the numbers just don't add up.

2 years into one of my son's previous adventures with an MLM company he hired an accountant to prepare his taxes for that year. He gave her all his past business records and they got together to go over his return. At which point she said to him, "Umm... you do plan on making a profit at some point with this business... right?"

What many people fail to take into account is that just like any other "normal" business, running a network marketing business requires an ongoing budget.

As we discussed very briefly a couple pages ago, you need to do mass advertising for your business in order to drive prospects into your funnel. There are a lot of excellent free techniques for generating traffic, but there are many effective paid methods as well.

Add on to that super-expensive company events... opportunity leads... training and self-development (critical no matter what you do)... monthly auto-ship requirements... personal use of products... and before you know it you can't keep up with your monthly credit card bill anymore.

There are too many leaks in the ship and not enough fingers to plug them.

And all the while strung-out distributors are bolstered up and reassured by their upline that “it will all pay off one day” if they just hang in there long enough and *keep reading that goal card*.

This *might* be true if people had a big enough cash reserve of their own to tide them over until their full time residual income kicked in... but how many people are in this kind of privileged position? Not too many. Certainly not me.

Talk about fighting a losing battle.

It’s simply a lack of cashflow. And your residual commissions are not able to provide you with the cashflow you need.

(And in all honesty, it could be that the commission checks from your downline may never be big enough to cover all the advertising you do. It’s entirely possible to spend \$10,000+ a month on ads for a decent size organization.)

This is why it’s imperative that your advertising brings you an immediate return by selling your prospects a retail product *first*. In this way you also build a relationship with them, which makes your opportunity simply an add-on sale.

But what kind of retail product do you offer?

The sale of your product needs to be 100% automated because it’s not only about making a profit, it’s about generating leads for you and your team. And as we already discussed, you have to be working with massive amounts of people to get the kind of numbers you need. If you did this all yourself, you’d have to be selling non-stop, 12 hours a day, every day to generate enough leads.

Instead, you have to be using remote control selling through direct response marketing to retail your product. This is the true automated part of our business.

The thing is, a lot of companies have very strict rules against their reps using this type of marketing to sell their wares. Basically they tie both hands behind their back, throw them in the water and tell them to swim.

So what’s the solution?

Well, the answer is found in the question itself, because what did we discover people are willing to pay money for...?

Solutions!

And the way you give this to them is by selling them an inexpensive yet highly valuable information product.

Everyone Craves Good, Useful “How To” Information.

To the right audience, it is one of the hottest selling products you could ever market. (Not to mention profitable, because the cost is either nothing or next to nothing).

This info product educates them about the ins and outs of running a business and of course, positions you as a leader who knows how to help them

And it's the perfect lead-in for your opportunity because after people learn how to successfully operate a business, the next logical step is to find one. You've just given them one solution but now they need another. And since you're the one who provided them with the info, you're naturally the first person they ask for guidance.

For me, it usually goes something like this...

“Well Ann, what is it that you do? Can I do that?”

Hmm... let me think about that one.

Another great thing about this is that the info product is an excellent pre-qualifier that filters your prospects for you, because you only spend time with the ones who become your customers. This way you're guaranteed to be dealing with serious people. If someone isn't willing to shell out \$40 or so to educate themselves on running a business, they're not a serious prospect.

Do you realize what this would mean for you? Has it fully kicked in yet?

It Means That You *Make* Money During The Whole Prospecting Process, Rather Than Spending It!

I can tell you this: I never would have gotten to where I am if my business wasn't making any retail profit.

If my only source of revenue was the checks from corporate, I never would have been able to expand my marketing and advertising the way I have (not even close), I never would have been able to support the growth of my team and provide them with insanely high quality leads, I never would have been able to go full time with my business and I never would have been able to get my husband off of his 16-hours-a-day-airport-job.

The daily retail profit my business generates is no less than the lifeblood of my operation.

I can't tell you how important this is for you.

By making money right away -- *regardless* of whether you sponsor people or not -- the entire dynamics of your business changes! It's a whole new ballgame.

- You're no longer desperate to sponsor people, which in turn makes you much more effective. Nothing kills a sale like a desperate salesperson.
- You no longer have to use your own personal money to fund your business, which means you're not dealing with the same financial "crunch" that normally comes with starting a home-based business. This results in less stress which, again, makes you more effective.
- You can actually start generating a very tidy profit right away, even your very first day in the business! And so can your people. This is vital to keeping your new reps around for longer than 3 months and will motivate them more than anything else. Nothing builds motivation better than real results. Delayed gratification is a part of doing business but it can be a very hard concept for a lot of people, who are used to being employees, to grasp. If they can start making some hard cash right away though, they're not going anywhere.
- If you start making enough money in retail profits quickly, you can actually afford to cut back on your hours at work sooner than you had planned. You can enjoy a little extra free time every week... or... you can devote that time to your business and build your income even faster and reach your goals that much sooner.
- But by far the greatest benefit of making instant retail profit is that you can afford to advertise your business endlessly! There is no limit to the marketing you can do and therefore there is no limit to your growth. It's exponential. Because you take the money you brought in from the ads you just ran and you reinvest it into even more ads which brings in even more money and you just keep repeating the process. Your business grows out of control as a result.

See, as long as you're making money, your advertising isn't an expense. It's an investment.

Think about it. If you could spend \$1,000 on ads and bring back at least \$1,000 or more in immediate profits *and* generate hundreds of FREE leads at the same time, you'd do that all day long wouldn't you? In fact, if that's the case, you literally couldn't spend money fast enough! You'd be clamoring over every possible opportunity to buy more advertising.

This is the exact formula I used to go from carefully spending about \$200-300 a month to market my business online... to buying over \$30,000 a month in advertising on a regular basis!

I started very small and built my way up, all thanks to the wonders of monetization.

This is no fantasy either. This is how it really works when you sell your prospects an informational product before your opportunity. This is how all the big players in MLM do it.

This is the secret they “forgot” to tell you about.

And it’s what sets you apart from every other distributor out there who’s trying to run off the tiny little commission checks they get once a month. They can never keep up with you because you’re either breaking even or making money on every single ad you run, whereas they’re going deeper and deeper in the hole. Plus, their ads don’t even do nearly as well as yours because they’re screaming “*Join my company!...Get in on the ground floor!...Blah, blah, blah*” which nobody cares about. Eventually they grind to a halt. They just can’t keep it up anymore.

Do you see how amazingly powerful this is compared to the way you’ve probably been doing it and the way most people do it? Not only do you make money during the whole prospecting process, BUT it’s also automated *and* you have people coming to you because you’re positioned as an expert *and* your conversions are ten times what they used to be because you’re giving people useful information (which everyone wants) instead of a hardcore sales pitch.

It’s a beautiful thing when you learn how to really do this business!

Now, the info product model is one of my favorite methods of monetization because it kills two birds (actually more like three or four...) with one stone, but there are many other great models as well.

The beauty about having your own site and creating a truly independent business is that the number of ways you can make money is *infinite*. In fact, there are so many you’d never even be able to implement them all if you tried. When you get to this point, you’re repeatedly forced to turn down one money-making idea in favor of another that is just slightly better. This is a nice spot to be in though because no matter which way you go, you’re doing good.

Another excellent way to monetize is by selling advertising space on your website. (Don’t worry, this is much easier than it sounds).

This is a type of monetization that’s been around for hundreds and probably even thousands of years. It’s one of the most proven, simple and profitable models for funding all your other business activity.

John Reese, of ‘Traffic Secrets’ fame, says that one of the keys to really being successful on the internet is to play both sides of the fence. That is, you want to *buy* traffic and you want to *sell* it. This is what you’re doing when you sell advertising space on your site. Essentially, you buy it from someone else (even better if you can get it for free); you get

some of it to do what you want, for example call you or fill out a form; and then you sell some of it to someone else who wants traffic.

This is the exact same way magazines and newspapers work. It's just taking an offline concept and applying it to the online world.

Here's the beauty of it:

***The Majority Of People Are Going To Leave
Your Site Anyway – You Might As Well Profit From
Their Leaving By Giving Them An Ad To Click On!***

(That's not to say this is always the way to go. Depending on the type of website you have, selling advertising may not be ideal).

Another way to monetize your activity? How about selling the leads you generate to your team.

Remember how I told you that in one month my website generated 1,782 leads? Well, the majority of those were sold to people in my organization. I had different types I sold based on things like how qualified the prospect was, how much information they provided us, etc. There were \$5 leads, \$2.50 leads and \$1 leads.

So, figuring that the average lead was sold for \$2.50 and about 90% of them were sold (1,603), that's \$4,007 in additional revenue.

What if you only sell a few leads a day to your team, say 5 or so (155/mo)? That's still \$387 dollars every month – by itself more than what most MLMers ever make! And the main purpose of this is just to pay for your business expenses/growth. Everything on top of that, your MLM income, is pure gravy.

One of the nice things about doing your own lead generation for your team (as opposed to them buying them from outside sources) is that it's obviously in your own best interest to supply them with the best possible leads you can, and when you control the system, you're able to. Whereas, if you've had even just a little bit of experience working leads from most of the lead companies out there, you know that a lot the time it honestly seems like they just pulled names out of the phone book, called them "opportunity leads" and sold them off to 10 different people.

In the past, when I've had new people join my team who've worked a lot of different types of leads before, I've routinely been told that they've never spoken with such high quality prospects in their life. The reason this is possible is because when someone comes through your own system, rather than just some miscellaneous form out there in the ether, they're already familiar with you and what you're about and so when someone from your team speaks with them, they're actually expecting to hear from them and there's immediate recognition.

These are just a few of the possibilities for monetizing your business.

But, as we've already discussed in some of the previous chapters, no matter which way you go, the main puzzle piece you need to make all of this work is your own website. It's the hub where everything comes together. Not just monetization, but everything else too.

So how do you go about doing this?

If you're new to this whole internet marketing thing and you don't have the slightest clue on where to start with building your own site, I believe one of the best ways for you to go is through a program called SBI!. You can find out more about it by [clicking here](#).

In the past, one of the arguments the MLM companies have always used to keep people from going online themselves is "Yeah, but the average person can't do that."

And to an extent, I agreed with this for awhile because of some of the difficulties I ran into when I was getting started. Years ago, when I began making some real money for the first time in this business, one of my coaches at the time told me that I needed to become a truly independent marketer so that I didn't have to rely on anyone else. Ultimately, this turned out to be some of the best advice I've ever gotten... but in the beginning I was floundering like a fish out of water. It was all trial and error. We went through one webmaster, Microsoft Frontpage, DreamWeaver, and a lot of money before I finally got my first website up. Not a website that *worked* mind you, just a website. Big difference.

However, after watching one person after another on my team with minimal or no internet experience whatsoever put up a website with SBI! and begin getting results almost immediately, I've since changed my mind. One woman, a stay at home mom, didn't even know how to send an email attachment when she began using SBI! In about 2 months she's started getting phone calls routinely from people off of her site, asking her about her business.

So what exactly is SBI! and what does it do?

Well, it's one of the most complete, all-in-one-solutions I've come across for someone who wants to build a business online... and it's all designed for a person with zero technical skills and absolutely no idea what they're doing! (As is the case with most home based business owners like myself).

SBI! provides you with a package of software tools that includes:

- ✓ Point-and-click site building software (no html, ftp or programming skills required. Although SBI! is compatible with Frontpage, DreamWeaver, GoLive, CSS, Flash and just about anything else you want to throw at it if you are more technically inclined. You can use templates or you can completely customize your site.)

- ✓ Domain name registration
- ✓ Unlimited hosting
- ✓ Unlimited email accounts
- ✓ Graphics tools
- ✓ Free blogging platform (with RSS and XML)
- ✓ Keyword brainstorming and research tools
- ✓ Built in autoresponder (this is crucial – I’m going to talk about this a little bit more in the next chapter)
- ✓ Autoresponder stats tools (open rates, click through rates, etc)
- ✓ Traffic stats and analysis tools
- ✓ Search engine optimization (Much different than what other hosting companies provide. SBI! actually analyzes every page of your site and tells you exactly what needs to be done to optimize it for the search engines)
- ✓ Pay-per-click research and mass bidding tools
- ✓ Traffic “headquarters” area where you can keep an eye on how you’re doing in all the major methods of getting visitors to your site
- ✓ Ecommerce, credit card processing and shopping cart capabilities
- ✓ Form builder (allows you to put together things like surveys, polls and contact forms)
- ✓ Repeated search engine submission and auto-pinging (what this means is that SBI! continues to submit your pages to the search engines until they are indexed, it tracks when the search engine have “spidered” your page and what their rank is and anytime you make a change to anything or add a new page it automatically submits (pings) it to the search engines. I have yet to see any other service that does all of this for free like SBI! does.)
- ✓ Monetization HQ (SBI! teaches you how to monetize your business in many different ways.)
- ✓ Competition research tools
- ✓ And more...

Now, if all of that seems completely overwhelming to you, that’s okay. The important thing is not that SBI! gives you all these tools, but that they actually show you what to do with them and how to fit them all together.

Information And Tools By Themselves Are Useless.

In fact, *too much* information can be very dangerous. It can cause complete action-paralysis. And that’s not good because action is the only thing standing between you and what you want.

In order to benefit from information, you need a process.

Just as a crate full of automotive parts but no directions wouldn’t do you any good if you were trying to assemble a car, a hodge-podge collection of software tools without a blueprint to follow isn’t going to help you build an effective website.

Which, in most cases, is what I've found and what I've seen with other hosting companies and site editing programs out there. They'll set you up on a \$8.95/mo hosting plan with some random tools that mean nothing to the beginner and then leave you to figure everything else out on your own.

With SBI!, every step from beginning to end is mapped out and explained in an easy-to-understand, do-this-then-do-that action guide. Nothing is left for you to figure out on your own.

This completely removes all the technical barriers, which allows you to focus on the most important aspects of your business.

But that's not even the main reason I like SBI! so much.

All of these technical features are important to your online business building efforts, but the real reason I recommend SBI! so highly is because they teach you how to build the *right* kind of website.

This is critical because, as we've already seen with most company provided websites, all sites are not created equal. There's a massive difference between an effective website and an ineffective one and if you don't know how to build an effective site, you might as well not even bother building one at all.

A scenario that's all too common on the internet is someone will spend an obscene amount of money – anywhere from \$5-15,000 – for a graphic designer and a webmaster to build a totally custom website that looks absolutely marvelous... only to find out that it's completely useless when it comes to getting traffic and converting that traffic into leads and customers. This is an expensive lesson you don't want to go through because at that point you're usually better off starting over completely from scratch, rather than trying to salvage what you've got.

In the big picture, it's just like what we've been talking about this whole time. An MLM by itself is not going to make you rich. You have to know how to market it for it to do you any good. In order to attract people to you, you can't just give them the WHAT (a biz opp), you have to give them the HOW (marketing). It's the same thing with a website. SBI! gives you the HOW in addition to the WHAT.

Interestingly enough, Ken Evoy, the owner and creator of SBI!, has been trying to teach MLMers specifically how to generate their own leads on the internet for quite awhile. In the beginning he was met with a lot of resistance because he was so ahead of his time. You can see his [page about network marketing here](#).

Back then (and for the most part, still today), the overwhelming majority of companies and uplines weren't having it. They obstinately insisted that "*immediate spheres of influence are the only way to do this business*" or "*that's not duplicatable!*" What they fail to realize is that MLM is not a particular way of doing business (warm market, cold

market, whatever) or even an actual business in and of itself. It's just a way of compensating people. The rest of the blanks – *the actual business part of it* – are up to the individual distributors to fill in.

While most people's dreams for their business and future were being suppressed by this totalitarian nonsense, a small handful of people open-minded enough to try a better way have been having a hay day for the past 8-9 years on the world wide web of prospects, generating more leads themselves than entire organizations put together do.

It's taken awhile, but the tide is turning. And now that the whole industry is being exposed to these methods, there's no going back. The old ways are all but dead at this point.

As I started hearing about more and more people on my team having success implementing The Renegade strategies through SBI!, I decided to check it out for myself.

What I found is that the way Ken teaches people to build a website and the way I've been teaching people to build their MLM are almost exactly parallel. (It turns out good marketing is good marketing no matter where you apply it).

One of the cornerstone principles of The Renegade Network Marketer is educational marketing – leading with good, useful content first, rather than a sales pitch.

SBI! is one of the only website building programs I know of that actually bases their *entire* product around this concept. That's where it all begins because everything else hinges on your content. In fact, their own website itself is one of the best examples of educational marketing I've ever seen. The amount you can learn from their site without even buying their product is enormous.

Their whole business building process centers around gently pre-selling your prospects by giving them non-threatening information that they're totally receptive to. This gets them in the door and makes it so that by the time you do make an offer or come in contact with them, they're already an 8 or a 9.

It's important to understand that in the *information* age where knowledge is the most valuable form of currency there is (actually, it always has been, it's just that it's become a lot more apparent today than it was 100 or 1,000 years ago due to the rate at which things change), taking an educational, content-rich approach to your marketing and your business is mandatory.

It will get to the point where you simply won't be able to do business if you're not giving away high-quality content for free (it's close to that point already).

For example, getting free search engine traffic (i.e. - organic traffic) is out of the question if you don't have good content.

Organic traffic actually happens to be Ken's specialty and this is the first kind of traffic he teaches you how to get. Plus, the tools SBI! has built in to help you get free search engine listings are constantly being updated to keep up with the latest search engine algorithm changes.

I've already told you that I spend upwards of \$30,000 a month on advertising and for the most part, paid advertising has always been my main source of traffic. If the majority of my traffic was free on the other hand... well, I'd be a real happy camper to say the least.

I am starting to get a little bit more free traffic these days and let me tell you, it does wonders for your cashflow. My knowledge of this type of traffic is very limited but I've also heard from a few internet marketers out there that in many cases, organic traffic even converts better than paid traffic. So not only do you get the same amount of visitors for free, you wind up with more sales and leads as a result.

Another reason I like SBI! so much is because Ken is also a huge proponent of building a healthy, stable business that brings in multiple streams of revenue and SBI! teaches you many different ways to monetize your site.

Remember how I talked about selling advertising space on your site to monetize it?

Well, SBI! and Google AdSense make this extremely simple for you to do.

Google AdSense is a program that allows anyone to place a small little piece of code on their site and instantly have Google text ads displayed on it. These are the same ads that people pay Google every time someone clicks on them. Except the beauty of it is that every time someone clicks on one of these ads on your site, Google pays you!

Other search engines have since followed suite and come out with similar programs because it's such an ingenious money-maker.

John Reese said that when the AdSense program came out in 2003 it was one of the most important advancements in internet marketing because it made it *sooo* easy for anyone to monetize their website.

Remember the dotcom bubble burst in 2000?

Essentially, this was a result of businesses failing to make money fast enough. It was basically an amplified version of what kills most network marketers.

Hot, new internet companies were popping up all over the place, raising tons of money through public stock offerings and spending obscene amounts of cash on ineffective, feel-good, brand-type advertising that, in some cases, produced a lot of traffic, but failed to make any real money by bringing in paying customers.

It was all paper mache. There was nothing there, no real revenue, to support the growth.

Nevertheless, stock prices continued to soar. “The internet’s different,” everyone said. “It will all pay off down the road.” (Sound familiar? “*It will all pay off in 2-3 years once you get that explosive duplication going!*”) Be very wary anytime you’re told to invest time and energy into questionable business practices based on theoretical numbers that can’t be tracked, proven or measured. Do you know how many people you will need to sponsor in order to have an organization of 1,000? 10,000? Do you know how long it will take you to recoup your investment and make a profit? Do you know how much each downline member is worth to you and therefore how much you can afford to spend to acquire them? Perhaps most importantly, do you know how long it will take for duplication to really kick in?

The answer is: You *can’t*. That’s impossible to know. There’s no way to calculate that. There are too many unknown variables, too many “ifs,” which equates to: Throwing darts with a blindfold on.

Don’t take this as MLM bashing. What I’m trying get across is that since the growth of your organization is something that cannot even come close to being reasonably or accurately measured, it’s imperative that your business is profitable with or without it. That needs to be pure icing on the cake. You need to supplement it with additional sources of revenue that are more trackable and predictable.

Back to the dotcom burst.

In the end, it all came crashing down like a house of cards and everyone fled the market because it turned out that these companies that people were pouring truckloads of money into weren’t making a profit fast enough to cover their expenses. There was no substance, only speculation.

John Reese has said that had the AdSense program been around at that time, it very well could have prevented the dotcom burst because it would have given these companies an instant, turn-key way to monetize their sites and fund their growth. They would have been able to capitalize on all the traffic that a lot of them *were* getting.

Adding AdSense to your site is one of the steps that SBI! incorporates into the whole process (again, all from the angle of someone who doesn’t have a clue how to read html).

If you do this, or some other form of monetization, you’ll have what very few network marketers ever have: A business that pays for itself.

In the next chapter I’m going to talk about one more thing that your website must do for you.

Chapter 8 - Your Most Valuable Asset

You know how most of the time we have to hear a given message multiple times from multiple different people in multiple different ways, as well as experiencing it ourselves, before it truly “clicks” in our brains?

Well, that’s how it was for me when it came to building my own mailing list.

As I was studying direct response marketing and internet marketing, I kept on hearing everyone say over and over again how building your own list is the number one thing you have to be doing if you want to have long-term success.

Unfortunately for me, it had about the same effect that a parent telling their kid to clean up their room has. I heard it so many times that it sort of went in one ear and out the other. I did end up building my own list of course, but not nearly as soon as I should have. Which is too bad. Because once I did start doing it, I realized how central it was to making everything else in my business work.

I’ve found, and many great marketers and copywriters swear by this as well, that physically writing something out (yes, I mean with a pen or pencil) is one of the best ways to remember it and actually make it apart of your regular thought process. For some reason, the act of transferring the thought from your brain to your hand helps to imbed it into your mind.

So write this down:

The Goal Of All Your Marketing Efforts Is To Get Your Prospects To Give You Their Contact Information.

There are many different ways you can incentivize them to do this.

You can offer a free newsletter on your website...

You can put together a series of messages and turn it into a free “e-course” where you send them a new lesson every day for 7-10 days...

You can give them a free ebook...

You can offer them a series of audio interviews...

But however you do it, keep in mind that every time you want your prospect to take a given action – no matter how small – you have to give them a good reason to do it (Always Be Closing them on taking the next step).

Now, the phrase “mailing list” may sound a little intimidating, but just like with most everything else in this book, this is something that’s extremely easy to do and is not out of reach for you at all thanks to the internet. All you need is something called an autoresponder.

An autoresponder is a tool that delivers email messages to your prospects for you automatically. For example, once a prospect is put into your autoresponder, you might have 5 different messages all set up and ready to go and the autoresponder will deliver them in sequence at whatever interval you decide, say 5 days apart.

The amount of leverage you can achieve with this is enormous because there’s no limit to the amount of prospects it can deliver these messages to. You only have to do the work once and you can have the same messages sent to thousands of people over time – messages that you wrote months or even years ago. This is remote control selling at its best.

The true power of having a list though lies in the fact that it’s a group of people that has given you permission to stay in touch with them.

This is a marketer’s ultimate dream come true. The full significance of this may not completely sink in right now, but over time, as you start advertising and growing your business, you’ll begin to see just how nice it is having an audience that has expressly told you they *want* to hear from you. This changes your perspective and approach on a lot of things.

**Having Someone On Your List Enables You To Sell
To Them Ten Times Or Even A Hundred Times Instead
Of Having Just A One-Time Interaction That Goes Nowhere.**

If someone visits your site and then leaves, the chances of them ever coming back are not good.

Remember the three things in Chapter 6 we needed a marketing system to do for us?

1. Sift and sort through your prospects for you so that you only spend your valuable time with the best ones.
2. Pre-sell your prospects for you through educational marketing and continue the follow-up process with them.
3. Generate an immediate upfront retail profit or, monetize your activity.

Getting someone’s contact information is critical to making all three of these things happen, but especially number two.

The whole idea behind educational marketing is getting people to *sell themselves naturally*. This isn't always an overnight process. In fact, the majority of the time it isn't.

Everyone starts on the marketing timeline in a different spot and moves through it at a different pace. Many people won't be ready to buy something or make a commitment the first time they come across your offer. The way to move them through the timeline is by continually dripping quality information on them – investing in them before they take a chance on you.

Timing also plays a huge part in someone's decision. If they don't say yes to what you're selling, it might not have anything to do with whether they're interested or not. They might actually really want what you have. It could just be that it's genuinely a bad time for them. Maybe they just got hit with a bunch of big bills... maybe they're having problems at work or at home... maybe they've got some major commitments coming up they have to focus on... it could be anything. You don't want to let these people slip through the cracks because two months from now their situation may be totally different and they might be ready to buy. If you don't have any way of staying in touch with them though, they'll go looking elsewhere and that sale may go to someone else.

Another great thing about having a list that trusts and respects your advice is the doors it opens for you. It gives you a ton of freedom and flexibility because you can pick and choose what you want to promote.

If a certain product or company is no longer performing, no problem. You can replace it with something else. If you find a new product that really adds value to your prospect's lives, you can promote that too.

Say you've got a list of a couple thousand people that get your emails and you have a good relationship with them.

The numbers are different for every list and every offer of course, but done right and with a good list of subscribers like this, it wouldn't be hard for you to get a 5% conversion rate on an offer you decide make to them.

Say you come across a great product you want to recommend and they have an affiliate program that pays you \$25 for every sale you generate. You send out a couple emails to your list educating them about the need for this product or about the problem that it solves and then you send out an email that makes the offer and directs them to your affiliate url.

Well...

2,000 subscribers x 5% conv. rate = 100 sales x \$25 commission per sale = \$2,500

That's \$2,500 in a matter of days... all from sending out a few emails. What if you make offers like this to your list a few times a year? What about once a month? What if you have a bigger list than 2,000?

At one point I had built mine up to around 12,000 people and I did a promotion where I sent out a series of emails educating people and pre-selling them on the main offer I was going to make. I did this for about 3-4 weeks prior to the actual offer.

After the email with the offer went out, I pulled in \$45,493 in two days from my list.

Like I said, a lot of the time we have to experience something firsthand before we can truly grasp it and have a full understanding of it.

Well, after those two days I definitely understood the power of having my own list of customers that trusted me.

What really drove the point home though was when I figured out how much money I *could* have made during that time had I put more emphasis on building my list from the very beginning.

That promotion gave me a real nice cushion of funds to work with and so I ended up hiring a marketing consultant to help me out even more with my business.

We figured out that if I had started building my list from the day I put up my very first website (instead of waiting almost a year to do it), I would have had over *90,000* subscribers at that point, rather than just 12,000.

This would have easily meant an *additional* \$350,000 in pure profits during that promotion. Minimum.

It was definitely a bitter sweet lesson. One which I've made sure to learn from.

The good news is, you can learn from it too.

Trust me on this: You don't want to wait to read another 15-20 marketing books before deciding to take action on building your own list.

Don't make the same mistake I did. Get started on it ASAP.

I'm not the only one I've seen make a lot of money from a list in a short period of time. I've worked with one network marketer after another – some of them veterans, some of them rookies – who put up their own website, built a list, and within fairly short order, pulled in \$500... \$1,000... \$2,000... \$5,000... or more from a promotion and then did it all over again in a month or two, except with an even bigger list.

You won't find a single marketer who's been around for any decent length of time that will disagree with this statement:

**Building A Subscriber List Of Loyal Prospects/Customers Is One Of,
If Not *The* Most Profitable Ways You Can Monetize Your Business.**

In fact, most of them will tell you that every action you take should center around building your list.

John Reese, who's made as much as \$1 million in one day from his and other people's lists, goes as far as to say that:

“If you're doing anything online and you're not building your own list, you're insane.”

This is because the internet has made it so darn easy for anyone to do this.

One of the main reasons it's taken so long for all of these strategies and techniques to be exposed to the majority of the MLM industry is that ten years ago, even 5 years ago, the internet was still gaining acceptance as a business medium and getting online wasn't such a walk in the park. 15-20 years ago network marketing gurus were using all the methods you've learned about in this book, except they were doing it all offline with physical newsletters and things like that, which is a lot more difficult for most people to do. Plus, the internet rapidly speeds up the rate at which information is dispensed and so it's no longer possible to keep these strategies “under a lid.”

It's funny how “the rest” of the marketing world knows that building your own in-house list of customers is crucial to the success of any business and yet this strategy is never taught to us network marketers who are supposed to be independent business owners.

Think your organization is your customer list? Think again.

(It's *someone's* list... but not yours.)

Most companies don't even provide you with the contact info for people in your downline who weren't personally enrolled by you.

And in most cases, rightly so. If someone 10 levels down from you sponsors someone and you didn't help to generate that prospect in any way, there's really no reason you should have their info.

Even if you are in a company where they provide you with the contact info of your entire organization, it isn't of much use to you as any kind of customer list unless you have a pre-existing relationship with all those people. That's where the real value of the list is.

Obviously the reason for these measures is because companies don't want distributors promoting other opportunities to their people. But I'm not talking about promoting other opportunities...

I'm talking about providing value by giving them additional training, content and other tools and resources they need to build their business through things like online affiliate programs.

*And just as a side note, the issue of people hopping around from MLM to MLM is a whole other subject in itself, but a point to be made is this: This is something that's so normal in our industry anyways and attrition rates are so high that you just have to factor it in. That's the nature of our business. The best way to protect yourself against this IS by practicing the strategies talked about in *The Renegade Network Marketer*.

One of the main purposes of monetizing your prospecting efforts is that it protects you against tire-kickers, free-loaders, dead-beats and people dropping out of your business. If a prospect never joins your opportunity or does and doesn't do anything or they end up joining another company, you've already made money off of them in some way and so you're not operating at a loss. It's like an insurance policy that makes sure you're profitable. PLUS, if you've positioned yourself as an expert resource to people and their loyalty is with you, this further decreases the chances of them leaving.

So, since your organization isn't your own list in the truest sense, you need to have one above and beyond that.

Can your organization be *part* of your list?

Absolutely. How? By making them your customers first before anyone else's. Which, of course, is done through your own website.

You may have 5,000 people on your list and of that, maybe 700 of them are in your MLM.

This means your list is segmented into two different types of customers, people who have qualified themselves at different levels of interest. Each group has different needs and therefore you can make different offers to them.

Making people your customers first has to be the primary goal of your marketing. You simply cannot afford to invest time, money and energy into traffic generation, advertising and any other business activity you can think of and NOT do this.

What do I mean by making them your customers first?

Well, for one, as we've already talked about, you have to sell them on you – preferably before you sell them someone else's product or send them off to another website. It

doesn't *always* have to be done in that order, but the point is, you yourself have to stand alone as a valuable resource to them, apart from anyone else.

The second part (and arguably the most important), is that you have to retain the ability to contact your prospects about anything you want, whenever you want. This is vital to both the survival of your business and your overall potential for growth.

Your MLM Is NOT The Only Thing Your Customers Want Or Need!

Anyone who's interested in a given subject is inevitably going to be interested in a host of other similar, related subjects.

Your prospect is interested in MLM because they're interested in financial freedom. What else do you think that means they're interested in? Repairing their credit? Managing their money? Investing it? Finding all their tax loopholes? The possibilities are endless.

Not only that, but becoming a business owner creates more new needs than almost any other occupation I can think of! Anyone who's serious is going to need to learn sales... marketing... leadership... time management... you name it. We all require tools, training and resources to be successful at what we do.

There's no reason you shouldn't help your customer solve all these other problems as well.

In fact, as a business owner, that should be your goal. You want to be continually brainstorming ways you can get people to spend more of their money with you. This is called increasing your "customer share."

A few well-known examples would be:

- Barnes & Noble selling CDs...
- Amazon.com selling camping equipment and automotive supplies...
- Walmart selling groceries (after they figured this out Target wasn't far behind)...
- McDonalds selling salads (and now DVDs)...
- Google selling business tools...

None of these companies started out with these things as their main focus, but once they had an existing traffic flow of loyal customers walking through their doors – whether physical or virtual – with which they were able to leverage off of (the equivalent of having a list), they were free to offer them anything.

This is where it gets really fun because once trust is established and a relationship is built, it's easy to get your customer to buy more things from you. It's the "sweet spot" of business.

For network marketers, this also requires a serious shift in thinking where you become the bigger "parent company," if you will, and your MLM falls underneath you.

If you have a list of 5,000 people who have already done business with you and who have come to know you before ever being introduced to your MLM, they will always be YOUR customers. Your opportunity is just one of many services.

And as long as you maintain your relationship with them, you can continue to make different offers to them forever.

Unfortunately, a large percentage of MLM companies create a very hostile environment that discourages their distributors from exercising this kind of freedom or independence.

This is one of the reasons why network marketing has garnered a "cult" image with some people over the years. Often times, distributors are religiously instilled with the belief that their product and their opportunity are the ONLY ones out there and to even suggest anything else is blasphemy.

I remember back in one of my previous companies there was a big upline leader who at one point recommended another product to her people and she was practically crucified for it. She became the outcast at our local meetings and was completely shunned by the other leaders. I was even told by my sponsor not to talk to her anymore.

Does this sound like being an independent business owner to you? Is a true business owner restricted in what they can and cannot offer their customers?

Because Walmart stocks Duracell batteries does that mean they can't also carry Energizer? If they sell Pepsi, does that mean they can't sell Coke?

If you don't generate your own prospects and/or you send them directly to your company, the fact is, you *are* restricted like this. But if you develop your own customers that are loyal to your business first... *before* sending them over to your MLM... you retain the ability to continue to market to them.

Make sense?

Let me give you another, more applicable example of this.

When you have your own list, you can do what are called "joint ventures" with other business owners.

This is simply where you find another business that has the same type of customers you do and you agree to promote each other's products to your lists. Or maybe just one of you promotes the other's product in exchange for something else like a higher than normal commission or exposure on their website. Even if you just decide to promote someone else's product to your list without any kind of special deal, it's still a form of joint venture. Whatever the arrangement is, this is one of the best ways to generate tons of qualified prospects and sales for your business in a very short period of time.

The reason it's so powerful is because 1) You're reaching a large audience that you know for a fact would be interested in what you have, and 2) You're doing so with the added credibility of having your message endorsed by someone that that audience already knows and trusts. You could probably put an ad in front of these same people that more or less says the same thing, but it won't be nearly as effective as having the list owner themselves recommend you.

Awhile back I did a joint venture with a guy who owned a tax savings book that was written specifically for home-based business owners. A perfect fit for the customers on my list.

Now, when I sent out an email to my list recommending his book and directing people to his site via my affiliate link, anyone who clicked on that link and then proceeded to buy his product or opt in for his newsletter became his customer... *but that didn't mean I lost them as my customers*. That didn't mean I forfeited all my rights to contact them. Now the same people were on both of our customer lists.

Since he had them on his list he could offer them further products, and I was able to do the same. And just because I did a joint venture with him didn't mean that I couldn't do future joint ventures with other people.

See the thing is, there's no such thing as an exclusive customer. It's foolish to think that someone is only going to do business with you. (Which is the kind of scarcity mentality that most MLM companies – and frankly, a lot of uplines – operate from).

Just because you don't recommend something to your customers, doesn't mean they're not out there looking for it themselves. Remember, anyone who's interested in a given topic is inevitably going to be interested in a host of related topics as well. Your prospects ARE buying things from other people too. You might as well be the one to point them in the right direction so you can benefit from it.

Basically what you're doing is sharing customers. Businesses do this all the time.

Take FedEx/Kinkos. They figured that while people were making copies of things and buying office supplies, they might just be interested in shipping a few items as well. They're sharing customer bases with each other, but that doesn't mean they lose them when they do.

Think of your MLM as a form of joint venture.

If the product that you provide for people is information and guidance on how to build a successful home based business, it might just so happen that those same people are interested in finding a business with which to apply those techniques to.

Enter your opportunity.

You're just one business sharing customers with another. They're not exclusive to either of you and both of you have the right to sell them more stuff.

The key here, what separates a business owner from a sales rep and what allows you to have your own customers, is that you have to have something unique to offer people above and beyond your opportunity. The more you yourself bring to the table, the greater your returns are. By taking this approach (one where your MLM is one of multiple products you may offer), you are now an equal with your MLM as a business entity. If you don't have anything unique to offer people, then you're just like every other sales rep out there and your capabilities – your rights, if you will – are a lot more limited.

Remember how I talked about increasing your customer share by getting people to spend more of their money with you?

These benefits *can* be enjoyed to an extent by relying completely on your MLM company or someone else, like an affiliate program, and sending them prospects without first capturing their contact info yourself. For example, if your MLM company comes out with a new line of products and you have an existing organization with them you'll probably see a nice increase in your commission checks from these new purchases.

BUT... there's obviously no reason NOT to make them your customers first and by failing to do that you're really missing out on where the majority of the money is made.

This is like investing in real estate just for the cash flow alone (often times there isn't any) and ignoring the long-term appreciation, which is where 90% or more of the real profits are made.

If you've ever read Robert Kiyosaki's books you know that the difference between the rich and the poor is that the rich own (well, technically *they* don't own because they have corporations set up in their name), but they control.

You have to control the list.

If you do, you wield enormous power. A whole new world of possibilities opens up to you because a list is a highly valuable business asset you can leverage off of – just like a piece of property in a prime location.

This is where things start to get really exciting because you'll find that you have a lot of influence in the marketplace and with other business owners. When you have a quality list of customers who trust you, you have the power to make other people a lot of money in a very short period of time by promoting their stuff and so all of a sudden you have all kinds of deals and offers coming your way that you never would have been exposed to before. You'll also find that you have opportunities to advertise in places and in ways you wouldn't normally be able to.

**With This Kind Of Asset, You Reach A Whole
New Level Of Business That Is Never Enjoyed By Sales Reps.**

Now, think about this...

As distributors, we build the customer list of our MLM company and we forfeit the true value of it, thereby making it their asset, not ours.

With the way this business is traditionally done, our companies are the ones that enjoy all these benefits we've been talking about, not us.

It's like paying someone else's mortgage.

You're renting when you could be owning. Not only that, but you could be owning *and* having someone else paying *your* mortgage (by monetizing all your marketing efforts through your list).

What's wrong with renting?

Well, there's the obvious downfall of throwing money out the window every month without building any equity, but there's also the issue of stability. If you don't own, you're really at the whim of whoever does.

If for some reason you ever lose your dwelling place, are evicted or have your lease run out and not get renewed and you haven't built up any equity, well, you're out of luck. It's back to square one.

What does this have to do with MLM though? We have residual income...

Right?

What happens if your company goes out of business? What happens if it gets shut down by the FTC?

I don't need to tell you that MLMs come and go in this industry all the time. Even the big-name companies that have been around for a long time still go under. It's no different than the rest of the business world.

I've known more than a few people who've put all their eggs in one basket, built very nice incomes in MLM and banked on those checks being there for the rest of their lives, only to have their company go out of business a year or two later. This is not uncommon at all.

Right now, as I'm writing this, huge numbers of leaders are packing their bags and fleeing from one of the most well known nutritional companies around because of its massive legal troubles and "uncertain" future.

Years ago I had a friend who was building an organization in what was one of the largest and most promising MLMs in the industry at the time. He was doing quite well and he planned his whole future around this company. He sold his real estate business so he could focus all his time on it, moved into a bigger house and bought a new SUV. A couple years later I found out that company had filed for Chapter 11 bankruptcy. I was shocked because this wasn't one of those hundreds of little start ups we're all warned about, this was a company that had been around for well over 10 years and who *everyone* thought was here to stay.

Bankruptcy and the Federal Trade Commission aren't the only things that can jeopardize a distributor's dream of "walk away income" either.

Despite the fact that so many people look to our industry as a way to escape the corporate totem pole they've come to loath, the reality is, corporate-type politics can play just as much a role in this business as anywhere else.

As two-faced and hypocritical as it sounds, it's not a rare occurrence for someone to lose a sizeable downline because of some bogus made-up infraction of their distributor agreement, all because their company felt they were paying them too much and wanted their monthly check. Even worse, I've seen incomes stripped away from top producing distributors because the owner of the company (or someone crossline with a lot of influence) didn't *like* them.

In one of my previous companies, a good friend and upline mentor of mine finally achieved his lifelong dream of being able to move his family down to Fiji with him to become a full time missionary, thanks to the residual income he'd built up... only to have his entire organization yanked from him shortly after moving down there because he was friends with someone the owner of the company didn't like.

Thankfully, he was able to continue making money by servicing those people in other ways because they *were* a part of his own list.

Does this sound too far-fetched? Does this sound like something that could never happen in our industry – an industry that offers "the little guy" his last true shot at the American dream?

Just check out the DRA (Distributors Rights Association) at www.MLM-dra.org for more examples like this. They even have seven different categories for the types of terminations that companies will use in order to “acquire” organizations from high earning distributors. One of them is personal conflicts.

There are actually consultants who specialize in helping multi level marketing companies figure out creative terminations and compensation plan loopholes in order to avoid paying out big commissions. Some of them are speakers at DSA (Direct Selling Association) events.

Your own list is one of the best insurance policies against these kinds of things, as well as your company going out of business. Without one, your entire income can be swept away from you in the blink of an eye and you’ll have to start all over again from scratch.

Now, it’s important to point out that there are tons of reputable companies in the industry who have nothing but the best interests of their distributors in mind and, while more common than one might think, these kinds of incidences are the exception, not the rule. There are also plenty of incredible residual incomes that have been built and maintained through network marketing.

But the point is...

We MLMers need to follow our own advice we give people in the “employee” world and build multiple streams of income ourselves. We need plan B’s *just* as much as anyone else because stuff happens in MLM just like it happens anywhere else.

You never want to be 100% reliant on any one thing, person, company or product for your income. You need to have as many different sources of revenue coming in as possible.

If there was one central theme of The Renegade, it would be this: Your business needs to be centered around you so that you have complete control over it, and in order for you to make as much money as possible, you need to develop your own business assets.

Your customer list is one of the most valuable assets you can develop, but there are also other things like...

- Your own traffic. (Ex: Ads you place, other websites that link to yours).
- Your own testimonials that establish your credibility.
- Your own content. (Ex: Articles, email series).
- Your MLM organization of course.
- Your relationship with your customers. (Determined by how you treat them and the value you bring to their lives. For example, the exact same customer might be worth three times as much in the long run to someone who develops a good relationship with them vs someone who does not have their best interests in mind and just wants to make a quick buck off of them).

- Your USP. (What makes you different from everyone else).
- Your website.
- Eventually your own product(s).

All of these are assets that have a real, measurable dollar value (some harder to measure than others). They not only protect your business, they also open you up to an endless amount of ways to make money. If you ever chose to sell your business at some point, they would also have a huge impact on how much it would be worth.

Don't worry about putting all this together at once. Nobody's able to do that.

Just add one piece at a time, little by little. Every time you do, the value of your business increases. Every time you add an email to your autoresponder sequence, it increases your remote control selling power. It's like another 100 sales reps working for you.

Every additional piece of content improves the relationship you have with your prospects... it further pre-qualifies them... it increases your conversions which means more money and more distributors... which means more people in your organization making you money... which allows you to buy more advertising... which means more prospects... and the cycle continues.

Chapter 9 – Do I Still Have To Talk To People?

After learning about all of these techniques and reading *The Renegade Network Marketer*, one of the questions a lot of people have is, “So where does the phone fit into all of this?”

This is a vital aspect of this whole business that often gets completely overlooked by the internet crowd: The human interaction.

As I said at the beginning of this book, “sales” and “selling” have always kind of been dirty words in network marketing. You will hear many websites and automated marketing systems say things like, “No selling needed... you never have to talk to anyone... no phone skills required... etc.”

It’s important to point out though that there’s a big difference between “selling” or – as we discussed in the first chapter, direct sales – and one-on-one interaction.

Ultimately, your goal *should be* to get your marketing system built up to the point where you no longer have to personally sell. This is entirely possible and it’s infinitely more leveraged than doing it one at a time.

However, this does not mean you ever want to completely remove the personal interaction from your business.

Obviously, just because you’re talking to someone on the phone doesn’t mean you have to be trying to get them to buy something. You can build these personal relationships with people after they’ve bought from you or joined your business.

**Today, More Than Ever, In Our High-Tech World,
Human Interaction Is Not Only Important... It’s Mandatory.**

As evidence of this, check out this quote by Michel Fortin:

“The more technology driven we become (i.e., the more automated, static, robotic and impersonal we become, as is the case with the web), the more we will crave and seek out human interaction.”

Who is Michel Fortin and why would his opinion mean anything?

Well, he’s easily one of the most successful and respected internet copywriters out there today. He’s sold hundreds of millions of dollars worth of products online and he actually holds the record for the highest grossing sales letter in internet history for a single day, bringing in over \$1.08 million dollars in sales in a 24 hour period.

You would think of all people, he would probably be one of the biggest proponents of using automation to replace the human element online, right?

Not so, as he states here:

“Bottom line, people want to connect with other people. They want to deal with, trust more and buy from other people, not computer monitors. In fact, what they really want is to feel more secure and comfortable. As a result, they are screaming for credibility. They want more proof. They want to believe.”

There’s that whole believability factor again.

In this quote he’s talking about the need for proof and credibility and there are many ways to accomplish this in marketing besides just personal interaction, but personal interaction can be one of the most powerful. Being able to talk to a real person can help eliminate skepticism and a fear of getting ripped off more than anything else.

Is it possible to build a downline or a business completely hands off without ever talking to anyone?

Yes, but it’s nearly impossible to maintain long-term stability with a model like this.

If you completely remove this element, you’re really removing the glue that holds an organization together. You’re building a straw house that can come apart very easily.

If you want to develop a strong, deep-rooted foundation that will last, you need to develop relationships with leaders who are loyal to you. In order to do this, you have to communicate with them.

I had an interesting experience with a company in this industry a few months ago. I won’t share the name or website with you, but they offered a completely automated, totally “hands-off” system that required no work whatsoever on the reps part.

Their website used phrases like...

“No Selling!”

“No Cold Calling!”

“Make Money 24/7 With Our Automated System!”

“Let Us Do It For You!”

“\$49 Can Earn You A Six Figure Income!”

(Aside from the whole one-on-one interaction thing, the other obvious issue here is the fallacy of getting something for nothing. Of course automated marketing systems are not just important, but critical to your business’s growth – that’s what we’ve been talking about this whole time – but if you really believe that it’s possible to put a quarter into a

slot machine and sit back and have someone else build a business for you while you collect checks all day long... well then, I've got a great deal on some beach front property in the Cayman Islands I'd like to sell you too...)

So, the top distributor, the guy who helped start this company and was placed before anyone else – we'll call him "Bob" – approached me and asked me if I would put together a phone script and sales training program for his distributors to use.

I found this very peculiar seeing as how his website specifically said that "no selling was required."

I said, "Bob, I'm a little confused. Why do you need me?"

"Well, we'll never be able to hang on to any of our distributors if they're not building relationships with each other. The drop out rate will be horrible."

"Right, I understand that," I said. "But I guess I'm still confused because on your website it says that you don't need to talk to anyone and that the system will do everything for you. Am I missing something here?"

"Now Ann, come on now. You and I both know that's not true," he said with a guilty little chuckle.

He then went on to say he knew full well their site was lying to people and that those of us "in the know" are well aware that one-on-one interaction is necessary for retention.

I politely ended the conversation and told him that I didn't think we were a good fit to do business together. A couple days later he emailed me to say he wouldn't be needing my help anymore and that he'd found someone else to do it.

One-on-one interaction *is* important, but the real question here is not SHOULD you be building relationships with people, it's WHO should you be building relationships with?

**Your Time Is Incredibly Valuable And No Matter What
You Do, You Have To Look At It From An ROI Standpoint.**

The phone is a very time-consuming tool and so it's imperative that you spend your one-on-one activity with the right people. There are talkers and there are doers. Only spend your time with doers. (The ironic thing is that it's the talkers that will try to take up the most of your time. Doers don't because they're too busy – you guessed it – *doing*.)

The amount of time you spend with people and who you spend it with will also be determined by what phase you're at with your business.

If you're just getting started, you may be in a position to interact with most of your people. But as your business grows and your organization becomes bigger and bigger, it

obviously becomes logistically impossible to talk with everyone. The key to managing your time and efforts will come down to investing in your core group of leaders.

Now, when it comes to your marketing efforts themselves, it's also very important to realize that the phone should just be looked at as another medium – just like the internet and direct mail. They all have their advantages and disadvantages.

As you're beginning to build your system, whether your prospect calls you or you call them, it's very likely that the phone will be a prominent part of your marketing sequence, and that's more than okay. Because while it is more time consuming than a lot of the other mediums, it can also be extraordinarily effective when done right and may in fact be a crucial component to getting you off the ground.

The very first real taste of success I got in this business came from working with highly qualified leads on the phone. And with good prospects like these, I believe you can achieve higher conversion rates than with any other medium because of the real time interaction and feedback. It allows you to pinpoint their specific, personal needs more than anything else, which is the key to good marketing in any form.

Using the phone is also a great way to make yourself stand out in the online world. We've already talked about the importance of differentiating and giving people a reason to work with you over anyone else. Often times, taking a look at what the rest of the crowd is doing and simply doing the opposite can be enough to bring a lot of business your way. This isn't always the case – whatever you do still has to be in keeping with good sales and marketing principles – but a lot of the time you can use “hidden” angles that few others are using to get awesome results.

And because one of the trends of doing business on the internet is “not talking with people,” combining real human interaction with an automated system can become a very powerful angle to take that few others are using.

John Naisbitt, author of ‘High Tech, High Touch,’ says that

“In a high tech world with increasing search for balance, high touch (personal interaction) will be the key to differentiate* products and services.”

*Emphasis mine.

One thing that has become apparent as time has gone on and internet business has developed is that as more and more people implement internet marketing strategies and the web becomes more competitive, the effectiveness of offline methods increases.

One thing that will never change is that human beings are social creatures. We depend and thrive on the company of others. It's just who we are. And the more technology encompasses our lives, the more evident this truth becomes.

Again, John Naisbitt:

“One of the best kept secrets in America is that people are aching to make a commitment, if they only had the freedom and environment in which to do so.”

Smart businesses know that one of the best strategies is to use both online and offline methods.

I already mentioned one of my distributors, Sherry Higdon, earlier in this book. She became my biggest star, routinely bringing in over 20 people every month. It didn't start out that way though.

Sherry has phenomenal communication skills, but the only thing was, at first she didn't want to use them! She wanted to bring people into her business using strictly other means. She did this for awhile without getting hardly any results at all.

I finally suggested to her that she start talking with people herself, and wouldn't you know it...Bam! She signed up 11 people in 10 days.

She never looked back after that, sponsoring prospects like it was going out of style.

Another great example would be Scott Rogers who also brought in 15-20 people every month. He did this using the phone to work leads that were generated through our automated marketing system. His closing ratio for prospects he talked to was an *insane* 88%!

What it comes down to though is that this was all possible because these people were 8s or 9s by the time someone actually talked with them.

So the more your marketing improves over time, the easier your job on the phone becomes, until eventually, you only spend time with people you want to spend it with.

And isn't that one of the things we were all told was so great about this business in the first place? You only work with the people you *want* to work with? (What they *didn't* tell you though – and what I figured out a long time ago, as I'm sure you have too – is that it's only true if you have an abundance of people to work with! If your organization consists of about eight distributors and you're bringing in a couple new people every six months or so, you don't really have much of a choice about who you work with).

One more thing: When you do attract prospects that are of this caliber, it's very important to point out that the type of selling you do is *much* different from the type you do when you're the one approaching them.

In fact...

If You Continue To Use Old School Selling Techniques On These Types Of Prospects, It Can Seriously Back Fire On You.

When someone comes to you, they are in a completely different mindset. They are not needing to be sold. They are most likely ready to buy... and your job is to simply help them do that.

Consider a doctor as an example.

A doctor has your respect because they've positioned themselves as someone who has something very valuable to offer: Their knowledge.

Now, have you ever gotten a cold call from a doctor in the middle of dinner asking you if you'd like to have your appendix removed?

Probably not.

Furthermore, when you go to see your doctor, does he ever try to hard close you on having a lobotomy performed? Has he ever tried to twist your arm into getting a heart transplant and then when you turn him down, ask you if you know of anyone who might be interested in one?

Of course not.

That would be silly because you came to him and you were "ready to buy", so to speak. You had a problem and you believed he would be able to help you. There's no need for him to push his services onto you.

IN FACT... *if he did...* you would think less of him.

He would lose all respect and credibility in your eyes.

In the same way, when a prospect comes to you, there's no need for the traditional type of sales tactics. People are expecting something else entirely from you and are put off if you come across as desperate for their money.

"Well," you might say, "That's different. Those are serious health problems you're talking about. Everyone knows to go to the doctor when they're sick."

This is where so many sales reps are mistaken. They think this kind of respect is reserved for other professions, not them. But the fact is, people have all kinds of problems that are just as urgent in their minds as any health problem and they will actively seek out a solution for it. There's no difference. When someone is passionate about something, their foremost thought is finding an answer for it.

How would you like to be the one they go to when they have financial problems?

To most distributors this sounds too good to be true, but I assure you it's not.
When you learn how to do marketing, you will have this respect too.

Chapter 10 – The Renegade System

In Chapter 7 and Chapter 8 we talked about how your marketing system is something that you put together incrementally, one piece at a time. First a website... then some articles... throw in a few emails... put up some ads... write a report... do some interviews... write some more emails... and before you know it you've got a full fledged marketing machine churning out prospects for you. This is how everyone does it, even the biggest players.

Well, I'd like to offer you a big piece to the puzzle that can help you get there a little bit faster.

I like to call it "The Renegade System."

What is The Renegade System and how can it help you with your business?

Word-for-word, it's the exact series of marketing tools, websites and messages that my team and I have used with unbelievable success to educate and attract throngs of eager prospects to us.

It's a result of over 5 years of learning "in the trenches" through repeated trial and error and continual testing, tweaking and improvement of the whole process from A-Z.

It's also one of the most unique affiliate programs you'll ever find and it's totally free for you to use. It's proven to work and ready to go "as is" and perhaps most important, is universal and can be used to build any opportunity.

Its main purpose is to help you make an immediate retail profit while generating high quality leads (monetization).

In Chapter 7 I talked about how the method that I've been most successful with when it comes to monetizing my prospecting activities is selling an info product. This gets people to pay you to qualify themselves and by educating them, it puts them on the same page as you are, making them an ideal prospect to work with.

You can use this model yourself by earning commissions when you refer people to 'The Renegade Network Marketer' (along with many other products and services).

The Renegade System also provides you with additional training and resources on sales and marketing. You can access these for free by logging into the back end area.

Let's go over the monetization part first.

You can use The Renegade System to help monetize an existing website/list or a new one that you're just starting to build. You can also use it to generate prospects for your

business if you don't have your own website – even though I highly recommend building your own site first.

One of the best and fastest ways to make money is by recommending The Renegade Network Marketer to your list of subscribers if you have one. This is what most people do and it's extremely effective because The Renegade Network Marketer has a track record of very high conversion rates with this method.

You can even use it to help *build* your list if you don't have one yet.

In order to get people to give you their contact information, you have to incentivize them with something. Part of The Renegade System is the free ebook 'The 7 Great Lies Of Network Marketing.' If you're not able to put together a free report of your own, or some other kind of free offer right away, you can use The 7 Great Lies Of Network Marketing for this purpose.

You can also link to The Renegade Network Marketer from your website. If you have a sales letter type site, a link on the front page would not be ideal because you don't want to distract people from the main call to action, but a multi-page content site or blog works very well.

However, another very powerful way The Renegade System can help you is through something called integration marketing. I learned this from Mark Joyner, who is considered by many people to be the godfather of internet marketing. He said that years ago when he was really starting to take off, this incredibly simple technique was one of the single biggest factors in him taking his business to the next level. He called it a "phenomenon" of marketing.

If you have any kind of website and you have any page at all where people are responding to a call to action – it could be signing up for your newsletter, it could be purchasing something, it could be filling out a form, anything at all – *after* they've taken the call to action and they've reached the 'thank you' page for whatever it is, just insert a simple line that says something like: "If you were interested in my free newsletter, something else I think you'll find very useful is The Renegade Network Marketer. I've used it to help me attract pre-qualified prospects for my business online. Click here to find out more about it." Then, just insert your affiliate link within that sentence.

(FYI – According to John Reese, the two most powerful words you can use in your online marketing are 'click here.' If possible, always include these words in any ads you run. Some companies, like most pay-per-click search engines, won't allow you to use them in your ads).

What's great about this technique is that it requires practically no effort on your part, it costs nothing, and it doesn't take away from the primary call to action you're trying to get people to respond to.

Which is exactly why it's so powerful. You're only offering people something else *after* they've already taken you up on your initial offer.

Very few people realize this, but the thank you page is one of the most valuable pieces of real estate on a website. Only people who have qualified themselves by taking an action reach that page and it's at that moment they're at their peak interest level. They've just shown that they're willing to trust you enough to give you their contact information and perhaps even their credit card info. Once they've done this, it's very easy to offer them something else.

The reason this is so effective is because it's tapping into something, a process, that *already* works (hence the name "integration").

If you really want to take this strategy to the next level, here's an idea for you: Mark said that what he did next after realizing how profitable the thank you page was is he went around to other websites that had a similar audience as his and he made a simple proposal to the owner of the site. He asked them to just try promoting his offer (with their affiliate link of course... if it was a two tiered affiliate program they would sign up as his sub affiliate) on *their* thank you page and if they didn't find that it was worthwhile, they could take it down anytime they wanted. He took the numbers and conversions that he was getting on his own thank you page and then asked them how many visitors they were getting a day/month to their thank you page. Then he showed them some theoretical figures they *could* be earning by making use of that page. It cost them nothing to try and yet there was huge untapped potential waiting for them.

This works so well I know a couple people that this is all they do online.

Something to think about.

You can also get paid to teach by using The Renegade Network Marketer to help train your distributors on how to build an MLM on the internet. As a result, you'll get a more effective and productive organization.

And like I said before, even if you don't have your own website, you can still use The Renegade System to generate prospects for your business.

By promoting your affiliate links through various online (or offline) advertising methods, you get paid commissions and you also get all the prospects contact information. Plus, the different components of The Renegade System are branded with your own info so they can contact you. There are many people right now who are having a lot of success doing this.

Leveraging off of someone else's system in the beginning can definitely help you get going faster. That's how I got started. I wouldn't be where I'm at if I hadn't been able to tap into my upline's system. I did this long enough to develop my skills and get a nice cashflow going while I was putting my own website together.

If you decide to do this though, I strongly encourage you to begin developing your own site/content as soon as you can. In almost every case, the sooner you're able to begin using some of your own material, the better your results are going to be.

Just like you don't want to rely completely on your company or their marketing tools, you don't want to rely completely on The Renegade System either.

You'll find that there are limitations without your own unique content. In business, the more you bring to the table, the more you walk away with. The more you develop yourself, the more you are worth to the world.

You should look at The Renegade System, just like your opportunity, as a system *within* your own system. You can use them how you want and fit them in wherever they work best for you and your customers.

Now, let's take a look at the individual components of The Renegade System so you can get a better idea of how it can help you with what you're currently doing.

(Keep in mind, this is not an MLM.)

The Renegade System

There are 6 main parts to The Renegade System.

1. The Landing Pages
2. The 7 Great Lies Of Network Marketing Free Viral eBook
3. The Follow Up System
4. The Renegade Network Marketer ebook
5. The Back-End
6. The Renegade Newsletter

What's kind of ironic is that marketing systems just like this or similar to this are really nothing new and are used all the time by businesses in "the real world" who know how to promote their products and services.

It's just that in MLM, because of all the bad advice passed on down from one upline to the next, figuring out how to successfully expand our business becomes more complicated than trying to solve an elaborate algebra equation.

Pretty much everything I'm going to talk about here applies to whatever you do with your own website as well.

(And if any of this is confusing to you, don't worry... when you login to your account, there's a Quick Start Guide and some easy-to-follow video tutorials that explain exactly how everything works and what you need to do to get going as fast as possible).

1. Landing Pages

The landing pages are where you send your traffic to. They're the entrance point to the marketing pipeline.

When you become an affiliate with The Renegade System, there's two different landing pages, or sales letter "mini sites," you'll be able to use (with more to come). One of them offers the free viral ebook *The 7 Great Lies Of Network Marketing*, and the other one sells *The Renegade Network Marketer* ebook.

Both of them are personalized with your name (or whatever you choose) in the url. For example: www.bob.therenegadenetworkmarketer.com

And of course, embedded in your personalized landing pages, is your own unique id number that allows us to track a visitor from the moment they hit the site... to the point where they buy... to additional back-end sales which make you even more money (I'll explain in a minute).

This whole part of the process is CRUCIAL.

For one, if the sales letter or copy on a website can't convert visitors into buyers, none of the other steps even matter.

But more importantly, there is no other single factor that will have more of an impact on how much money you make or how many leads you generate than the conversion rate of your sales letter!

Which is exactly why getting the help of one of the top internet marketers and copywriters out there today, Eric Graham, was so important.

Eric recognized the potential of the internet long before most companies even knew what an ISP was. He's been making money online since 1994, back when the web was just starting to pick up steam outside of the colleges and universities. Since then he's been systematically starting, building and growing one successful online business after another, as well as working with some of the biggest names in the internet marketing industry.

He also handles all the copywriting and landing pages for The Renegade System. Which translates into one thing for you: Maximum sales.

Among internet marketing circles, Eric's actually known as "The Conversion Doctor" because his main specialty is creating websites that pull like crazy!

Consider if you will, these two different approaches to making more money with a website:

1. You can drive more traffic, more visitors, to the site.
2. You can increase the amount of people who make a purchase (or request information) *after* they've arrived at the site.

Let's crunch some numbers here.

Suppose you have a site that converts 2% of its visitors into buyers and the product you're selling gives you an even \$20 bucks. You send 1,000 people to your site, you end up with approximately \$400 in revenue (20 sales).

And let's say, as a simple example, that one of your methods of advertising is through pay-per-click search engines. Say you're paying around \$.20 for clicks on Yahoo. So \$200 gives you 1,000 clicks which gives you 20 sales. \$400 in sales minus the \$200 you spent on ads gives you a \$200 profit. Not bad. (Plus, don't forget those 20 customers are now leads for your business).

Now if you want more sales and you go the first route, you're going to need to spend more money on advertising.

You can do a couple things: You can increase your bid price which would put your ad in a higher position and therefore get you more clicks, or you can expand your keyword list and the amount of actual ads you're running.

You can also improve the performance, the click-through-ratio, of your ad and end up paying a little bit less per click, but ultimately you're still shelling out money for additional traffic.

So for simplicity's sake let's just say that no matter what, you end up spending \$400 for 2,000 clicks, giving you 40 sales. Well, 40 sales means \$800... minus the \$400 for advertising... you're looking at a \$400 profit. You just doubled your money.

Alright, but let's say that instead of expanding your advertising, you invested energy into improving the conversion rate of your sales letter. Let's say that you managed to double it. Now 4% of your visitors turn into buyers. What happens?

What happens is, for every thousand visitors you get to your site, you're now getting 20 additional sales.

These are **free** sales.

You didn't have to pay any additional expense for them. You simply got them because you were able to do a better job of persuading people to buy when they came to your website.

So again, if you paid \$200 for 1,000 clicks just like in our first example, instead of \$400 in sales, you're getting \$800.

It's as *if* you had bought twice the amount of clicks... except you didn't!

In fact, it's actually better because when you double your sales through more advertising you're also doubling your expenses.

**But When You Double Your Conversion Rate,
Your Expenses Stay The Same – Only Your Sales Double!**

That's pretty good.

But of course that doesn't mean you're not going to increase your advertising anyway.

Except this time when you shell out \$400 for 2,000 clicks, instead of bringing in \$800 (40 sales), you've got \$1,600 from 80 sales.

That's not even the best part though. The best part is that when you improve your conversion rate, you don't just increase sales for one traffic source (like your pay-per-click ads), you increase sales across the board for every traffic source you have!

Improving the conversion rate is a much more *leveraged* way of increasing sales.

And the conversion rate of your sales letter isn't the only thing that can be improved, mind you. Every single aspect of a marketing system – from the presale emails to the order page – can be tested and optimized over time.

You can see how this practice of continually improving the sales process would have a vast and exponential effect on your profits, your leads and your business growth.

With The Renegade System, all of this is taken care of for you because in addition to putting together all the sales letters, Eric also handles all the testing and tracking.

Remember earlier in the book how I gave you a couple examples of testing different variables and how one tiny little change can make a huge difference in your conversions?

Well, this is something we're fanatical about with The Renegade System because you will never reach a point in your business where you *can't* improve something.

2. The 7 Great Lies Of Network Marketing Free Viral eBook

The sole purpose of your 7 Great Lies Of Network Marketing landing page is to get people to download the free ebook by giving their contact information. Nothing more.

The 7 Great Lies delivers 35 pages of high quality content that can help anyone regardless of what their situation is. It addresses their skepticism and educates them on what not to do in network marketing.

Once they've downloaded the ebook, the automated marketing process kicks in and begins moving them further along in the interest scale. The 7 Great Lies creates the need, the problem. And within the ebook are links (with your id of course) that direct them to the solution – The Renegade Network Marketer site.

It pre-sells them so that people who read The 7 Great Lies first convert into buyers at a higher rate than people who haven't.

Like I said before, many people see extremely high conversion rates when promoting The 7 Great Lies and The Renegade Network Marketer to a list they have a good relationship with. Because The 7 Great Lies is free, opt in rates as high as 80-90% are not uncommon. Of those people who download The 7 Great Lies, as many as 10% go on to purchase The Renegade Network Marketer, depending on how much they've been pre-sold prior to landing there.

But there's a lot more to it than that. The ebook in and of itself is a traffic generation tool for you.

How so?

Well, let's talk about "viral marketing" for a second and what exactly that means.

It has nothing to do with illegally or unethically infecting people's computers, but just *like* a virus, a viral message spreads around the marketplace by being passed from one person to the next. And, just as the name implies, it can snowball and grow out of control very quickly. It's one of the best types of traffic because it's free and it's high quality.

Basically, it's "engineered" word of mouth advertising online. I say engineered because you want to make it as easy as possible for your customer to pass on your message. Nudge them in the right direction and give them the tools to do it.

And in contrast to the traditional network marketing version of "word of mouth", this kind actually means your customers/prospects spreading the word, not you.

The most famous use of viral marketing was the explosive growth of hotmail.com. All they did was put a simple one line ad at the bottom of every email sent out through their system that offered the reader a free email account. This method allowed them to accumulate over 12 million users in 18 months.

Some other ways you can harness the power of viral marketing is through free videos, free mp3s, and of course, free ebooks.

Free viral ebooks are the exact same technique that internet marketers like Yanik Silver and Jimmy D. Brown have used to generate millions of dollars worth of sales from their websites, without spending a dime on advertising.

So in what way is The 7 Great Lies ebook engineered to be viral?

First and foremost, it contains valuable content. It's material that's well worth people's time to read. Which is crucial, because if it isn't worth their time to read, they're not going to pass it along to anyone.

Second, it's controversial. This is the "buzz" factor that's essential for people to talk about something with each other. In order for a message to be viral, it can't be more of the same old, same old. It can't be run of the mill. It has to be *interesting*. It has to be something that's out of the norm.

Third, anyone who downloads the ebook automatically receives free resell and redistribution rights to it. This means they can pass it along to others in *any* way they'd like. They can even sell it to people. The only condition is that they don't modify it in any way. That's it.

Anytime someone gives away the ebook that they downloaded on your landing page to another person, your unique links stay in that ebook. If that ebook gets passed along to five more people or however many, your links to The Renegade Network Marketer are in all of them.

So way down the line, if someone ends up buying The Renegade Network Marketer through one of those ebooks, you get the sale.

(And the really nice thing about all this is that you don't have to put in any extra effort to make it happen. It just happens as a result of you going about your "normal" advertising).

Fourth, in order to help the viral process along, within the ebook itself are links that say "Click here to send this ebook to a friend!"

If someone clicks on these links, a new window opens up with a field for them to enter the name and email address of anyone they'd like to refer the ebook to. After entering an email address and clicking 'submit,' a message is sent to that person which more or less says, "Hey _____, I ran across this website I thought you might find interesting. If you want to check it out, just go here: (your url)."

The email that's sent to them appears to have come from their friend's address even though it was generated through our system.

Now if someone comes to the website through one of these emails, they see the exact same sales letter and the exact same tell-a-friend script as the person who referred them. If they enter anyone's email, the process keeps on repeating itself.

So the more people you yourself get to download the ebook, the more it compounds and spreads on its own, creating an entire free traffic source for you.

In addition, the ebook itself is branded with your information: Your phone number, email and any website of your choice (your site, your company site or anything else you choose).

3. The Follow Up System

The whole follow up process with someone, whether it's before or after a sale, is sooo important and yet so overlooked.

Jay Conrad Levinson, the father of guerilla marketing, reports that 68% of all sales are lost due to poor follow up methods.

That said, a very good chunk of the follow up process is completely taken care of for you with The Renegade System. (The follow up for products you get commission on is completely taken care of for you, but of course the follow up for sponsoring someone into your business may still be required on your part).

After a prospect downloads The 7 Great Lies Of Network Marketing ebook, they're added to an email drip system that continues to send them messages on autopilot. These messages continue to give them good business tips and advice, but they're also designed to sell them on taking the next step by visiting your Renegade Network Marketer site.

Aside from the emails, the free ebook itself is also a very powerful follow up tool.

An ebook has a much longer "shelf life" than an email message. An email can be deleted in the blink of an eye without even thinking. If someone doesn't open it, read it and act on it right away, the chances of them ever coming back to it are slim to none (which is why you have to continually send them messages).

An ebook on the other hand, has a much higher perceived value than an email. People will hang onto it a lot longer and they'll come back and re-read it. And as long as that file sits there on their computer, your links will always be in that ebook. So if they come back to it 6 months later after downloading it and click on one of the links that takes them to The Renegade Network Marketer site, you still get the commission if they end up buying.

The follow up process continues after someone buys The Renegade Network Marketer but we'll talk about this in a minute.

4. The Renegade Network Marketer eBook

This of course is the heart of the whole system and where things really start to get exciting.

This is where the prospect raises their hand and shows that they're serious about learning what it takes to build a business correctly. By investing \$60 or so into their education, they're qualifying themselves as someone worth investing time into.

The ebook teaches them about the importance of a marketing system, which puts them on the same page as you, making them an ideal prospect to work with. It's the perfect way to initiate contact and a business relationship...

...*And*...

...by selling them an information product first, your opportunity becomes a back end sale – which is how ALL the big MLM players build massive organizations so quickly (this is how sponsoring 20-30 new people a month becomes *routine*).

This is also where you start to pocket some commission.

Because a healthy retail profit is so vital to your growth, my goal for you in using The Renegade System is this: To help you make as much money as possible while you're generating leads for your business... and... (this part's crucial)... for the retail profit part of that equation to be *as automated and as leveraged as possible*, so that you can really focus your efforts on everything else you need to do to build your business.

Without a doubt, the best way to accomplish this is by using a two-tiered commission structure.

Here's how it works:

When someone buys The Renegade Network Marketer through one of your links, you make \$33.50. You may have already captured all their contact information yourself previously, but just in case you didn't, all their info (except their credit card info 😊) is passed on to you during the check out process so you can follow up with them. You can log in to the back end area to access the info or you can choose to have it emailed to you immediately after a purchase is made.

Say someone named John buys the ebook. He reads it and has the same marketing system presented to him that was presented to you. Say John likes what he sees and decides to use this system to help build his primary business. When he creates an account he will become your sub-affiliate within The Renegade System (this is totally separate from your opportunity, mind you).

Now every time John makes a sale, you get a \$6.70 commission. This way you're not just getting paid strictly on your own efforts.

If you're generating 5 sales a day (which is very easy using some simple internet marketing techniques) and just 1 of those 5 decides to use The Renegade System as well,

that's 30 new sub-affiliates for you every month. If 3 of those people actively use The Renegade System and generate 5 sales every day themselves, that's 15 sales a day you'll be getting paid on.

15 x \$6.70 is \$100.50.

\$100.50 x 30 days in a month is \$3,015 added to your bottom line.

Say you don't have 3 though. Say you only have 1 active sub-affiliate. If they're making 5 sales a day, that's still \$1,005 extra for you every month.

You can see how just a few active sub-affiliates can significantly increase your immediate cashflow. If you get some decent action going on, it will easily become a secondary income for you

*Just as a side note, I should probably point out that there's no connection whatsoever between you and the leads that your sub-affiliates generate. You get a commission on any sales they make, but if they're promoting a different primary opportunity than you are, those people are their leads to follow up with. You won't have their contact info and they won't have yours.

On the tracking side of things, in order to make sure that you get credited for the sales you worked for, The Renegade System uses a combination of 2 year cookies as well as ip address identification (which is better than just "normal" cookies).

So basically, if someone lands on your Renegade Network Marketer website and leaves without buying, but then ends up coming back 16 months later to www.TheRenegadeNetworkMarketer.com without your name or id in the url and buys the ebook, you'll still get the commission and the info.

This isn't the only way you make a retail profit with The Renegade System though. It gets even better...

5. The Back End

As I said a little earlier, your opportunity should really be looked at as just one of your products and just one of your sources of revenue.

And so it is with your front end informational product as well. It's just another source of revenue for you. But you need more than that. You need multiple streams of profits coming into your business. The Renegade System does this by combining network marketing and affiliate marketing in a way that's never been done before.

Please pay close attention to what you're about to read.

We already know that the back end is where the really big profits are made. That's why your opportunity's back there. You can easily make 4-5 times more with follow up sales than you did with the first sale.

Profits margins are bigger... sales are much easier to make... conversions are always higher... overall, the back end is where it's at.

It's something you, as a business owner, have to take advantage of. Otherwise you're leaving *a ton* of money on the table.

The problem is, a lot of the time (most of the time) affiliate marketers really get the short end of the stick here.

Why?

Well, in order to get a grasp of the overall picture, it's imperative to understand the term "lifetime customer value." This is something that you should become intimately familiar with.

What this means is how much the average customer is worth to you over the entire period of time they do business with you.

**The Key To Having A Wildly Successful Business
Is To Have A HUGE Lifetime Customer Value.**

This is how some businesses can absolutely blow their competition out of the water and make it look easy.

While everyone else *has* to make a sizeable profit upfront to stay afloat, a business with a killer back end can afford to break even on the first sale, even take a hit if necessary. It's okay because they'll more than make up for it later on.

This gives them a lot more room to work with. A lot more flexibility. It means they can buy the ads that others can't afford and they can buy a lot more of them. It means they can make certain marketing situations work where it would be impossible for others.

For example, someone with only one, maybe two products to sell to their customers may only be able to afford a certain ad network as long as they're getting a 3% click through ratio on the ads they're running. Whereas someone who doesn't live or die by what they make on the first sale can still make a lot of money on that same network with only a 1% click through ratio.

Of course, there are lots of other things that factor in as well, like the conversion rate of the sales letter, but you get the idea. You can see how big of an advantage having a good back end can be.

Unfortunately, one of the biggest downfalls for people who promote products as affiliates has always been an extremely small lifetime customer value. Often times it's just one sale and then the relationship between the affiliate and customer is over (of course, we already know that if you have your own list this isn't the case ☺). They're swept up into the company's marketing system never to be heard from again.

This is all fine and dandy for the company itself – they're getting new customers with no upfront costs of their own (affiliates pay for their own advertising and the company only pays out a commission *after* a sale is made) – and they get to continue to sell to these customers over and over again and make 4-5 times what they did on the initial sale.

But for the affiliate, who worked so hard to generate that customer, this is a MAJOR handicap. It puts severe limitations on their ability to do advertising and can make it really tough to operate.

But...

...what if...

...your lifetime customer value was the same as it was for the program you were promoting?

What if it was even more?

This is what I set out to do in creating The Renegade System.

Here's how it's set up:

Having purchased The Renegade Network Marketer, you now have free access to our back end area www.TheRenegadeSystem.com (don't go there yet though!).

Here you'll find a goldmine of information, training and resources that will help you with every facet of your MLM business.

For purposes of simplification, I'm just going to divide up the back end area into two main categories: There's the account info and reporting side, and there's the training and resources side.

Here's a partial glimpse of what you'll find in the training part...

- How to promote your websites using free and paid methods (as well as online and offline).
- The “ins” and “outs” of each method you must know in order to be effective (and in some cases, to avoid getting in trouble).

- How to write killer ads that get results (including a totally free resource that will teach you more about marketing and sales psychology than most paid courses do. This one's a personal favorite of mine and has easily been worth tens of thousands of dollars to me).
- Pre-written email ads, banner ads, ezine ads, graphics and more to help you get going as fast as possible.
- How to get the most bang for your buck – the most cost effective companies to work with when doing your advertising.
- The best internet marketing tools and resources for driving tons of high quality traffic to your websites.
- How to track all your efforts so you know what's working and what's not (this is one of the biggest keys to sales and marketing success).
- How to follow up with your leads to transition them into your opportunity.
- The exact same sales strategies, techniques and procedures that myself and my team use to achieve closing ratios of *80% or more* when on the phone with our prospects (none of which involve anything even remotely resembling “boiler room” tactics).
- How to get your taxes and bookkeeping out of the way as quickly as possible using a software designed specifically for network marketers.
- Everything else from web hosting & design, to copywriting and autoresponders, and even the fun legal stuff.
- And a lot more!

You'll find everything you need to get your business churning out a profit and generating red hot leads as fast as possible... and... how to work with them to build a thriving organization that pays you long term.

But here's the true beauty of the system: Once you get someone as a customer with The Renegade System, they are your customer for life.

Let me explain what that means.

This *doesn't* guarantee you're going to sponsor them – that part of the deal is still up to you – what it means is that when someone buys The Renegade Network Marketer through your url, they are permanently “linked” to you in the system.

If they ever buy any other Renegade Network Marketer products – even 10 years from now – you’ll get paid a commission on it.

That’s pretty good, but not good enough. There are other affiliate programs that offer lifetime commission on their own products.

But when it comes to *other people’s products* however...

The way it usually works is anytime you see a recommendation on someone’s website for another product, they’ve got an affiliate link set up with that other site so if you end up buying whatever it is they referred you to, they get a commission.

There’s nothing wrong with that, that’s perfectly normal. But what if you could substitute your affiliate url for all of their affiliate urls?

You’d have a 100% financial interest in the whole system right?

Well, I thought about how to help people make the absolute most amount of money possible during the lead generation process and I figured that was the best way to do it. So here’s how it works with The Renegade System...

Almost all of the recommended resources in the back end area, everything from the traffic generation tools to the tax software, have affiliate programs.

When you login to your account, you’ll be able to see all these different resources and where you can go and apply yourself to their affiliate program. After you’ve applied and have been accepted into their program, you’ll get your affiliate url for their website. Once you have that url, just go back into your Renegade account and upload it into the system. (Don’t worry, it’s super simple and there’s video tutorials that show you exactly how to do it.) Once The Renegade System has your urls, it will insert them anywhere that those products are referred to.

Here’s an example of how powerful this is: Say you advertise your Renegade Network Marketer site and John buys the ebook through your link. He reads it and decides he’d like to use it as well to grow his primary business. Or actually – say he doesn’t even intend to use it as a tool for his business, say he just wants to check out the back end area for some guidance on how to do his own marketing or how to develop his sales skills.

So he logs into The Renegade System back end and starts learning about some different traffic generation techniques.

After reading a little bit about blogging and how one guy earns over \$500 a day in affiliate commissions through his free blogs, John decides he’d like to give that a go. He buys the ebook that teaches these strategies through your affiliate link and you get paid a 75% commission!

You may have sponsored John into your primary business or you may not have. Doesn't matter. Either way, you get a commission on **anything** he buys through The Renegade back end. And same with everyone else who purchases the ebook through your link.

Say John decides to do a little pay-per-click advertising. He opens up a Yahoo advertising account through The Renegade back end. You get a \$30 commission!

Not bad eh?

**This Is All “Extra” Money That You Make Regardless
Of Whether Someone Joins Your Opportunity Or Not!**

This way you have three major sources of income pouring into your business: Your front end retail profit, your back end retail profit and your residual business opportunity checks. This covers all your bases. You've got short-term, mid-term and long-term profit streams.

Can you think of a few uses for these “extra” profits? How about completely covering all your overhead costs? Some more advanced training to make you more effective? Maybe increase your advertising and lead generation so you can grow your residual business that much faster?

And actually, speaking of residual... both your front end and back end retail products through The Renegade System offer you this potential as well.

On the front end you can build residual income through the two tiered commission structure...

On the back end you can build residual income through recurring commissions, lifetime commissions *and* two tiered structures for certain products.

Many of the recommended resources in the back end area offer their affiliates (you) the opportunity to generate money from any sub affiliate sales. You get to take full advantage of this.

Again, John buys The Renegade Network Marketer through your link. If he then goes into the back end and becomes an affiliate with all these different resources just like you did, *he will become your sub affiliate for any program that offers a two tiered commission structure.*

Now, as John is going about building *his* business, if anyone picks up The Renegade Network Marketer ebook through his url, goes into the back end and buys something through any of the programs that have two tiered structures... John gets a commission... and you get a commission!

I'm sure you can use your imagination on this one and see what kind of secondary income this could provide. This is about as leveraged as it gets!

The really cool part about all this is that most of the recommended resources in The Renegade back end use absolutely phenomenal marketing themselves. In fact, many of them are put together by the most skilled and successful direct marketers in the world. This means that every single step of their entire system, from the emails to the sales letters to the follow up process, are honed to perfection and produce some of the highest conversion rates you'll find anywhere.

This is great news for you because ultimately it results in more back end sales and commissions.

There's enormous potential with many of these resources that give you lifetime commission on their own back end products. Some of them even offer recurring commission from monthly or quarterly memberships.

So you get a few sales with some of these programs and you've got true "mailbox money" coming in for months, sometimes even years afterward.

Plus, in the bigger picture, by helping people with every aspect of running their business, you're more so taking on the role of a consultant, rather than strictly a salesperson. This is crucial to being perceived as an expert who can really help them.

Remember, if you think of your opportunity as just *one* of your products and just *one* of your income sources, this business will take on an entirely different dimension for you. The whole ballgame changes.

Rather than having your opportunity be *the* main event and your sole focus, view it as just another tool that you provide for your clients. A tool that, along with many other resources, is simply working towards the ultimate solution for your customers: Financial freedom.

6. The Renegade Newsletter

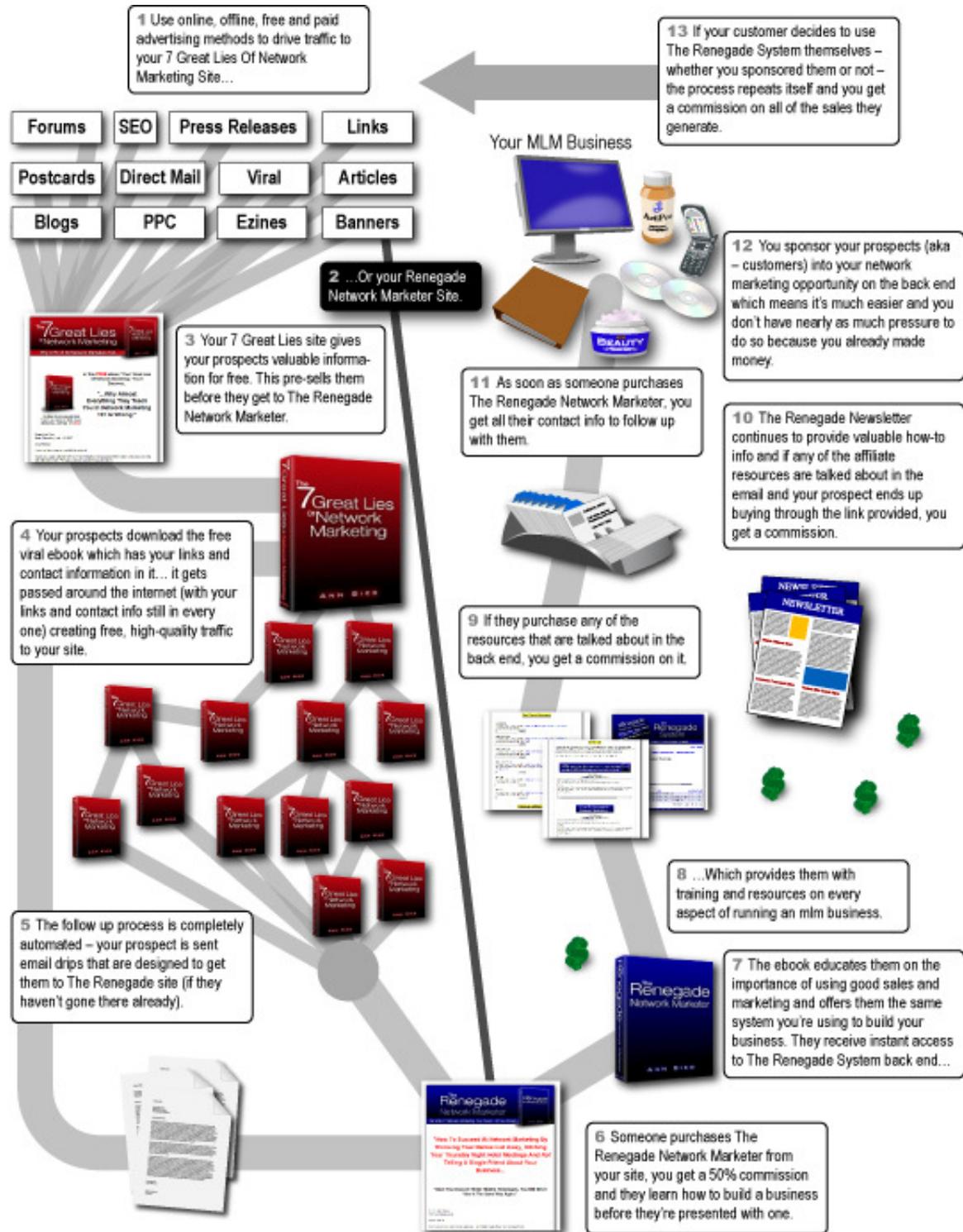
We already talked about the importance of a list. If you don't have one yet, or even if you do, you can benefit greatly by leveraging off of mine.

After someone buys the ebook through your link, they'll continue to receive emails and newsletter issues from me. This further educates them and it continues the follow up sales process (aka – bigger lifetime customer value).

Whenever I send out an email that highlights a certain marketing technique and a corresponding product or resource that's already in the back end, the affiliate link within the email will be yours, not mine.

This is all automated of course, so it doesn't take any time away from your main goal, which is building your business.

This whole system can be a little complicated to visualize in your mind the first time you hear it, so here's a diagram of how it all plays out visually:



**This Entire Marketing Machine – Customized With Your
Name And Info – Can Be Up And Running For You In Three Minutes.**

More importantly, there's no cost whatsoever. Everything that myself and my team have developed and used is now yours for free.

By using a system like this, you can unlock the network marketing game and enjoy the type of rapid growth that only big name gurus previously enjoyed.

See they've always known that the dirty little secret of MLM success is to sell people information products first and *then* sponsor them into their opportunity on the back end. The only problem is, they never taught you the formula they themselves were using in the info products they sold.

After being exposed to this truth, after getting a "behind the scenes" look, could you really see yourself ever going back to harassing people who never asked to be prospected, when you could be talking with people who actually *want* to be talking to you and who respect what you do and want to do it themselves?

Could you really see yourself living paycheck-to-paycheck, spending hundreds of dollars on leads or advertising to maybe sponsor a few people and hope that your residual checks eventually catch up with your expenses, when you know that there are other people out there who can afford to advertise endlessly – and therefore, grow endlessly – because they make instant profits *regardless* of whether they sign someone up or not?

If these ideas make sense to you and you can see the value they would bring to your business, just click here to get started:

www.TheRenegadeSystem.com

All you need to do is enter the username and password you were given in the thank you email you received after purchasing this book and you'll receive instant access to the back end. (If you misplaced this email, just enter the email address you used with your purchase and a new username and password will be sent to you. If you can't remember what email address you used, just scroll down to the next page and you'll see it). That's it. You don't need to create an account or anything to browse through the training and marketing tools back there.

If you decide you'd like to begin using The Renegade System yourself and get the links for your customized landing pages, just fill out a quick 2 minute online form and you'll be all set to go!

Just remember, the key to this whole business is not selling harder... it's marketing smarter.

See you on the inside.

www.TheRenegadeSystem.com

To Your Success,

Ann Sieg

If you have any questions about The Renegade Network Marketer please contact:
Renegade Support
support@therenegadenetworkmarketer.com

P.S. – Any thoughts or feedback about the ebook? I'd love to hear them! Just [click here](#) and a simple form will open up where you can submit your comments. This will help me with any future editions/updates that come out.

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