

HOW TO BUILD YOUR MLM BUSINESS

FAST

What They Don't Tell You UPFRONT!

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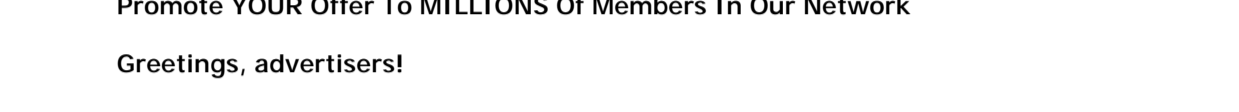
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Promote YOUR Offer To MILLIONS Of Members In Our Network

Greetings, advertisers!

I have some great Ad-Spots open and I wanted to let you in on a special I'm running.

It's 50% off on our Heavy Hitter 4X Mailing.

How's it work?

I've packaged these Huge Contact Lists into ONE easy to reach submission campaign. For a total of ((12 SOLO)) mailings!!

* Multiple Lists Weekly X 4 * One Click Submission * A Limited Number Of 50% Off Spots Are Available.

.... and we handle it all for you.

Take a look at this as soon as you can, or better yet take a look [now...!](#)

Get Our Half Off Package Before It's Gone

Thank you for considering this offer.

Al Freeman
Marketing Representative
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P.S. Free professional ad writing/formatting with every order.

WHAT IS NETWORK MARKETING?

At times like this when you just want a quick definition - the dictionary comes in right handy. Network marketing is a business in which a distributor network is needed to build the business. Usually such businesses are also MLM in nature (payouts also occur at more than one level). Network Marketing is sometimes also used incorrectly to indicate the business uses a network of product suppliers to offer a broader selection of products. It's usually used this way to differentiate themselves as a way to suggest their program is superior to other such programs. Clear as mud?

Okay let's go at it from another angle. If you're involved in an organization where you are actively trying to promote a product to just about everyone you can think of and you're told to get/sponsor people under you - you're involved in network marketing. And, these questions will likely ring some very loud bells for you.

Do you detest bugging your family, friends and people who secretly pray you won't bring up your 'business' opportunity?

Cringe at the mere thought of 'following up' with your massage therapist after putting her on a third party call to explain your opportunity?

Ever wished you could just carry on a conversation with someone without constantly thinking of ways to recruit them?

Sick of being told "Do more of it!" and you don't know what you're supposed to be doing more of?

Tired of hounding people you know couldn't care less about your business?

If you answered yes to these questions, you're involved in network marketing.

The biggest thing you'll have issues with is HOW you're supposed to get "leads" to buy what you're offering. It involves your enroller (your upline) and your recruits (your downline). The upline tells you what to do, how to do it - sort of. Uplines don't always tell you everything you REALLY need to know. They probably don't really know themselves.

Only experience will help you make up your mind.

BUILDING YOUR TEAM / STAGGERING POTENTIAL

You can't market anything unless you have all the information you need. You need good solid direction, and to get that, you need good solid information. You also need to understand the market potential for your products, services and programs you offer. You have to choose your products, etc with an eye to building a team, to recruiting and to obtaining and maintaining a good client base. Without these things, you'll be another MLM marketer with a good idea, and not be able to accomplish anything. Chances are you'd be out of business almost before you even got started.

Team building (those below you who will duplicate what you do), with a program or product/service, substantially expands your marketing potential. Because very simply, the more people you have under you, the more business you can generate. The more business you generate, the greater your income. Great concept, but not always an easy one to accomplish - at least not alone.

With the expansion of your marketing potential, the type of person you target market to also grows significantly larger. These people will have the ability to become part of your personal team and build secondary incomes by utilizing the tools and training you provide them.

To get a good grasp of just how large your market potential really is, you need to understand that literally ANYONE in ANY group you belong to - personal, business, chat groups, clubs, is a potential member of your team. In addition, ANYONE in another networking program is also a potential client.

Also, watch for all the people who are looking for a home-based business. The numbers are staggering. If you can snag them and get them working for YOU, not only do you benefit, so do they. Imagine how many potential team members, and potential customers you could find in just that one sector.

MLM MARKETING AND RECRUITING POINTERS

In multi level marketing (MLM), relationship marketing if used properly, ensures you enroll loyal team members, and keep them. They duplicate your efforts.

Article marketing is smart marketing.

YOU provide articles you've written to other Web sites, blogs and eZines for free. This establishes you as an expert, give you leads, increase site traffic and improved search engine rankings.

Blogging and SEO

(Search Engine Optimization) are two other tools. Blogging provides an arena to combine text, images, links to other blogs, and web pages. About what? You and your business. SEO in this instance, refers to understanding what human visitors might search for, and to help match those visitors with sites offering what they want to find. In order to use any of these marketing tools successfully, it's important to work with the right people. People who can help you build your business.

So, who can help you build your business? Let's take a reverse look at recruiting! Everyone knows you need to recruit lots of people for your downline, to make your online business a success, to ensure a good income. Notice the term good, or qualified, or partner wasn't mentioned. That's because the current recruiting philosophy doesn't take into consideration anything else other than the fact you need warm bodies. Bad MLM move and an even worse move for your online business success. Why?

If you don't take the time to properly qualify prospects - you can expect them to

A) PERFORM BADLY B) DROP OUT QUICKLY C) NOT PERFORM AT ALL OR D) COST YOU BUSINESS AND GIVE YOU A BAD NAME AND REPUTATION.

Qualifying people you are going to work with is worth its weight in gold. It takes extra time, but you can't afford NOT to do this.

If your business relies on cold calls, referrals, instant messenger communications, etc. you know the importance of properly qualifying prospects. You learn about your prospect and their needs and determine how your product can meet those needs.

WHERE DO YOU FIND MLM LEADS?

We've already learned that lead generation can be achieved in many ways using: * Search Engine Optimization

- * Bounce Backs
- * Networking
- * Target Marketing
- * Lead Purchasing

But, HOW precisely do you generate leads with these methods? Let's take a closer look and find out how. We'll do the first two in this article - SEO and Bounce Backs.

Search Engine Optimization (SEO)

SEO is used by smaller businesses right on up to Fortune 500 companies to improve online exposure and get a larger market share of customers. SEO can be broken down into two categories - Pay Per Click (PPC) and Natural or Organic.

If you're using PPC for your website, your site needs to be optimized for your target audience. This means you have to identify your audience first, and then put the right kind of content in your site for that market. Once the site is optimized with the key words and content for your target market check out the PPC sellers (ie Google Adwords) and launch your campaign. PPC can be effective if you know what you are doing, and conversely, can be expensive if you don't know what you're doing. Research all your options first, and take the time to learn how to use PPC properly.

Natural or Organic searches use a site's meta tags in conjunction with content. Both these things make a difference in the search engine rankings and the results returned from a search. This isn't paid for, it's all in how well you've done your tweaking job for the engine spiders to find and rank you. This method is admittedly a lot of work, as in, you must always supply the site with fresh and relevant content that targets your market. If you don't update content on a regular basis or swipe someone else's work, you'll drop in the rankings. You also have to know what various search engines are looking for in content and originality.

Bounce backs are a response to an opportunity e-mail that someone sends you. These are good candidates because they're actively building a business. The down side to this lead generation method is you'll be receiving a lot of emails that people label as SPAM. Yes these e-mails are a nuisance, but they can also be pay dirt for you. Basically, you get on mailing lists, verify e-mails sent to you, and then learn how to respond to the various solicitations/replies you get in return. This can actually be a lot of fun.

NETWORKING, TARGET MARKETING AND PURCHASED LEADS.

Networking.

It is often the simplest and easiest method for most people. If you love talking with people and building relationships through groups and forums, then just adapt your approach to the people you talk to who are interested in network marketing. It's as simple as just talking to people and being open and friendly. Once they get to know you and like you, they'll be interested in what you are doing, and willing to hear what you have to say/offer. This approach does take a bit longer, as you can't just rush a relationship by saying Hello, my name is xxxx, did you know I market xxxx product?

Take the time to really get to know who you are talking to, and in the process be a smart marketer and pre-qualify those you talk to. You can use Yahoo Groups, Google Groups and other online forums such as MySpace, and industry specific places, like Ryzee or Direct Match.

Target Marketing.

There are a number of ways to do this. What you could do is contact other people in programs similar to yours and see how they are doing with their business. You never know when you will find someone who is either ready for a change or would like some help from you. This is another smart market move as it gives you access to people already into marketing. You know that old saying: "If you want something done, ask the busiest person."

Another area of target marketing, is talking to people with similar personal interests as yours. It's a good place to start communicating back and forth that can lead to you telling them what you do.

Purchased Leads.

They tend to come in many different flavors, meaning, there are a variety of qualities available.

If you want to buy leads, make sure you check the source and their reputation before doing that. If you're willing to spend the money on quality leads, expect to spend a fair penny for solid leads. If you're buying leads that need to be contacted by phone, then be prepared to act on them. There's also auto-responder quality leads. Yes, you have the ability to find leads on your own, without spending a lot of money. Work hard, work smarter and do the leg work on your own for the best investment you could possibly have in your own business. It will pay off in the long run.

Make Money Multiple Ways - With This Free eBook

This eBook provides a simple easy way for you to generate online income. **No experience or web site required.**

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2. Sell Rebranding Rights: Rebrand your copy of this eBook [here](#) and make 25% every time someone orders their own rebranded copy from your referral link.

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BONUS: Take a look at what's selling online.

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- # 2) [The 3 Week Diet](#) - Affiliates Making \$48,000+ Daily! Updated For 2016!
- # 3) [Fat Diminisher](#) A Conversion Monster!
- # 4) [Bryan Winters All New 5figureday](#) - Massive Monthly Payout!
- # 5) [The Venus Factor: New 2016 Update!](#) An Absolute Media Monster.
- # 6) [Vogenesis](#) - Get Paid For Speaking English: Fresh New Angle For Biz Opp! Legit Money Maker!
- # 7) [The Big Diabetes Lie](#) - Real Dr Approved Diabetes Offer
- # 8) [4 Offers](#): Fat Burning Kitchen, 101 Anti-aging Foods, Truthaboutabs Etc
- # 9) [Unlock Your Hip Flexors](#) - Instantly Release Your Hip Flexors, More Strength, Better Health, All Day Energy.
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