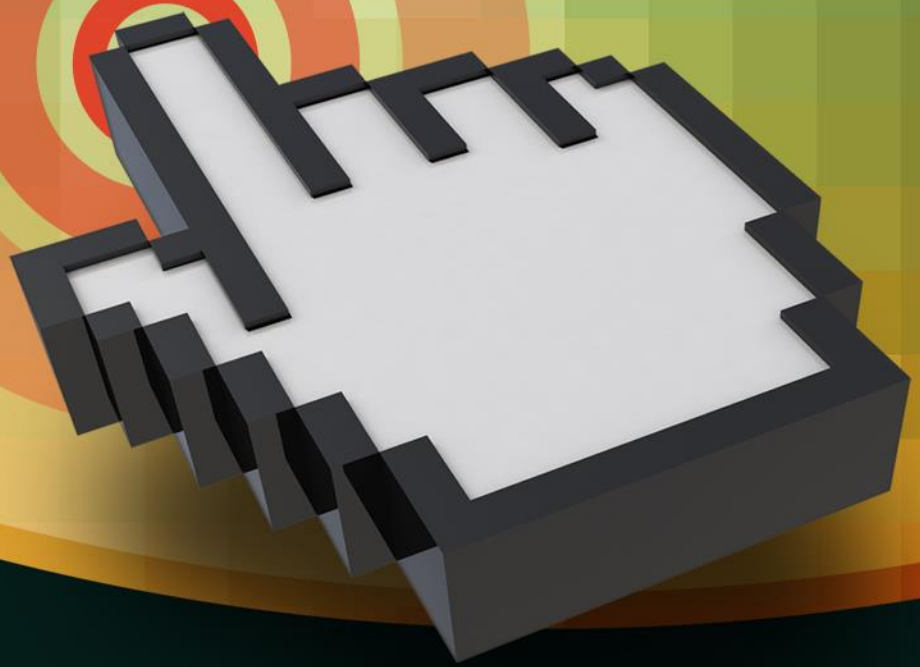


THE ATTRACTION MARKETING BLUEPRINT



THE 8-STEP FORMULA FOR ATTRACTING AN
ENDLESS STREAM OF PROSPECTS AND CASH

BY BRAD WEINMAN

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AUTHOR'S INTRODUCTION



Congratulations!

What you're about to read is the formula I wish I had back in 1998 when I was still a wet-behind-the-ears internet marketer.

I'm going to teach you the shortest path to creating an automated online marketing system that will help attract prospects to you in a fun and easy way, and put more money in your pocket in the process.

Whether you're a network marketer, affiliate marketer, service provider, coach or consultant, you're in need of generating more leads for your business, building relationships with your prospects, and converting them into business partners, clients or customers.

I'm going to show you how to do just that, and more. But let me begin by saying that internet marketing has been very good to me. It's allowed my wife, Chiara and I the opportunity to enjoy a lifestyle that we could only dream about when I started my own online journey in in the late nineties.

If you're a beginner and you haven't yet created a reliable source of income online, then you probably realize there's a lot to learn, with no shortage of conflicting information and advice out there.

In reality, online marketing is a really simple process, but it does require that you master a few basic skills, which I'll be covering shortly.

If your home business isn't currently showering your bank account with extra cash every week, it's time to get you off the peanut diet forever. Let elephants be the only ones that work for peanuts, ok?

Now, before we dive into the nitty-gritty stuff, let me quickly give you some background info about myself so you know where I'm coming from.

First of all, I'm not some whiz-bang programmer, and I don't have a Masters, a PhD or an MBA. I don't have any formal training in sales or marketing either.

In fact, I'm an artist by trade, which statistically makes me one of the least likely types of people to succeed in anything related to sales & marketing.

But for some reason I've always had a fascination with business and investing in addition to my interest in creating art, and ended up finding a way to merge the two.

Before the days of the internet, I painted book covers for a living. I knew absolutely nothing about internet marketing until 1998, which means ANYONE can learn and successfully apply what I'm going to teach you.

I've made lots of mistakes and have wasted a lot of time and money chasing "shiny objects" But along the way, I learned about **the power of personal branding**.

What's cool is that the timeless attraction principles I'm going to share with you will NEVER go out of style or become outdated.

Imagine this for a moment. You're kickin' back in your home office and the phone rings...

You pick it up and the voice on the other end says:

"Hi! My name is Joe and I've been checking out your website for the last hour. I've got a few questions, but I'm ready to get started with you in your business."

Would you stop and say, "Hmm, let me think about that for a minute and get back to you..."

OR, would you EXPECT this to happen over and over again?

By the time you finish this course, you should be able to answer this with a resounding YES to the latter question.

How amazing would it be if you could spend the majority of your time answering calls from highly interested prospects instead of broke tire kickers and adult babies?

No arm-twisting. No high pressure. Just eager prospects coming to you on a silver platter asking if you can take their order.

For most people, this type of scenario is nothing but a pipe dream. But it's an everyday reality for those who have mastered the art of personal branding and attraction marketing.

And ya know what? It 100% positive it can become a reality for you as well.

There are lots of great businesses out there to participate in, and without exception, ALL of them will require you to advertise and promote your business. That's why I spent more time learning "how to promote" as opposed to "what to promote."

It's all about getting the customer to come to you first, which is why this course isn't about prospecting; it's about **positioning**.

Let me explain...

Prospecting, at least in the traditional sense of the word, is about **hunting** — like the lion chasing the gazelle. However, positioning yourself as an expert and a trusted friend is like a frog waiting for its prey to come to IT.

When you go hunting and chase after anyone who shows an interest, you're viewed as a nuisance. But when they find you and seek you out, you're viewed as an **expert**. Positioning is what makes all the difference in the world.

I'm gonna teach you the same exact methods I've personally used to generate a multiple six-figure income working from home. When you try enough things over time, you eventually run out of stuff that doesn't work!

I've learned that to be successful in online marketing, you have to be persistent, consistent, and patient.

And on that note, let me tell you about...

THE “BABE RUTH” PHILOSOPHY OF MARKETING (AND LIFE)

So most people know that Babe Ruth was a home run champion, but what's less known is that he struck out more times than anybody who ever played baseball. Yup, struck out more times than anyone else.

I'm not ashamed to admit that I've probably struck out more times than a lot of people in the home business industry. I've had the stink of failure all over me. The only difference is **I never gave up**.

If you're new to the home business industry, you're gonna be able to skip years of frustration simply by applying what I teach. But the reality is, you're still gonna strike out and make mistakes sometimes.

Mistakes are like stepping-stones on the path to marketing enlightenment. In many cases, the mistakes I made led to some of the most profitable experiences I've ever had, even though it sometimes seemed like I was going two steps forward, one step back.

Ever feel like that?

From my experience, your best lessons will come from these mistakes. There are a couple reasons for this...

First, your mistakes show you where you can improve. When you're cruisin' along and everything's smooth, it's hard to know if you're still going in the right direction or not. But when you really screw up... well, that's when you KNOW it's time to change your direction.

The other thing worth mentioning is that it's ok to not worry about PAST mistakes. What I mean by that is you're never, ever gonna be perfect the first time out of the gate with anything you do. So, in a few years you might look back at something you're doing now and think it was a mistake.

I cringe when I look back at what I was doing 16 years ago with my websites. They were butt-ugly. Definitely NOT the best looking sites... but ya know what? They still worked regardless. So focus on doing the best you can do right NOW and improve things over time.

The biggest thing I want you to take away from this is that there are **only two mistakes** that you should really be concerned about making:

1. The mistake of never taking action.
2. The mistake of thinking you're right all the time.

Everything else is basically just a learning experience. You learn how to market your business. You learn how to communicate more effectively, and how to do things faster. That's what you need to do.

"Success is being able to move from one failure to another failure with enthusiasm." - Winston Churchill

By adopting this mindset, I don't think you can ever go wrong. But if you get too locked into "this is the way I've always done things" type of mentality, you're probably gonna encounter a lot of frustration.

So don't be afraid to make mistakes. Embrace them and welcome the learning process, and then use those mistakes as a springboard to propel you forward.

Once you find something that works, stick with it. You can also test new things at the same time, but don't ever stop doing something that works. This course isn't meant to replace anything that's already working for you — use it to enhance your toolbox.

WHY I WROTE THIS COURSE

Some of what you'll discover here is counter-intuitive and the opposite of all the hair-brained strategies that I see a lot of home business leaders still teaching to their teams.

For example, has someone ever told you this? "It's a numbers game. Work the numbers and the numbers will work for you."

Well, it's only a numbers game when all you know is how to do things the old-fashioned traditional way. Yes, you can cold-call people all day long until you're sore in the throat and can't speak anymore.

And yes, you can make a list of your friends and family and harass them until they listen to you (so that you just go away). However, all you usually end up with is a bruised ego, and a reputation for being involved in “one of those things”.

I don’t know about you, but once I finished working through my own “warm market” in my first network marketing program, they weren’t just burnt, they were crispy fried!

Now, more power to ya if you’re the type of person that actually loves to sell and you live for that thrill of the close... but that’s not what I teach. These days, you’ve gotta be an absolute freak of nature to look forward to hearing the word “NO” over and over again.

Anyhoo, as we go through each chapter together, you’ll see why attraction marketing is an easier and way more effective method of getting your message across... and making money.

Before we go any further, I have a confession to make... one that I can’t say I’m totally proud of looking back at it. You see, when I began messing around with internet marketing in 1998, I had the same lofty dreams of overnight riches that a lot of newcomers share.

At the time, my ONLY goal for using the internet was to make money, plain and simple. And everything I did back then reflected that shortsighted mentality — I was only looking out for numero uno.

Life has a way of knocking some sense into us when we need to learn a lesson, and in my case “the student” was definitely ready.

After a few months of banging my head against the wall and not getting very far (no shock there), it dawned on me that making millions of dollars on the internet wasn’t gonna be as easy as it seemed.

I made the common mistake of putting **my own interests first**. As a result of that flawed mindset, I didn’t make more than a few bucks (yeah, so much for instant riches).

Thankfully, today is a much different story. So, what was it that helped me see the light?

A changed attitude.

I stopped focusing on “just making the sale” and started focusing on the **needs of others**.

I was doing this in my personal life, but for some reason I had this ill-informed notion that the internet was just about making money.

Then BAM!! It hit me!

Call it divine intervention, but something intuitively told me that I needed to change the way I approached making money online and start giving instead of taking. I had no choice because what I was doing wasn't working.

The results from this simple, yet major shift in my attitude were almost immediate. All of a sudden, people were more receptive to my offers. This whole experience taught me a very valuable lesson: **take care of people and they'll take care of you!**

This is primary foundation for what attraction marketing and the law of reciprocity is all about. It's a radically honest approach to marketing based on serving others.

Let me say that attraction marketing is NOT for the lazy, unmotivated, or those seeking shortcuts or instant gratification. A lot of the things we're gonna cover here are very simple concepts. Marketing isn't rocket science, but we have a tendency to overcomplicate things in our lives.

As you read this course, you may even have the natural tendency to say, “Yeah, I already know this”. And you might. Question is, are you actually using it in your business right now?

What's awesome about the internet is that there are always people who know more or less than you do, and you just never know when golden nuggets are gonna fall smack dab in your lap and help you reach the next level.

The main thing that prompted me to write this course was that I was tired of seeing good-hearted, well-intentioned people ignore their relationships with their spouses, significant others, and their kids, and spend every minute of every day, night, weekends (and even holidays) consumed by their business.

I know exactly what it's like to be so consumed with your business that you put off eating or even getting out of the house for extended periods of time — not exactly what I call living a balanced life.

Frankly, I think anyone who's determined to sacrifice their marriage, their family life, their time, their sleep, their finances, and their health chasing the "dream" is friggin' nuts!

It's reckless, and it's why this information is critically important. It can empower you to build a wildly successful business without trading away your life to do it. Once you properly set up your own attraction marketing system, it will work for you 24/7, and mostly on autopilot.

The basic premise behind this timeless marketing strategy is simple: When you learn how to develop your personal brand, grow your email list, and then build a relationship with that list, you'll no longer be dependant on anyone else for your income.

Not an upline or a downline... and not even your primary company.

And if you're currently in a situation where you're completely reliant on one single company to put a check or two in your hands every month, recognize that you could be setting yourself up for a potential disaster.

I remember a time early on in my home business career when the company I was really doing well with (and relying on as my main source of income), changed their comp plan. Overnight, my check dropped by 30% — Ouch! Needless to say, I quickly learned not to put all your eggs in one basket.

We'll discuss the ins and outs of creating multiple streams of income towards the end of the course, but the key is to set up your business in a way to where you're completely in control of the amount of cash-flow that's coming in every single month.

One more thing. Although I wrote this guide primarily for network marketers, affiliate marketers and those in direct sales, these attraction marketing principles can be applied to just about any other type of industry where relationships that are built on a foundation of trust can lead to more sales.

Once you follow the steps I'm going to lay out for you, you'll be in a position where making money online becomes a simple and repeatable process.

THE 'INCONVENIENT TRUTH' YOU'RE NOT BEING TOLD

I've seen so many people buy into the "Big Promise" of internet marketing: easy income, in your sleep, on 100% autopilot, etc., etc.

They get suckered in by marketers touting 'no-work' shortcuts and affiliate marketing 'hacks' (with pictures of rented Ferraris and pina coladas) that'll magically dump cash into your bank account with the single push of a button.

Yet in all my years online, **I've never seen it happen.** Ever.

The unsexy truth is, building an online business is NOT easy, but it is simple. Simple is a measure of complexity. Easy is a measure of effort.

Something I always tell my students is that before you can make money while you SLEEP, you have to learn to make money while you're AWAKE!

You'll have to work hard, at least in the beginning stages of growing your business... and it won't always be easy. But it WILL be simple work that you can accomplish one step at a time.

Just know that once you implement what I share with you, you'll be able to free up a lot of time you're probably wasting right now on non-revenue-producing activities.

Your success is virtually guaranteed IF, and only if you take the time to understand everything here, and most importantly, apply it.

If you feel stuck and frustrated with your results, don't quit... because you may be just around the corner from a major breakthrough. Things is, building a successful "lifestyle business" can be the most amazing journey in the world... but some days it will challenge you.

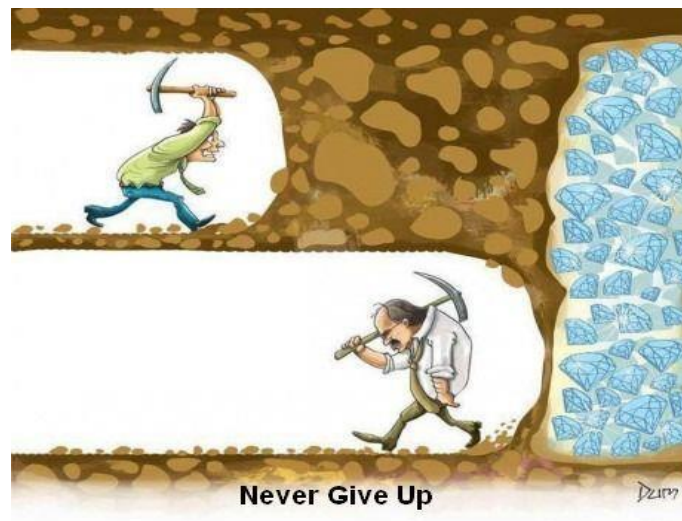
Some days it'll make you question everything you believe.

Some days it'll kick your ass. Believe me, I'm speaking from real-world, ass-kicked experience!

But I keep getting back up and keep moving forward... stronger than ever. Because at the true CORE of what I'm doing, it's to help people. And if I stay down, I can't make an impact.

So when obstacles arise — and they most definitely will — you can never, ever stay down. Not a chance. It's not an option. I'm dead serious. It's not optional.

You have lives to change too. And they need you.



You'll eventually get to wherever you're going as long as you don't give up.

Alright, I'm done with the pep talk. We've got a lot of ground to cover here, and I've structured this course in such a way where each chapter builds on the next in a sequential order.

I recommend that you first do a quick skim through the entire course, then come back, go through, and complete each of the 8 steps I've laid out, one by one.

Let's begin with some marketing basics...

MARKETING PSYCHOLOGY 101

It's interesting how many people start a business, but unlike other professions, never get the proper training needed to succeed. It's why most businesses fail, both online, and offline.

What profession do you know, be it a Doctor, Lawyer, Professional Golfer, and the list goes on and on, where that person didn't go through some sort of structured training process to become successful?

I don't know of any, do you?

To some this stuff may sound unbearably basic. But the reality is, when all is said and done, basic is all there is. Successful entrepreneurs have learned how to survive. And the secret of survival is that when the going gets tough, the tough get back to basics.

And here's a very simple, yet very important and fundamental truth; if you want to make money in your business, someone has to buy something from you. And if your visitors don't trust you, they won't buy from you, join your business, or act on your recommendations.

It doesn't get more basic than that.

No matter how scientific or complicated some people try to make it, making money in any business is incredibly straightforward.

If you're able to fulfill a demand (needs, wants, desires, or solutions to problems), you're in business. Then it's just a matter of getting the word out about what you have to offer in the right way.

We'll talk about providing value to the marketplace later on, but this is the most basic underlying principle all businesses have in common. It doesn't matter if you're building a downline in a network marketing program or selling real estate.

INTERNET MARKETING AND DANCING

What the heck does dancing have to do with Internet marketing, you ask? Well, they both start with **relationship building**. To illustrate how relationship building on the internet really works, here's a quick story about an average guy we'll call "Steve".

Things had never come easily for Steve, but he worked hard and landed a decent job after graduating from college. Now that he was employed, he figured it was a good time to get married, settle down and start a family.

So he was ready to go searching for 'Miss Right'.

One Friday night, Steve gets a call from his buddy who tells him about a local band that was playing at the pub down the street from where he lived. They both meet up, and after a couple beers, he looks past the crowd and sees Lisa... the girl of his dreams.

Our man Steve fixes his hair, straightens his collar, and walks right over to her. Their eyes meet. Sparks fly...

Steve reaches out to shake her hand and says:

"Hey good lookin'. Will you marry me?"

Whoa! Pretty creepy, right?

Talk about putting the cart before the horse!

Now, we know this approach doesn't work in the real world, yet I use this analogy because it's exactly what a lot of people are doing to build their business online.

It's no wonder why most of them fail; they're so impatient they propose on the "first date"! They bypass the entire process of building trust with their prospects, and instead, pounce on them, going straight for the close.

This approach is a form of "Interruption Marketing," a term coined by an internet marketing pioneer Seth Godin, in his book, *Permission Marketing* (a great read by the way).

Everywhere we look these days, we're being interrupted with advertising. It's estimated that the average American is exposed to over 5,000 advertising messages every day. So many ads, in fact, that we just ignore most of them.

And what do advertisers do when we ignore their ads? They do ANYTHING they can to get our attention. From turning up the volume when their commercial comes on, to making geckos talk about car insurance.

And what do we do when they do that? We usually do ANYTHING we can to avoid 'em. Think about some of the online ads we see for business opportunities.

A lot of them look like this:

"\$1,000 in 3 days... I did nothing! Wow!!!!!! Yippee!"

"\$10 One-Time Investment Returns 25% Daily For Life!"

And my personal favorite:

"How To Earn \$1 Million Dollars In Your PJs Without Ever Spending A Dime On Advertising Or Lifting A Finger!"

Most of these ads take you to a site where you get to see all the perks of instantly "marrying" the suitors.

"Hey there, come on in, marry me and let's start this business relationship right NOW... even though you don't know me!"

"Join me! Join me! Join me!"

Sound familiar?

It's just like Steve asking "Marry me?" on the dance floor.

This is one of the biggest mistakes newbies make.

They're so desperate to hit a home run on the first date that not only does their prospect feel "pitched", they leave with a bad taste in their mouth, most likely never to return for second chance.

Let's pretend for a moment that you don't really care whether your prospect joins your business or not. If they feel like you're there to help them instead of sell them, they'll typically respond favorably. It's all about relaxing and letting things evolve naturally.

Getting back to our boy, Steve, here's a better approach...

What if Steve simply walked up, and asked Lisa for **permission** to dance?

"Hi, I'm Steve. Would you like to dance?"

It's almost guaranteed that he'll get a better response than the "Marry me?" approach. Now, let's say she accepts. They dance and enjoy each other's company.

They exchange numbers and chat on the phone over the next week, and get to know each other even more. Maybe they go out to a dinner or a movie. They're now in a relationship building process based on mutual respect for each other's needs, wants and desires.

During this stage of their new relationship, they'll learn about each other's tastes, interests, dreams, and plans for the future. A few months later they might know enough to decide that they're ready for a more serious commitment.

PERMISSION MARKETING ON THE INTERNET

When Steve asked Lisa to dance, he was asking permission to spend a little time with her... time they can both use to get to know each other a little better, and maybe even begin building a serious relationship.

Again, the keyword here is **permission**. Lisa's permission is a personal gift to Steve. He can't rent it. He can't sell it, and he can't even give it away. She gave it to him and him alone.

By the way, that's why you can't buy or rent a permission-based email list either. You have to BUILD your own list, which we'll discuss in a bit. I don't even like calling it a "list" because these people are real human beings.

The beauty of permission marketing is that you're giving your prospect a choice as to whether they want to listen to you or not. If they like what you have to offer, then marketing to these people becomes a whole lot easier.

As long as you provide valuable information that helps your prospects, you'll have permission to contact them for as long as your relationship stays strong.

17-Year Observation: The difference between those who've succeeded and those who are still struggling has to do with an ongoing focus on building their list (ongoing, meaning it's part of their daily method of operation).

Your list is your #1 most valuable asset in your business... #1 by far.

Unlike other assets you may invest in, it's an "unbreakable" asset that keeps giving, and giving, and giving. When built correctly, you can go to it like an ATM machine and make withdrawals anytime you want. Then, just rinse and repeat.

List = traffic on demand, money on demand, wealth and freedom.

Now, back to the concept of permission marketing; it's the process of turning strangers into friends, and friends into customers, and then into loyal customers that continue to do business with you over and over again.

It's a skill that very few people have taken the time to master. However, it's the dividing line between those who succeed, and those who flop in their online efforts.

For years, marketers have been preaching "the money is in the list"... but that doesn't hold true anymore. Or at least, only to some extent.

Today, it's all about the connection you have with your audience.

Do they like you?

Trust you?

Are you actually helping them?

THAT is where the focus needs to be.

Cuz trust me, nobody else really cares about your company, the products or your comp plan. All they care about (at first) is **how it's going to help them**. In other words, the benefit they'll get.

The \$64,000 question from your prospects is: "What's in it for me?" Fact is, if you can't answer that question, then you don't have a workable business model.

And while this process of attraction marketing is powerful, it's not instantaneous. It's not a one-mouse-click affair. It's a strategically planned, multi-step sequence of events.

Let's use Steve again to demonstrate them...

First, he gets Lisa's attention: "Hi, I'm Steve." Once Steve gets her attention, he's got to immediately ask for her permission to take the next step. Then he offers an incentive and asks permission: "Would you like to dance?"

He's got to quickly give her that incentive for her to WANT to take the next step (i.e., a reason to believe it'll be worth her time to proceed). So Lisa grants Steve permission to dance. Now what happens? They get to know each other, and begin to build trust, which can further lead to building a relationship.

But if Steve fails to be considerate, or even if Lisa changes her mind, she can "opt out," and decline any future invitations from Steve.

The fact that your prospect can "opt out" anytime should keep you on your best behavior. On the internet, the only equity that you have with your prospects is information that's of value to THEM and the relationship you build together. Your approach should always put your prospects' interests first.

Finally, and only when the time's right, Steve asks Lisa to consider his offer: "Will you marry me?" And if all goes well, she may decide to make that kind of commitment with him.

So what's in it for you, you ask?

Well, when done correctly, attraction marketing is the most powerful, low-stress way to grow any business. Yes, it takes work. But it's worth it.

'Interruption Marketers', on the other hand, think they have to get married on the first date. They fear they only have that one chance to "close the sale", and for the most part, the sale is all they really care about anyway.

But YOU can set yourself apart from all the rest of those flash-in-the-pan marketers with your own uniquely personal attraction marketing approach.

YOU'RE THE CEO OF YOU, INC.

Ok, picture this... you're in business. You've got the link to your "professional" company replicated website that has all kinds of slick bells and whistles. Yippee!

So, why aren't people joining you?

Have any of your prospects ever come out and asked you point blank, "Who are you and why should I care?" Probably not. But it's what they're subconsciously (or sometimes consciously) thinking.

The fact is, you're losing a lot of business if you aren't automatically answering this question every time you communicate with your prospects. People buy things and join opportunities because they expect to gain something more valuable than the money they fork over to get it.

They're expecting to gain a "big benefit". That's WHY they care. The good news is, you get to control whether or not they're the right prospects.

How?

You do it by targeting your advertising to reach only the prospects that are most likely to have a strong need or desire for the benefits and value you provide.

Begin by identifying the usual frustrations associated with your product, service or business opportunity. Do you even know what they are?

For example, if you're promoting a high ticket direct sales, or network marketing business, identify with their pain of not having enough time or money to live life to the fullest. Maybe they want a way to be able to stay at home with the kids, and not have to slave away for someone else the rest of their life.

Through your written or spoken words, you're going to share with them your knowledge and experience (regardless of your level of success). When you strip away all the technology and glitz, what's left? That's right, people, not machines.

The common misconception out there is that if you build it, they will come. However, most people don't buy from websites, emails, products, companies, compensation plans or classified ads.

They buy from people like you and me. There's more to making money online than just having a professional website, it's gotta sell YOU.



If I mention the word “cola”, what’s the first thing that comes to mind?

Coca-Cola (or Pepsi), right?

Even though there are literally dozens of other “cola” drinks out there on the market, these are the ones that immediately come to mind. See, whether you like it or not, the hundreds of millions of dollars that Coca-Cola and Pepsi have spent over the years building their brands have paid off.

Branding is what differentiates one product from another of a similar make. When it comes to online marketing, branding yourself and your name can pay off for you big time when it's used effectively.

It's about your uniqueness; that essence that separates you from other people out there trying to promote their business. Attraction marketing is about being yourself and learning how to get your target market to want to do business with you.

For those who don't buy or join your business right away, over time, as you communicate with these prospects and 'drip' helpful information on them, they'll eventually want to because they'll perceive you as the expert / mentor they desperately seek.

One of the biggest questions I get asked from people promoting business opportunities is, "Brad, you have a lot of experience that I don't have. So where does that leave me, and how do I brand myself online when I haven't had any success yet?"

Great question... and the simple answer is, most people don't care about how much you know until they know how much you care. Sounds cliché, but it's absolutely true.

Another thing to remember is that ANYONE can become an "expert" in 30 days or less, and teach others what they learn. Many of us think we don't have anything of value to share with prospects when we're new. We have a difficult time recognizing the knowledge and experience stored in our heads.

Hell, for the first few years I was trying to make money online, the only thing I had lots of experience with was failing!

Then it hit me like a ton of bricks! Even though I failed many times, and tried a lot of things that didn't work, I accumulated a lot of knowledge along the way that would be beneficial to others to help them avoid the pitfalls I went through, and the mistakes I made.

The fact of the matter is; we ALL have experience. We accumulate experiences all the time just by living life on a daily basis... and when you sit back and think about what you've learned so far in your life, you might be surprised just how valuable the knowledge you have to offer is to others.

The key is to recognize the importance of your experiences and how they can be used to assist your potential prospects. But your expertise doesn't have to be based solely on your experiences alone.

Even if you don't feel you have enough knowledge about a particular subject, you can do some research on it and gain that knowledge to be able to share, essentially making you an "expert" on that subject.

If you're promoting a business opportunity, keep in mind that a lot of people have been burned by persuasive "recruiters". Recruiters like these go into the witness protection program and leave their orphaned folks to fend for themselves out there on their own.

As a result of being burned, they become afraid that the same thing will happen again and again. They don't want to be left in the cold to fail the next time around.

So, you'll want to ease their concerns by letting them know up front that when they enroll with YOU, you're going to be there for them AFTER the sale. That's what they really want from you.

You don't have to already be successful in your business to be able to offer support to the people you enroll. If you have a question come up that you can't find the answer to, there's nothing wrong with saying, "You know that's a great question. I don't know the answer, but let me get back to you on that".

Then go find the answer from either someone in your support team or directly from your company. In other words, don't try to be Mr. or Mrs. 'Know-it-all.'

It's far better to be honest and tell them that you don't know the answer, than to try and wing it when you really don't know what you're talking about. This applies, not only to the business associates already enrolled in your business, but your prospects as well.

Remember, this is about building trust, and people will value your sincerity when you tell the truth. If you're someone who's "failed" in other businesses, you can use that perceived negative experience and turn it into a positive, by sharing with your prospects what you learned **didn't** work.

If you're marketing a specific product or service, you might advise them how to select the best choice you have to offer and educate them how to use it to maximize benefits.

Take them by the hand (figuratively) and lead them through the frustrating process of making an intelligent buying decision. Your goal should be to solve your prospect's problems, and be willing to serve them... even if they don't join your business or buy your product.

And that leads us to...

THE 'GIVE-TO-GET' PRINCIPLE

Let me make this point crystal clear, cuz it's a BIGGIE. In order to have long-term success, you must first GIVE before you can expect to receive. This is commonly known as the law of reciprocity. It creates a reciprocal situation of people willfully wanting to do business with you.

Over the years I've met a lot of marketers that ONLY care about themselves and what they're gonna get. As I said before, this was one of my early mistakes when I started my online marketing journey.

However, all truly successful entrepreneurs understand this fundamental principal of giving to others without expectation. It's critical to take the dollar sign off your prospect's forehead and start concentrating on serving them instead.

It's your attitude towards others and willingness to help without expecting anything in return that makes you attractive. Read that once again, it's that important:

It's your attitude towards others and willingness to help without expecting anything in return that makes you attractive.

When you effectively communicate your sincere interest in helping others, your prospects will ultimately view you as an expert. You're half way home when this happens.

By the way, I define an "expert" as simply someone who knows more than his or her prospects. So don't worry about not having had any success yet to be able to attract the right people to you.

Everyone starts somewhere and if you aim to make money at the service of others, not at the expense of others, you already possess one of the most important ingredients for longevity in your business.

Just be yourself and over time, as you gain more success and reach higher plateaus in your business, you'll be able to add that track record of success to your marketing.

A MAJOR PARADIGM SHIFT

Although I've studied other top marketers on this subject, I learned about personal branding firsthand when I accidentally stumbled on this concept early on in my internet marketing career. It was the summer of 2001. I was building a network marketing business full-time, but I was doing it the hard way.

For me, the mantra was always the same:

'Buy leads and cold call them, blast out emails, make three way calls, use the "3-foot" rule, run ads, drop cards, leave flyers on cars, use cookie cutter self-replicated websites, do the dog and pony show (hotel & home meetings), chase family and friends, and the list went on and on.

I was tied to the phone "smiling and dialing" for 6 - 7+ hours every day, including weekends. After all, that's what my sponsor told me to do to get to that elusive 'walk away' residual income.

"It's a numbers game, Brad. Just keep working the numbers".

Not only did these sales tactics NOT help me grow my business, but for several months I was spending a lot more than I was making. After my first 6 months in the business, I was completely frustrated and ready to throw in the towel.

I felt like a hamster on a treadmill. I couldn't stop. I was cold-calling people, battling voice mail, and dealing with more rejection than most people experience in the entertainment biz.

I don't know about you, but I can honestly say that cold calling made me feel lousy. It was brutal. You end up with a lump in your stomach, an injured ego, tons of hang ups, disconnected numbers, and nastiness from people who lost money in other deals.

I can laugh about it all now, but it's no laughing matter when you just spent \$2 - \$5 per lead and you call and get an angry father asking you why you want to talk to his 13 year-old daughter.

And you can't really fault the people you call either. They don't know anything about you. To them, you're an unwanted stranger they don't trust.

Looking back at how my own marketing approaches have evolved over the years, the only thing that kept me going long enough to finally turn the corner of success was my stubbornness.

I ended up sticking it out just long enough to stumble onto the concept of attraction marketing and personal branding. Things dramatically improved in my business when I created a personal presence on the internet using the warm and fuzzy approach.

Here's one of the most important things I did; I put up a simple 'About Me' page where I shared a few pictures of my wife and I, our cat Milo, and my hobbies and interests.

And at the end of my story, I had information about the business I was involved in at the time, a short review of how it worked, and why I joined, etc.

Now, here's what I would do back then (this was before I really grasped the power of all this 'branding' stuff). Every time I would talk to a prospect on the phone (after reluctantly cold-calling them), I'd send them an email link to read my story on my bio page.

When I would call them back a few days later to follow up, instead of getting the cold shoulder, I'd get "Oh, hi Brad, thanks for calling me back, I really enjoyed reading your story."

Purty cool, huh?

Well, one day I got the bright idea to start promoting my bio page instead of my company's replicated website I was using (like everyone else at that time).

What started out as just a simple About Me page, turned into a steady flow of prospects calling and emailing me. They already trusted me and were ready to do business.

Did you get that?

They came to me already knowing, liking and trusting me. You can't ask for a better prospect than that! For the first time, I stopped being a 'hunter' and started being a 'tour guide' and order taker.

Needless to say, this was a huge turning point in my network marketing career, and it completely shifted the way I thought about marketing online.

That was over 15 years ago. What I learned, and what I'm sharing here with you about personal branding turned my whole business around 180 degrees and I know it can do the same for you if you're currently struggling to make some headway in your business.

This simple strategy was what helped me finally be able to earn over \$100k, \$250k, and eventually \$500k in a single year from my home-based business.

Although my businesses have evolved over the years, when I was promoting network marketing and big ticket programs, I was getting almost all of my sales from people calling me or just signing up online automatically.

The amazing part is that when they'd call, they were already educated and ready to move forward. **All of my conversations were rejection-free and pleasant.**

When you set things up properly, your attraction marketing system gets educated and pre-qualified prospects to call you when they're ready. No more selling, rejection, or wasted time and money spent on tire-kickers and worthless leads. It's much more enjoyable when people come knocking on YOUR door first.

Let me illustrate this point by sharing one of many emails I've received over the years from people who read my story, resonated with it in some way, and then reached out to me.

Pay close attention to the excerpt I highlighted below. Even though it's from over 10 years ago, it still validates what we're talking about here:

From: Lowell [mailto:lowell@lowell.com]
Sent: Saturday, September 09, 2006 11:51 PM
To: info@lowell.com
Subject: Brad, I want to know more!

Brad,

I just spent over an hour reading your entire web site. I am a successful Corporate Vice President but want to find greater financial security and job satisfaction.

While I have worked in the corporate world for 34 years I am ready and looking for a method to break that tie so I can spend time with my sole mate and two wonderful kids (2 and 4) who are the priority in my life.

As you mentioned I want to diversify my income stream, increase my income and net worth and have the freedom to be a 'dad' to my kids and enjoy every day God give me with my wife. I read your site and could not believe my eyes as so much of what you said resounded true to my beliefs and aspirations at this point in my life.

I am 51 years old, finished a 30 year career in the military starting as a enlisted soldier and culminating as a senior officer, ran my own consulting business for two year, and finally entered the Corporate world and in three year achieved the position of Vice President with a fortune 100 company. All this just means that I am goal oriented and driven to succeed. I need a method and path the work and effort is not an issue.

I hope my brief note will entice you to call or email me back as I am very excited about what I have read. Thank you for your time.

Lowell [mailto:lowell@lowell.com]
lowell@lowell.com
lowell.com

Remember, there's only one YOU. We all have special gifts to share with the world. The process of becoming a successful marketer starts with tapping into your natural born talents and making them work for you.

The main reason why many people fail in their online business is because they expect their company's replicated websites and cookie-cutter systems to do the relationship building for them, so they can then sit back and let the money roll in. But it doesn't work that way.

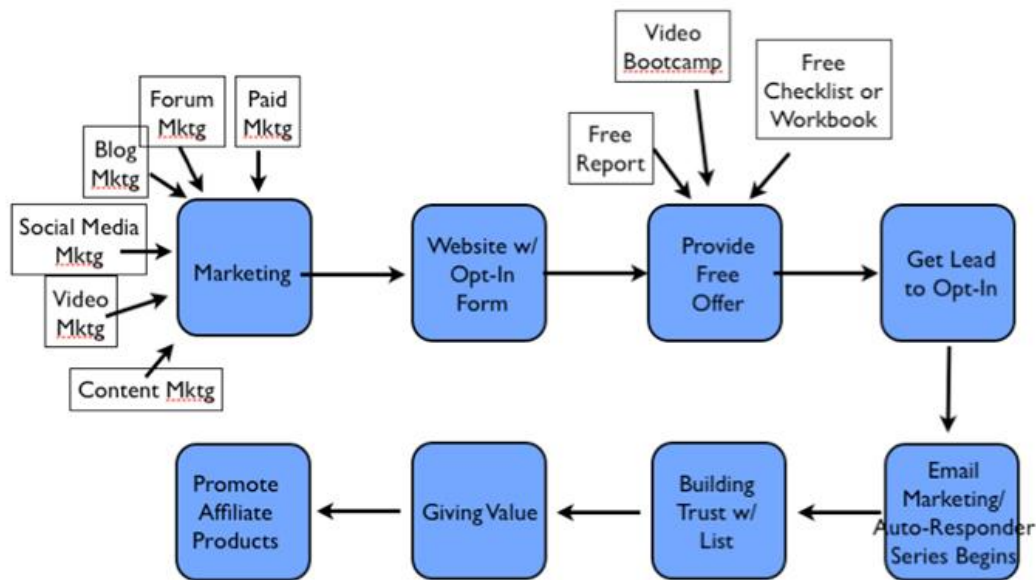
Gone are the days when you could just build a list, promote products, and earn money. People aren't buying from strangers online anymore. They want and need to connect with the person doing the selling.

Again, it all comes back to relationship building with your list. In a bit, I'm gonna share a bunch of email marketing tips on this specific topic, but my absolute favorite way to do that is to simply give value.

Give them top quality information that actually HELPS them get where THEY want to go, and you've got a fan for life.

THE 8-STEP LEAD GENERATION PROCESS

Ok, this is where the rubber meets the road. Now that we've established the foundation of WHY you want to brand yourself online, let's talk about the actual mechanics of HOW to go about doing it.



As you can see, there are 8 steps:

- Step #1:** Marketing (Advertising)
- Step #2:** Lead capture page (opt-in page)
- Step #3:** Free offer (aka, your lead magnet)
- Step #4:** Capture leads
- Step #5:** Email marketing campaign begins
- Step #6:** Build trust with your List
- Step #7:** Provide value
- Step #8:** Promote affiliate products

Let me walk you through each step so you're clear about how each piece of the lead generation puzzle fits together.

STEP #1: MARKETING (ADVERTISING)



Although marketing isn't really the first step in the process, it's the MOST IMPORTANT step that you must consider before doing steps 2 - 8.

Why?

Because you need to fully understand the following before trying to set up a website or begin any form of marketing efforts:

- Who your target market is?
- What is it that they want?
- How can what you have to offer line up with their needs?
- Where does your target market hang out?
- How can you get their attention?
- Why should they buy from you?

When you've gone through and considered all of these options, it makes it that much easier to set everything up.

Knowing who you're marketing to will allow you to see results so much faster. It also creates a level of comfort in knowing their language, their needs and their preferences. This is the foundation that you must lay before trying to build your online empire.

It's similar to building a house. If you've ever witnessed one being built from scratch, the first thing that the developers do is clear the land so that they can lay the concrete foundation.

Once that's finished, they can then move forward with the plumbing, framing, and all the other steps involved in building a house.

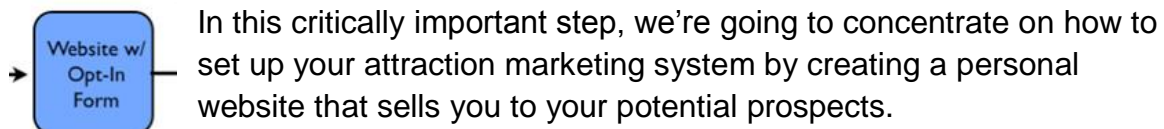
Your concrete foundation is your "target market analysis". This may sound like a boring task, but if you want to avoid spending countless hours spinning your wheels, then you'd better become familiar with your prospect's needs.

Ask yourself questions like...

- Who's my ideal prospect?
- Where do they live?
- Are they young, middle-aged, or senior?
- Are they financially secure, budget-minded, or just plain broke? (hopefully not the latter!)
- What do they want?
- What do they worry about?
- What kind of emotional pain are they experiencing?
- What do people like best about my opportunity?
- What benefit do they like best? Next best? Next best?
- How are they using it that I hadn't thought about?
- What's my unique selling proposition? How do I stand out in a crowd?
- What do I want my prospect to do?
- What are my competitors offering? How do I improve on that?
- Why should prospects trust me, my opportunity, product, or service?

These questions form the foundation for mapping out your overall marketing plan.

STEP #2: CREATE A LEAD CAPTURE PAGE AND / OR WEBSITE



What you'll want to do is have a lead capture page, or a blog / website that you use to promote yourself and your business.

I've seen some pretty slick replicated sites and systems out there, but the problem is they're just like everyone else's. Plus, they usually do nothing to build trust between you and your prospect.

Yet, what are the odds that someone else on the net will have your exact same story?

Slim to none, right?

And that right there is the beauty of being able to stand out from the “me too” crowd, and separate yourself from the masses.

When visitors arrive at your website for the first time, they’re both apprehensive and skeptical, and rightfully so.

With so many scam artists out there, you have to expect and anticipate that type of initial reaction. A lot of people have felt the sting of losing money on scams (myself included).



That’s why it’s critical that you put your prospect’s mind at ease the moment they land on your website. And the best way to do that is to instill confidence in them from what they read on your personal web site.

But what do I actually mean by a “personal” web site? Well first, let me tell you what I don’t mean: As you can probably guess, I’m not referring to the replicated corporate sites we’ve already touched on.

These are the ones everyone in your company gets when they join, or even one that your team may be using in a third-party “prospecting system”.

As I said before, replicated sites don’t present your mission or who you are to your prospects. They don’t build much trust either because their branded to a company, not you.

What happens when a potential prospect lands on a replicated website? They see is a sales page, but what they’re really searching for is **credible information**, preferably from someone like them that they can relate to.

We already know that most people are resistant to blatant sales tactics. So if you’re pitching something too soon, prospects will intuitively pick up on it and resist you instead of embrace you.

On top of that, they’re going to be frustrated and annoyed that they didn’t find what they were looking for. After all, your visitors want benefit-driven information, not a shameless sales pitch!

There will always be some sites with compelling ad copy that are able to convert some sales if you send enough traffic to them, but most small businesses fail to generate enough money to even cover their advertising expenses.

This is why only using stand-alone, replicated sites is a **doomed approach**. It'll cost you time and money in the long run. But it doesn't have to be that way.

Because your personal story and experience is what encourages your potential prospect to think about you as a "friend" making a recommendation, rather than someone making a sales pitch. Big difference.

It's this openness and curiosity to find out more about you and your business that **produces higher than average conversion rates**, and as a result, ends up generating more income for you in the long run, and with less effort.

The needs of your prospect must be your number one priority, and the reason behind every decision you make regarding how you guide people through your information.

Your website story establishes the foundation of the relationship, and the more you share about yourself, the more people will feel like they already know you **before** they pick up the phone.

For some people, having quality prospects calling them every day is a dream come true. But if you're an introvert like I used to be, and you're even afraid to talk to people that call you, all I can say is... get over it!

I mean, seriously. These people are calling YOU. They're already interested what you have.

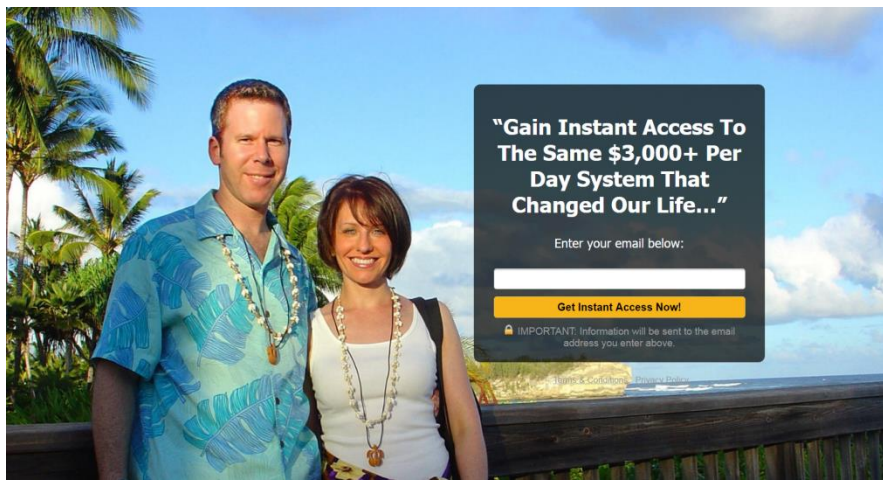
I'm tellin' ya, you'll be leaving money on the table if the only way someone can contact you is via email. The more ways people can contact you the better — some people will want to TALK to you instead of becoming pen pals.

From the feedback I've gotten, there's usually something that prospects read about me or what I do that resonated with them. The trust-building process took place on autopilot without my intervention... and it will work the same for you too.

I suggest using a **lead capture page** as the FIRST page your visitors will see.

A lead capture page (often referred to as a "landing page" or "squeeze" page) is nothing but a simple one page website where the only two options your visitor has is to either enter their information, or leave — that's it. It gives just enough information so that your visitor wants to know more.

Here's an example of a personally branded capture page that I customized with a vacation picture for the background image:



Notice how the headline is to the point and benefit driven. It's spells out exactly why someone would want to find out more (what's in it for them).

Capture pages like these play a HUGE role when it comes to online marketing, because it's usually the first place someone decides to join your email list.

The purpose of this strategy is to give your visitors a free gift in exchange for their personal details. You can offer almost anything really, but it's best to give them something of value (more in this in a minute).

Think of this whole process as **one big sales funnel**.

A "sales funnel" is the process a person goes through to buy a product or join your business. It's big on one end and smaller at the other.

It can be as complex as a lead capture page, 30 follow-up email messages, webinars, free reports and more.

Or it can be as simple as a lead capture page going to a personally branded bridge page or sales letter.



Once it's set up, your system will automatically sift and sort your visitors. Only those who fill out your capture page opt-in form will be granted permission. Then they'll arrive inside your 'virtual home' where they can read your story and find more of what they're looking for.

Now, many people don't use capture pages simply because they don't know how to create them. But these days, you can create killer capture pages without any techie skills required.

There are plenty of companies out there that offer turnkey capture pages, but my favorite one is [Clickfunnels](#) because you can use it for everything from capture pages to full-blown sales funnels, personal blogs, websites and more.

The other cool thing is that a lot of people are using their mobile phones to go online. Not a lot of people are on their computers anymore, and [Clickfunnel's](#) platform works very well on mobile phones.

By the way, if you're more technically inclined and aren't afraid to go the self-hosted route using your own domain, I suggest using a Wordpress lead capture page plugin like [OptimizePress](#).

Autoresponders

In addition to a capture page, the other foundational piece of the puzzle that you'll need in order to collect leads is an autoresponder.

Normally when I say the word "autoresponder" to internet marketing newbies, they look at me like I have two heads. So let me quickly explain what an autoresponder is in case you're unfamiliar with this term.

An autoresponder is an online tool that allows you to quickly collect names and email addresses, and then automatically follows up with those specific individuals in any way you want.

For example, after a person signs up for your list, and downloads your free piece of content, your autoresponder can be set up beforehand to automatically send out a series of emails educating your prospects about whatever it is that you're promoting.

An autoresponder is a necessary expense and absolute must. You can't do without one, period. So consider this part of your "overhead" for your business. Without an autoresponder, you're not in business because you have no way to build your list.

There are a few I'd recommend, but only two in particular that I've personally used:

1. [Aweber](#) – this is one of the most highly recommended autoresponder providers in the industry and you'll find that most Internet Marketers use them. I've had an Aweber account since 1999.

And although some leaders with bigger lists and bigger budgets eventually move on to a more sophisticated choice later on down the line, nearly all leaders start off using [Aweber](#). They have a \$1 trial for the first 30 days.

2. [GetResponse](#) – The monthly rates are practically the same as Aweber, but GetResponse has a bit more of a user-friendly interface in my opinion.

GetResponse also has flexible plans starting out at just \$10, which is a good deal when you're just starting out. If you want to give it a go, try out their 30-day free trial by [clicking here](#).

Setting Up Your Own Personal Website

Now that we've covered capture pages and autoresponders, let's talk about setting up your own custom-branded website, and fleshing it out.

There are a number of free and paid options to choose from. Ideally, it's best to get a website that can also serve as a blog. The most popular free blogging platform is [Wordpress.com](#).

Wordpress sites can be customized to your heart's content, but there are some drawbacks you need to be aware of. First off, the free self-hosted version of Wordpress comes with various restrictions on what it does and doesn't allow as far as promotion, and monetization.

There are a number of important things that need to be sorted out before you can start generating leads and sales for your business, such as:

- Choosing a design for your blog (called a theme)
- Getting a blog header graphic created that features your picture (so the blog is branded to YOU)
- Getting a hosting account (this is where your blog resides on the internet)
- Finding and installing plugins (plugins add additional functionality to your blog)

Some of the “techie” components above may bring up some “how do I do that” questions. But building your website can be as easy as point and click, copy and paste if you go with a website building platform like [websitebuilder.com](https://www.websitebuilder.com).

It uses what’s called a **WYSIWYG** editor (pronounced Wiz-zee-wig), which is short for “what you see is what you get”. A WYSIWYG website builder enables you to see on your monitor exactly what will appear when your web pages are published live online.

The majority of website builder vendors out there offer a free account, which allows you to access to the basic features, and building tools. The free accounts generally provide you with a subdomain — for example `yourname.websitebuildervendor.com`.

You can then publish your branded site under this URL. The only drawback is that if you publish your site on a free account, your site will include advertising banners for the website builder vendor that you chose... which doesn’t make your site look particularly appealing, or professional to your visitors.

My advice is if you’ve never used a website builder before, or it’s your first time designing a website, use the free account to get used to the editor, and the features it offers.

Then, when you want to publish the site live, [upgrade to a premium account](#) for under \$12 per month where you’ll be able to have a custom domain and no banner ads.

Domain Name Branding

Let's face it, if you have a website URL that looks like this:

www.myfreebiewebsite.com/dontwannaspendanymoneyonmysite (fictitious example), then it's gonna be almost impossible for you to brand yourself.

On the other hand, with your own **custom domain name**, you create an impression of professionalism and trustworthiness. Having your own custom domain name(s) is something every successful online marketer utilizes, and for about \$10 a year you can get your own "branded" domain name.

For example: www.yourname.com, www.yourbusiness.com, www.yourproduct.com, or www.yourservice.com

Don't take any short cuts here. Go for a **.com** level domain (they're always the best) instead of a .net, .biz, .info, .co, etc. A .com domain name will serve you best since it's the most commonly used and recognized extension.

One of the most powerful types of domain names you can register is **YourName.com**. Using your own name as your primary domain name creates more curiosity than using something generic.

After all, www.myfreebiewebsite.com/dontwannaspendanymoneyonmysite screams "AMATEUR!" When you're ready to order your custom domain(s), NameCheap.com and GoDaddy.com are great places to start.

Domain Name Forwarding

If you already have a website (either one you've designed yourself, or had one created by someone else), and have purchased your domain name, you'll need to set up redirection or forwarding for your domain.

Domain forwarding or redirecting enables you to use your new domain name to point to your current personal, or business web site, without the costs normally associated with web hosting.

How does it work?

For example, if you're using a replicated site to send people to after they read your story on your personal website, you can turn that long URL:

<http://www.yourcompanyreplicatedsite.com/youruserid> into an easy-to-remember, short domain based URL such as yourwebsite.com.

The short domain name address you give out and advertise never changes.

Even if your long URL changes (say you decide to switch companies), or you just want to send traffic to a different final destination, you can change your domain forwarding to point to your new web site anytime.

No confusion to your visitors and prospects because your domain name stays the same.

With a domain redirection / forwarding service, when someone types in your new domain name (that you registered with namecheap.com, godaddy.com, or any other registrar) in the address window of their browser, it'll then forward them directly to your website you have hosted somewhere else.

This may sound complicated if you're new to all of this, but it's not a big deal once you do it a couple times.

Most domain registration services also provide a feature called "URL Masking", "Cloaking" or "Frame Forwarding". Godaddy offers a [step-by-step tutorial](#) on how to do it.

They all mean the same thing and with this feature, only your new domain name will show in the address bar of your browser, not the URL that it redirects to.

Example: <http://www.yourwebsite.com> actually forwards your visitors to: <http://www.yourcompanyreplicatedsite.com/youruserid>

Domain name forwarding (URL redirection) can be used as a low-end, inexpensive alternative to paid web hosting and keep you looking like a pro.

Copywriting 101

“Words are, of course, the most powerful drug used by mankind.”

– Rudyard Kipling (1865-1936)

While an in-depth training on writing sales copy is beyond the scope of this course, I wanted to at least give you some key copywriting principles to chew on... because COPY is what sells, not graphics. Pictures have never sold anyone anything.

“The more things change, the more they stay the same”. That saying couldn’t be truer when it comes to copywriting. The same things that worked fifty years ago continue to work today. Yes, times and technology have changed, but human psychology hasn’t. At least, not the way we react to compelling advertisements.

The most skillfully crafted masterpiece still requires the reader to make a choice; take action, or don’t. Copywriting is a skill that can really add a LOT to your bottom line, and I believe anyone can learn to become a decent copywriter without having to work on Madison Avenue for years, and years.

For most people, copywriting isn’t easy, but it can be learned. It all comes back to the basic rule that you must KNOW and BECOME your customer. You’ve gotta tap into the emotional needs of this person.

Of course, this is easier said than done because it’s natural to shift back into your own point of view. But I’ll provide you with some key questions to help you get into their head.

Successful copywriting is a lot like learning to dance with a new partner. Some people know the right steps, but they probably picked them up from someone else and merely managed to ‘get around.’

But, in order to create a partnership that’s beneficial to both parties involved, you have to discover what your prospects want from you. And to do that, you have to figure out how they think.

Until you do, you’ll keep making mistakes, and stepping on their toes! When you can anticipate their every move and understand WHY your prospect wants to move that way, you understand their mindset.

Just like a dancer, effective copywriting demands that you plan one step ahead of your reader, and answer questions and objections **before** any come up.

You need to know how they think so you can inspire with phrases that motivate them into responding the way you both want. Once you know how to do that, you can talk to them on their level. You can identify what they really want. You can answer their questions. And you can solve their problem.

There are a number of words that have been proven over time to appeal to the majority of people.

They include:

Free, New, Proven, Secret, Success, Instant, Fast, Simple, How to, Save, Easy, Limited time only.

Always try to include at least a couple of these words in your capture page headlines.

Some other good words to include are:

Absolutely, Amazing, Approved, Attractive, Authentic, Bargain, Beautiful, Better, Big, Colorful, Colossal, Complete, Confidential, Crammed, Delivered, Direct, Discount, Easily, Endorsed, Enormous, Excellent, Exciting, Exclusive, Expert, Famous, Fascinating, Fortune, Full, Genuine, Gift, Gigantic, Greatest, Guaranteed, Helpful, Highest, Huge, Immediately, Improved, Informative, Instructive, Interesting, Largest, Latest, Lavishly, Liberal, Lifetime, Limited, Lowest, Magic, Mammoth, Miracle, Noted, Odd, Outstanding, Personalized, Popular, Powerful, Practical, Professional, Profitable, Profusely, Proven, Quality, Quickly, Rare, Reduced, Refundable, Remarkable, Reliable, Revealing, Revolutionary, Scarce, Secrets, Security, Selected, Sensational, Simplified, Sizable, Special, Startling, Strange, Strong, Sturdy, Successful, Superior, Surprise, Terrific, Tested, Tremendous, Unconditional, Unique, Unlimited, Unparalleled, Unsurpassed, Unusual, Useful, Valuable, Wealth, Weird, Wonderful.

Craft your headlines to use words and phrases that will pique your prospect's interest.

A word of caution here. There's a point to where headlines can tend to get unbelievable. If you don't want your visitors to roll their eyes, make sure that your claims are truthful and that your copy supports their truthfulness.

I suggest writing several variations of the same headline until you've exhausted all the ideas you can think of based around the opportunity, product, or service you want to promote.

If this is your first time doing this exercise, it may be frustrating and difficult at first. But nothing worthwhile ever comes easy, and it becomes easier with practice.

After you've written your list of headlines, make sure each one passes the litmus test for the following criteria for a good headline:

- Does it grab your attention?
- Does it answer the question, "What's in it for me?"
- Is it truthful and believable?

If a headline doesn't meet these three criteria, rewrite it or eliminate it from your list altogether. Continue using this process of elimination, one headline at a time, until you're left with what you feel are the three best and strongest headlines.

How will you know which one is best?

Well, realistically, there's no way to know for sure until you **test** them against each other. But here's a free copywriting tool called **Headline Analyzer** that can generically measure the emotional value of your words to help you increase the selling power of your headlines.

Check it out at www.aminstitute.com/headline (anything that's 50% or higher rocks!). When you're writing, include the words "you" and "your" as often as you can. Your prospects have got to see how this will benefit them, not you.

By saying "Your bank account will love you...", or "You'll discover..." transfers ownership psychologically. This will pull your visitor into wanting to read more.

It's much better to have 3 - 10 times the words "you" and "your", rather than "we", and "I", and "us", and "our", and "me" in your copy. The reader only cares about how **THEY** will benefit.

If your copy is vague or too general, you'll find out quickly because people will have lots of questions. If you're getting the same question over and over again, then you'll know what to fix so you can eliminate it from coming up again.

On the other hand, if you're getting sign ups or orders automatically without any questions, you've done a great job!

Here's a list of words to avoid in your copywriting...

These words will destroy sales: *buy, contract, bad, death, loss, hard, worry, taxes, wrong, difficult, sell, deal, fail, liability, cost, obligation, decision.*

And here are some additional words to include in your copywriting that create sales...

Free, love, amazing, safe, new, benefit, gain, money, happy, glad, proven, guarantee, fast, results, discover, how you, how to, now, fun, value, easy, you, your, yours, you'll, healthy, natural, magic, secret, proud, comfortable, secure, solution.

'Hypnotic' Writing

Joe Vitale taught me about the mechanics of hypnotic writing for the web. Most of us have experienced it in one form or another while listening to a talk radio show, or watching TV.

If you need some proof, here's a quick example. Have you noticed how on EVERY popular TV show (and news broadcast), just as the momentum is building... all of a sudden, it's CUT! Gotcha!

They leave you hanging, wanting more. Well, the same is true with hypnotic writing online. It's something that enables you to tap into and penetrate the subconscious minds of your visitors.

Below, I've listed some examples of the best hypnotic phrases and sentences for you to try out in your own marketing messages. Use them on your capture pages, website and emails:

Imagine what it would be like if...
Can you remember a time when...
After you read this short report you'll have learned...
You don't realize it yet, but in the next 2 minutes you're going to learn...
As you read every word of this article, you'll discover...
Can you imagine...
Just picture...
Imagine experiencing...
You probably already know this...
And as you absorb this information, you'll...
Have you noticed yet that...
The more you keep reading this document the more you feel...
Imagine what it would be like if...
In a moment, I'll tell you...
Now, let me ask you a personal question...
Do you remember a time when...
As you pay close attention to this page...
Just suppose...
If you're like me...
Ok, you're probably wondering...
I know you're feeling...
See yourself...
As you allow yourself to go further and further down this page, you're realizing...
In just a short while...
With each word you read you feel more and more...
And you will begin to...
Read these facts carefully.
Proven Fact:
Here's the bottom line...
Studies will soon prove that...
You're absolutely right...
STOP and ask yourself this key question...
You're ready for success, aren't you?
Pay close attention!
Now listen closely!
Listen closely:
Here's a secret:
Stop!
Listen!
Forget everything and listen,

*Pull up a chair and hear me out:
Just imagine experiencing a new way to....
All this can be yours!
Don't believe me, believe yourself!
Imagine being able to try out a product without any risk. Now it's a reality!
While each second passes, you know you must be satisfied, or you'll get all your
money back.
Look at this
See it
Focus here
Watch this
Sounds good
I hear you
Do it now, while you're thinking about it!
Who Else Wants...
Little-Known Secrets...
The Shocking Truth About...
The Single Most-Important...
There's Nothing Quite Like...
Simple But Powerful...
Enjoy The Ultimate...
All you need to know...
Here's something that will...
In this report, you're going to...
Just take a look at what's inside: Here's what you'll learn...
Consider these benefits:
the complete guide to
takes you step by step*

Crafting Your Personal Story

“You only have one chance to make a good first impression.” Research indicates that you have only a couple seconds to grab your visitors’ attention. Aside from a lead capture page, your personal story page will be the first place most people will visit in your attraction marketing system.

It will also be the first place to END a visit. The reality is, no matter who you are, some people will leave and never come back. Your goal is to reduce that statistic as much as possible and keep ‘em reading.

If your visitors like your “voice” and your “music”, then you’re on your way to getting to the critical “next click” which says, “I like you and I want to buy your product, join your business, or get more information.”

So once you’ve reserved your own domain name, the next step to write out your personal story that your prospects will be reading when they visit your site for the first time (we’ll cover each component of your story in a minute).

Right now, you might be thinking, ‘But I’m no writer and I don’t know where to begin.’ Don’t worry, it’s completely normal to feel this way, but once you get those creative juices flowing you might just realize how much fun it can be.

People will trust and relate to you more if you share your background and what you were looking for when you got started, as well as WHY you joined your business (or why you represent a particular product or service).

When you write your story, it’s important to talk about your family, interests and hobbies, so your prospects can find some common ground, and be able to relate to you on many different levels.

You never know exactly where someone might find a connection with you, so include as much detailed info as you can as long as it’s on topic.

You’ll attract like-minded people into your business if you share your story authentically, meaning, just be yourself. And aren’t those the type of people you want to find you anyway?

YOU are the one thing that sets you apart from everyone else in the world. And your story is the one thing that no one can duplicate. You want to be one IN a million, not one OF the million, right?

Writing your story out will require a bit of focus, but it’s critically important that you put your heart into it, and not cut corners here. I’m going to help you make it a fun and enjoyable experience.

To prepare, you may find it easier to jot down your story on a piece of paper or type it out in Microsoft Word. It really doesn’t matter. Just do what’s most comfortable and natural for you.

But where do you start? What do you write?

We're gonna tackle the mechanics of telling your story in a minute, but let's go over some quick tips to help you get maximum results. When it comes to website copy, I suggest that you write in a friendly, conversational tone. Your website copy should be clear, confidence inspiring and engaging.

Don't worry too much about proper grammar and punctuation initially. In fact, it's perfectly ok to use slang from time to time as it'll make you come across as more of a REAL person to your visitors.

Write in the same way you'd speak to a prospect if he / she were sitting directly across from you in person. Even though you're writing to every visitor that lands on your website, you're really only writing to just ONE person at a time. So it's important to make your visitor feel that they're the only one you're talking to.

When you make them feel unique, special, and individual, you've won half the battle. You do this by recognizing them, identifying with their needs and wants, understanding their psyche and dealing with their doubts and vulnerabilities.

It'll help you build a bond of friendship that will help you enroll more reps into your business, or make more sales. This will also make you more believable and trustworthy from their perspective.

Don't be afraid to let your sense of humor come out (hopefully you've got one), but don't go too overboard with the jokes... humor on the internet can sometimes backfire on you, so use it sparingly.

Alright... so we already know that to make money online, all we need to do is find a need and fill it. Find out what people want and give it to them. And the best way to making your product or opportunity sell like hotcakes is by FIRST telling your story, then make a simple recommendation.

People love to read stories, and you'll gain more credibility by leading with your story up front before you pitch them on whatever you're promoting.

A well written story will, in effect, pre-sell so that your prospect is warmed up, and in a ready-to-buy mood AFTER they get to know, like and trust you. You'll have even more success if you weave your personal experience into some researched information (more on this in a moment).

Now, if you're wondering how to write your story in a way that builds trust with your prospects, then here's the answer...

Do you know how to talk?

Of course you do, which means you already know how to write. Conversational writing isn't like playing guitar or whacking a ball across the green.

You don't need to spend years learning the basics and mastering the techniques. You've already done that from early childhood. You're already a master writer in the context of the end result you're trying to accomplish here.

All you need is your brain, a pen and paper (or favorite word processing program), and a little bit of creativity. There's nothing magical, mystical or complicated about writing for the internet.

The first thing to do is forget everything you learned in school about writing. Starting in grade school, we learn to write to impress our teachers and professors. After all, the more articulate you are in your use of the English language, the more intelligent you must be, right?

Well, this ain't English Lit and I won't be grading your papers!

So when you're writing your personal story, or any other type of web copy for that matter, write in a friendly self-assured tone... the way you'd normally talk to someone if they were standing right in front of you.

I know the grammar freaks reading this may get a little uppity about this topic, but the funny thing is, the less writing talent you have, the easier it'll actually be for you to write your personal story.

If you can write like Hemingway, good for you... that's a great gift, but it may be an uphill struggle as you try to perfect what's already perfect. It's important to realize that most people comfortably read at a Grade 5 level capacity.

Therefore, you need to make sure you're not talking down to your visitors, but at the same time, don't talk above them either. We're not going after Pulitzer prize material here.

Write to communicate, not to impress!

If you write to impress your readers, you'll ensure that people either perceive you as being arrogant, or they'll mentally dismiss you (and your business) altogether.

There are exceptions to this rule if your target market is comprised of high-IQ, left-brained folks, but this audience is usually in the minority for most businesses.

So keep your writing style simple and direct, and don't be afraid to break the rules once in a while. If you do break the rules, do it for a reason. Paragraphs should be short; 2 - 3 sentences, 4 max. Please, no clumpy 17-line paragraphs. They're brutal on the eyes, and an intuitive turn off.

Just break 'em up if they start getting too long, preferably no longer than 5 lines max. Your sentences should be short and sharp, and only repeat something if it's really, really important. Oh, and watch out for those pesky little typo gremlins.

Potential prospects who see typo after typo all over your website may wonder if the person behind the website is just as careless with their business as they are with their internet presence.

Create a positive first impression by using a spell-checker or have a friend or family member proofread things over to catch anything you might have missed.

Get rid of any longer, formal sentences. And don't be afraid to have some FUN with your writing... and like I said, you may even want to throw in a little slang whenever it feels right.

If it's something that you'd say in person if someone were standing in front of you, it's something that will come across authentically when someone reads your written words.

Writing your story is a bit like going to an art gallery; people know great art when they see it. It captivates them and holds their attention. The same holds true for the way you tell your story. But remember, your story is for your prospect.

If you write it to just please yourself, you've got a hobby, not a business, and even though it's a nice creative outlet, it probably won't pay you much. Just sayin'.

How do you know if your story is doing a good job of building trust?

One of the best ways is to simply ask some family or friends (who you can trust to be brutally honest with you) to give you feedback about your site. Listen to their responses carefully and make the necessary adjustments.

It may a little blow to your ego at first, but what's more important, swallowing a bit of pride, or making your business more profitable?

There's another, more costly alternative to editing your story; you can hire a professional copywriter to critique your content. But remember, YOU are the best person to write your story.

Even a professional copywriter can't bring the same sort of authenticity and enthusiasm to your story as you can. So don't think that you can cut corners here by paying someone to write your story from scratch for you. It doesn't work that way because your "voice" must be genuine and all yours.

When done correctly, your site simply becomes an extension of yourself.

For some, creating your own website for the first time may seem like a daunting task, but don't let this step intimidate you. There are plenty of easy-to-use tools to help you take care of the techie stuff.

Ok, time to start writing. Improvement will come quicker when you just practice and then practice some more. We all have to start somewhere and by practicing, reviewing, and polishing your content, your writing will get better and better overtime.

Let's start out with...

Your Introduction

Once a visitor fills out the form on your capture page, you can have them immediately redirected to your 'About Me' page where they can read your introduction.

I'm gonna give you one example of how you can structure your story (minus any personal photos you'd include). You can use it as a general starting point for your own intro, then tweak it to your liking, or maybe even completely change it. It's really up to you:

"Hey, thanks for stopping by! My name is [YOUR NAME], and if you're looking for honest information about making money from the comfort of your own home, then you've come to the right place.

I created this site for the purpose of connecting with other like-minded people by allowing them to get to know me a little better and to have a place for me to share my thoughts and insights that most people never learn about making money online.

The internet has done an amazing job of bringing people together, but one of the regrets I have is that I'm not able to sit down with you face to face and get to know you right at this moment.

So for now, this website is my good faith effort towards earning your trust and hopefully building a relationship with you. It's the opportunity to reach out and help as many people as I can that really drives me.

The way I've laid things out is I'm gonna first give you a little background info on myself and who I am (and how I can help you), and then I'll share what I'm doing to generate additional income from the comfort of my home.

There's no magic to what I do or what I've accomplished. I just keep an open mind and try lots of things. Some work out, some don't.

People that know me know I'm an easygoing, down-to-earth, creative type of guy who's fascinated with art, entrepreneurship, investing, and the unknown. I have no special techie skills and I'm not a computer geek.

I know it seems like everyone you read about online has the same sob rags to riches story, but my story's a little different.

I wasn't born with a silver spoon in my mouth, and I didn't one day just stumble into a goldmine opportunity that started flooding my bank account with millions overnight. Not even close...

I come from an average, working-class family. Things weren't always easy for me. As a kid, I was shy and introverted when it came to social situations. I made friends easily, but experienced many moments of frustration.

The reason I share this with you is because I used to think it was a curse, but I now see it as just part of my journey of personal growth. And even though I'm still an introvert by nature, I've been able to break free from my self-imposed prison of shyness.

Professionally, I'm a [YOUR PROFESSION], and got involved in home-based opportunities in [YEAR] as a way to supplement my income.

With so many work-at-home opportunities out there, how do you find the right one?

That's the \$64,000 question, right?

Well, I've researched, tested, and invested in the best home-based moneymaking opportunities I can find, and more importantly, the ones that actually work for everyday people.

One advantage you have by being exposed to this information is that I've made a lot of expensive mistakes that you don't have to.

[Click here](#) to check out my business of choice.

Call me anytime, I'd be happy to talk with you and answer any of your questions.

No matter whether it's about how to generate weekly cash-flow working from home, or how to get better results in a current business you might be in, I'd be happy to help in any way that I can.

Either way, I hope you find some value, some things to ponder about, to be inspired by, or otherwise leave you feeling that it was worth investing your time to stop by.

Thanks and talk soon,

[YOUR NAME]

[YOUR EMAIL]

[YOUR PHONE NUMBER]

Again, you can use the above template however you want, although the more personal information you share about you, your family, your spouse or partner, your hobbies, your dogs, cats and canaries, the better.

Share your own unique voice. Write in a style that differentiates you from everyone else, but be sure to avoid using what I call “broadcast-speak”. In other words, eliminate anything that sounds like “for those of you”, and “everyone of you”, etc. And always write to an audience of ONE.

Here’s a trick question: What’s the one thing you didn’t see in the beginning of the above sample?

That’s right... a blatant sales pitch or an immediate recommendation.

Why?

As you probably guessed, it’s a quick turn-off for your visitors. Just like asking someone to marry you on the first date is creepy, a sales pitch or recommendation too early can be fatal to the process of earning the trust of your potential prospects.

However, when you cater to your prospect’s needs FIRST, they’ll follow your recommendations later on. Your site isn’t there to simply wring dollars from them. Give, THEN get. Not the other way around.

Now, we haven’t even gotten into using video or photos on your site yet. We’re getting to that soon, but it all starts with **your words**. Your words are the star of the show here. Everything else is the ‘supporting cast’.

Don’t worry about your intro being perfect the first time around. It’s never set in stone. Think of it like a living breathing thing that’s constantly evolving over time.

Ok, once you’ve got your intro written, flesh out your story a little bit more by sharing some details about where you grew up, your family, your career background and hobbies, and any other interests you think people would resonate with.

This is optional, but from my experience, the more things people can connect with you on and have in common with you, the more serious prospects you’ll attract. So list as many specific things as you can.

There's always an instant bond when your visitors share your passion for something you both have in common (like traveling, cooking, fishing, golf, or even old muscle cars like me).

The bridge of friendship starts with some **common ground**, and people will be much more receptive to your offers sooner if they feel you're someone just like them.

When I write, I imagine myself having a barstool conversation with one of my friends, or someone who's asked me for some advice, or directions. Just let your own natural enthusiasm come through. This ensures that your words come across in the most authentic way they can to your prospects.

Then re-read what you wrote and tone down anything that makes you sound like a bossy drill sergeant — anything that says, “Do this”, “You have to,” “Don't do that,” etc.

What we're going for here is a friendly upbeat writing voice that sounds like, “Hey, ya might wanna do this because...” or “If you're struggling with that, then try xyz...”

TIP: Read your story out loud (slowly). Pay close attention to how it feels coming off your tongue. You might be shocked at how many clunky sentences and grammatical errors slipped by the first time around.

If it sounds ok, it will be. If it doesn't sound right coming out of your mouth, it doesn't belong on your website. Tweak it or delete it altogether. If you're not happy, fix it and make it better, but don't think that it has to be perfect before you can share it with the world.

Anytime you add new content to your site, give it the tongue test before posting it. And if you're REALLY daring enough, get yourself a tape recorder and record yourself as you read your story aloud.

Listen carefully to your own words. Do you cringe, or does it sound natural to you? No one's gonna grade you, so don't take it too seriously or drive yourself crazy... just HAVE FUN!

Avoid Using Hype

REAL prospects distrust opportunities and products promoted with hype, and over-the-top claims. So don't include them in your website copy, or the only thing you'll attract will be tire kickers and looky loos.

The truth is real prospects are attracted to integrity, honesty, and questions being answered in a believable manner. Exaggeration can be effective with some prospects, but with many, the use of hypey claims will backfire on you.

One last thing. Be able to prove what you say. In other words, back up your claims with verifiable facts.

It'll go a long way in building trust and getting your prospects to step up and raise their hand to connect with you, especially analytical types that love to consume all the details, and data you can provide. Plus, it'll help keep you off the FTC's radar.

Every day, people search for information. They might be looking to solve a problem, or fulfill a wish, or a want, or a need.

They may not know who or what can provide these answers. They just know that they're looking for **someone they can trust** to give them the information they seek, which is where you come in.

Are you beginning to really grasp the big picture of how and why attraction marketing works?

Your website content has your own personal spin. It's your voice, and it all works synergistically, especially when you have a clear vision of "who" your target audience is.

When you craft your story and content in a way that OVER-delivers on expectations, and serves others seeking answers, it clearly proves to your visitors that you fully understand their needs, and that you're committed to providing what they're looking for.

Like I said before, in their eyes, you're the **knowledgeable expert who cares** and is willing to help. And anyone can become an "expert" in 30 days or less by reading books, watching videos, or listening to audios on any subject.

Consider the alternative. If your story content doesn't deliver, you have zero credibility, and who really wants to join or buy from some unknown person anyways, right?

The bottom line is, your conversion rate **will skyrocket** when you properly “pre-sell” yourself and give your prospects what they want — true value in the form of believable and credible information.

Add Information About Your Business, Product or Service

Once you've introduced yourself, and have established some credibility and trust with your viewer, it's time to include some information about what you're promoting.

It could be as simple as a short little paragraph, or a full blown review that tells your prospect why you joined XYZ company, or purchased this product, or that service.

Then, the next transition is to simply have a link to your company website that does all the explaining and selling (for example, “Click here to check out my #1 recommended business.”).

This is where the replicated sites we touched on earlier actually have their place in the grand scheme of things.

Replicated sites can be used in the information gathering process because they do a great job in providing useful information and validation, while your story and endorsement pre-sells and builds trust.

Try to address the most common questions up front, before they even come up. When done effectively, your visitors will think you're reading their minds... and you ARE when you write from your prospect's perspective, and see it through their eyes.

That way, your visitors to go where you want them to go, and they'll feel like it was **their idea**.

Once you've got the majority of your intro and main content of your story established, and you've worked out the details about your business offering(s), it's time to start considering how your personal website should actually look.

Website Design

The very instant your visitors land on your website, they'll consciously or unconsciously form an immediate opinion. So your first impression is critical.

Your website will either help to keep your visitors engaged and receptive, or it'll turn them off. If you're the kind of person that likes to make things complicated — don't! Less is more... and on the internet, simplicity rules.

Go to Google if you need reassurance that simple and clean works. They can afford the highest-paid graphic designers, but they seem to stick with simplicity — big clue there.

Your website should be fool proof. So organize your content in a way that will take your prospect from beginning to end without any hassle. People tend to skim text, so keep your paragraphs short with plenty of white space in between.

Scanning eyeballs love visual breaks so scattering photos and images throughout your site help things flow better. For most businesses, it's best to stay away from dark background colors like black with white text (well, unless you're a funeral home marketing coffins and family plots).

Not only is it difficult to read, but for a personal website, it might not necessarily give people a good vibe or first impression about you. You can't go wrong with black text on a white background. It's the standard in web design for good reason - it's **easy to read**. Why make things more complicated than they need be?

Save the “cutesy” colors and fancy borders for a family and friends only site, rather than a site created for profit.

Also be sure to use **bold** and *italic* text accents sparingly in your website copy. Too much of a good thing will ensure that nothing stands out. It can also give the impression that you're trying too hard to make your point.

See Me, Hear Me

One thing your visitors and prospects crave is human contact. With today's technology, you can go through your entire day now without having to talk to a single human being, which is pretty sad.

But the real name of the game in branding yourself is the effective use of the personal touch, and this is where you can blow away your competition.

Everyone on this planet has a unique personality, and the best way to transmit that personality to your prospects online is via video. [Youtube](#) and [Vimeo](#) are my top two favorite sites to host your videos for free.

There are plenty of creative ways you can use video on your site. You can give your visitors instructions on how to join your business, buy your product or service, teach them about marketing, or let them know about special pricing, discounts or incentives you may be offering at that time.

The possibilities are endless and only limited to your imagination.

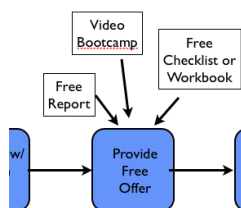
Testimonials

Never underestimate the power of adding testimonials on your site. When it comes to sharing your story, testimonials from others you've worked with (either sponsors or people you've enrolled, or sold products or services to) can be another powerful magnet to get people to want to do business with you.

I prefer video testimonials whenever possible, instead of just the written word. That way your visitors can see and hear directly from some of the people you've helped in their own voice.

In your prospect's mind, this will be a solid confirmation that you're someone that will lead them in the right direction, and it will instill the belief that they can't fail with you by their side.

STEP #3: PROVIDE A FREE OFFER (LEAD MAGNET)



We briefly touched on this earlier, but the secret to getting people to opt-in to your capture page is your free offer (aka, your lead magnet).

Once upon a time, people could care less about giving you their email addresses and would do it without thinking twice.

However, with the popularity of internet marketing, and all the others who are discovering the power of building a list, you have to be more compelling with your offer today.

A few things that you can offer as a freebie to get people to opt-in to your list are:

- Email E-course
- Video Bootcamp
- Free Report
- Access to a Free Webinar Training
- An interview with an industry leader
- A workbook
- An mp3

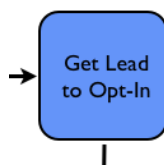
People are looking for value, and when you offer a valuable freebie, not only will you position yourself as a credible source, but you'll find that people will swarm to you like bees to honey anticipating your next release of a video, blog entry or e-book.

Now, if you're clueless as to what to talk about, and how to come up with these freebies, purchasing a [PLR Product](#) and customizing it to your own taste is a great solution.

In case you're not familiar with this terminology, PLR stands for Private Label Rights and it basically allows you to use pre-written content for your specified niche instantly, while promoting it as your own personal product.

[MLM PLR Store](#) is one of the best sources I've found to get tons of affordable re-brandable information products you can use as lead magnets to build your list.

STEP #4: GET THE OPT-IN

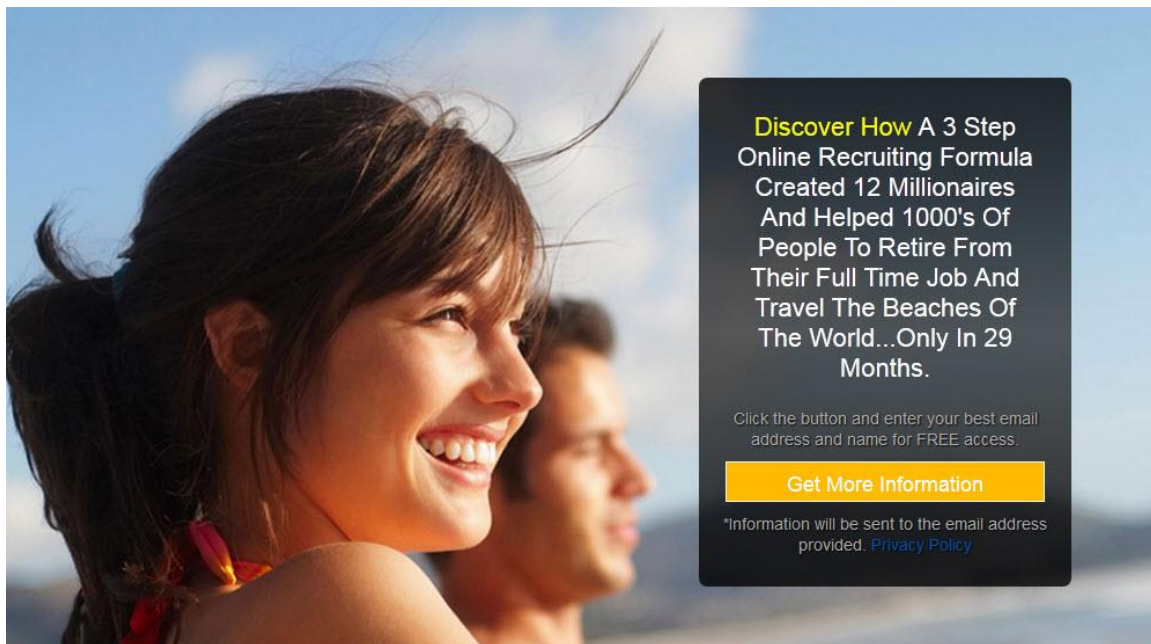


Once you get people to your capture page, and present your free offer, it's time to sell them on the opt-in with your HEADLINE.

Think of your headline as the teaser... the conversation starter, and the appetizer you use to whet the appetite of your visitors.

It makes them say, "Hmmm, I think I want to hear more of what he / she has to say!"

Here's another example that does a good job of describing what you're going to get when you opt-in to their capture page...



Here are a few additional proven headline templates you can use in case you get stumped:

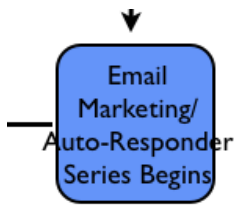
_____ Ways to _____
_____ Reasons Why
_____ Steps to _____
_____ Hidden Secrets about _____ Revealed
_____ Little Known Ways
Discover The Secret to _____

Again, if you know your target market, what their common problems are, and the solutions that they desire, then you can easily offer them some type of free content that educates them on the issue in your opt-in offer.

Take some time to think about things you may have struggled with in the past, and how great it felt when you had finally had that “Ah ha” moment. Now give them the same experience with the content you offer in your free lead magnet.

And by the way, don't cheat them on the info. Actually give them great content and value, and deliver on your promises. This way, you'll encourage them to continue to follow you, read your emails and connect with you more in the future.

STEP #5: SET UP YOUR AUTORESPONDER MESSAGES



Setting up your autoresponder emails can be a bit intimidating at first if you've never used one before, but don't fret, because each service includes step-by-step instructions.

When creating your first email campaign, I suggest creating 6-10 emails (to start), and then add additional emails into your sequence over time.

You want your first email to go out automatically right after a new subscriber joins your list, with additional follow-up emails being sent out every 2-3 days.

Here's what I consider to be the ideal welcome email (copy and use it if you want):

Subject line: Welcome to YOURSITE.COM! Here's your [report/ebook/video]...

Hey, YOUR NAME here...

I'd like to start by getting to know you a bit.

So before you go through the [[report/ebook/video](#) << this is where you include a link to your free lead magnet], can you do me a quick favor?

Simply hit 'reply' and tell me what your #1 struggle is when it comes to _____ [[<< keep the reason relevant to why they joined your list](#)].

I read and reply to every email.

Talk soon,

YOUR NAME

Phone #: YOUR NUMBER (call me, I'm human)

Skype: YOUR SKYPE ID

P.S. I'll be upfront with you: I'll be promoting products and services in the emails I send you.

And you'll see that what I promote is of the highest quality and will allow you to [BIG DESIRE], without [BIG FRUSTRATION]...

Sound good?

So go ahead and hit 'reply' and I'll be sure to read your answer!

I look forward to it!

Also, if you had to leave the last page before the presentation was done, or if you missed the special offer...

You can go back to where you left off [HERE](#) < [LINK TO YOUR BUSINESS SALES PAGE]

17 Insider Tips to Boost Your Email Marketing Results

Email marketing is the most powerful methods of building automated income online. With a single click of the mouse, you can instantly broadcast a promotional-based email to a built-in customer base, without having to worry about the cost of customer acquisition or advertising.

In order to monetize your lists effectively however, you need to focus on treating your subscribers well so that they trust you, and of course, respond to your offers.

You can stand out from the majority of email marketers in your industry by over-delivering with fresh, quality content. Remember that people sign up to receive your emails believing that they'll benefit in some way.

If you deliver quality, relevant and useful information that truly helps them, you'll be rewarded with an active and responsive subscriber base. I've put together the following tips to help you increase the effectiveness of your email marketing:

Email Tip #1: Write Emails in a Friendly Conversational Tone

Nobody enjoys reading boring corporate-sounding, impersonal emails from big companies... but people do enjoy getting an email from a friend telling them about their day or vacation.

Just like your branded website copy, when you write friendly emails in a conversational tone, you build a strong connection with your prospects by making them feel like you're talking to them, which in turn produces sales.

Email Tip #2: Speak Your Prospect's Language

When you write emails, imagine that you're writing an email for your ideal prospects. So speak the language that your prospects would use.

For example, internet marketers use terms like "list building", "oto", "upsell", etc. Network marketers use terms like "sponsor", "recruit", "downline", "duplication", etc.

Email Tip #3: Keep Your Emails Value Based

I can't stress the importance of high quality, unique content enough. Each email you send to your list represents your brand and your credibility. That's why the focus should be on offering exclusive content to your list that they just can't find anywhere else.

If you do your job in making sure that your audience clearly understands that the resources, links and websites that you direct them to will personally benefit them in some way, you'll increase your click-through rate (CTR) tremendously.

The key is to write your emails in a way that you deliver value and ask for the sale at the same time. In general, your emails should do some pre-selling (light education) for whatever you're promoting.

Pure pitch emails are fine, but only if they're done occasionally. In the beginning stages of growing your list, it's always best to tread carefully, initially focusing on building a relationship with your list, and then following that up with promotional offers, or recommendations to affiliate-based products that you endorse.

Essentially, you want to 'condition' your subscribers so that they grow accustomed to receiving promotional-based emails from you on a regular basis.

The balance that you use, when mixing up free content with promotional based material is entirely up to you, but keep in mind that the more value you give to your list, the easier and faster it'll be to develop a relationship with your subscribers.

At the end of the day, it's up to you to keep a pulse on your subscriber base, and determine what works best, how frequently you contact them, and whether they respond well to the opportunities and products you're promoting.

Just don't be afraid to experiment and test out new ideas and innovative ways to consistently grow and maintain your subscriber base.

Now, if you're struggling with the thought of writing emails, spare yourself the agony and use one of the two strategies below:

Strategy #1: Use PLR Content

I touched on this earlier, but you can add instant value by purchasing private label rights (PLR) material and tweaking it so that it becomes your own.

The best part about PLR is you get to take full credit as the creator of the content! In less than 5 minutes you can have a 25+ page Free Report that you can use to unleash the dragon, and get your automated attraction marketing machine working for you on autopilot.

Find a PLR provider that has the following:

- Writes content specifically for your niche
- They actually know about your industry and can speak from experience, and personal knowledge rather than just from research alone
- English is their first and predominant language, and the writing reflects that
- The content high quality and affordable

I've purchased quite a bit of PLR content over the years that lacked in several of the areas above, but if you want a vendor that provides great content specifically for the network marketing industry, [MLM PLR Store](#) is a good one.

They provide content in the following areas:

- Blog Posts
- Articles
- Autoresponder Messages
- Ebooks
- Checklists
- Free Reports
- And more

You can [visit their site](#), and grab your first autoresponder series while you're at it. That way you can avoid the headache of trying to figure this stuff out on your own.

Strategy #2: Hire a writer

This can be a bit more costly and time consuming as the process can often take a while to really connect with a legitimate English speaking writer who actually understands your industry, your market and your message. However, it's a viable option you can try.

Here are a few sites where to find good freelance writers:

- [Upwork.com](#)
- [Elance.com](#)
- [Guru.com](#)

You want your subscribers to become familiar with your brand. So even if you outsource the majority of the work, you still need to apply your own personal style (voice) to every email you send out.

Strategy #3: Create a Swipe File

Always keep a 'swipe file' of notes and ideas you have for email content. The most common strategy is to collect catchy emails that you've received from other marketers, and simply customize the existing copy to fit your own message for your personal email campaign.

The downside to this is that it still requires a bit of writing on your end (unless you have permission from the creator to copy their email as is), and may take a while to sift through tons of email messages to truly find great content.

Email Tip #4: Add Personality to Your Emails

Everyone has their own unique personality and style of approach. Some people like to be blunt, while others like to take a more diplomatic tone when conveying a point.

Some like to swear and use tough love (while being honest), while others don't like to swear and prefer to keep it clean.

Some like to take a no-nonsense "I don't care what you think" approach, while others like to take an "I understand your situation and let me guide you to the right path" kind of approach.

No matter what your personality style is, when it comes to being authentic...

People either like you, or they don't.

They either resonate with what you're saying, or they don't.

They either agree with you, or they don't.

And eventually, they either trust you enough to buy what you're selling... or they don't.

The point is, don't get hung up on which approach you THINK would be best. All that matters is that your emails reflect your own unique personality.

When you do that, your emails will STAND OUT from the crowd and you'll separate yourself from the herd so you can become the go-to expert in your niche (or just someone who makes a shit ton of money - your choice).

Email Tip #5: Use Pattern Interrupts in Your Subject Lines

Cutting through all the noise and standing out in today's super busy inboxes starts with your subject lines. Without a strong one, even the best offer from the most established expert will fail if it's not opened and read.

While each subject line for your emails should be original and fresh, you want to ensure that your subscribers will trust and recognize your emails. Avoid deceiving email subject lines like “Payment Notification”, or other false claims that’ll just confuse and disappoint your readers.

Extensive case studies have proven that shorter subject lines = higher open rates, so keep this in mind when writing your emails, and always avoid potentially problematic words and phrases (like “financial freedom”) that commonly trigger spam filters.

Sometimes even the smallest change can yield incredible results. For example, try capitalizing a word or asking a question with double question marks. Subject lines that invoke curiosity always work very well too. Just don’t make them too cryptic though, otherwise they may be ignored.

By monitoring your email open rates as well as your overall response rates, you’ll be able to keep a steady pulse on your subscriber base and know with certainty, what types of emails they’re more likely to respond to.

Email Tip #6: Make Your Email Copy Flow

You want the flow of all your emails to be smooth. So after writing an email, make sure you read it and reword it as needed to get it to flow. The more emails you write, the better your flow gets.

Another tip to get your emails flowing well is by using connecting words, phrases and sentences.

For example:

1. As you can see
2. Which means
4. But here’s the problem...
5. To be honest
6. Of course
7. Hence
8. Bottom line is that
9. So why do I say that
10. What does this really mean
11. So what this really means is

12. If you think about it
13. Simply put

Email Tip #7: Keep Sentences and Paragraphs Short & Snappy

When writing emails, you want to keep your sentences and paragraphs short. It's not very appealing to read when text is all jumbled together in one big block that's several lines long. You need short sentences (preferably 1-2 lines long) and you need the entire body spaced out into many small blocks, not one big one.

Email Tip #8: Use "YOU" Often

A good rule of thumb for emails (and copywriting in general), is to include the word "you" as much as possible without overdoing it. After all, it's about the prospect, not you.

I also suggest incorporating the powerful phrase "so you can" in your emails. For example, "do this so you can get this." Try it out.

Email Tip #9: Mix Things up Occasionally

Every once in a while, start your emails off with a different greeting, use a different type of closing, and add images, etc. This will keep your emails fresh to your subscribers.

Email Tip #10: Weave in Personal Stories Whenever Possible

It's no secret that stories are something people from all walks of life are engaged in. Stories are emotional... they suck people in. Everyone's a sucker for a good story. Stories in your emails are just as important as the story you craft for your branded website.

Aside from playing off of situations and experiences in your day to day life, a really powerful storyline to use in your email copy is the 'us vs them' framework. In this type of story, you'd position yourself in favorable light over your competitors or a common enemy you know your audience shares with you.

Email Tip #11: Include More Than One Call to Action

There will be situations when you want to send longer emails, but you don't want someone to have to wait till the very end to click through to whatever link you're promoting.

With the exception of super short emails, I suggest having two to three calls to action (links) dispersed throughout each email. This will help you get more clicks while simultaneously delivering value to those who are interested in reading your entire email.

Email Tip #12: One-Time Sales and Bonuses

Creating urgency and scarcity are power marketing triggers, and it's one of my favorite tactics for increasing conversions via email.

Simply create a special offer that's only available for a few days. For example, when I promote big ticket programs that cost \$1k+ to join, I'll sometimes offer to buy a certain amount of targeted traffic for the first ten people who join at a certain level.

Another bonus could be a 30-minute 1-on-1 getting started/ coaching call with you. The key to effectively using these offers is a) they have a high perceived value, and b), they're limited and have a clear deadline.

However, be sure to use bonuses like these very sparingly. This isn't something you want to do on a weekly basis. I hope as you're reading this, your wheels are turning with ideas for one-time offers and bonuses you can use to spike your sign-ups and sales.

Email Tip #13: Be Relevant

Whenever possible, try to tie in something that's currently happening in the news, or a popular topic of discussion in society to create curiosity and make your emails more relevant.

Let's say a celebrity screws up or someone says something funny... when you play off the latest news, gossip, and other compelling stories in your emails, you'll notice a higher engagement from your subscribers... and sales will increase too!

Email Tip #14: Keep it Simple

A big mistake I see a lot of people make when attempting to stand out from the crowd is they try to get very creative when writing emails. That's the wrong approach though. While boring emails don't work, overly creative emails don't work either. Nobody likes a wannabe or someone who's trying too hard.







All you need to do is keep it simple, provide value, let your personality shine through, talk about recent events, stories, etc. Write as if you're talking to a close friend. When you do that, your subscribers will love your emails and buy from you.

Email Tip #15: Segment Un-Opens

If you have any experience with list building, then you know that every time you send an email broadcast to your list, you're always going to have a greater number of subscribers who don't see your message. This results in lower open rates and less clicks on your links.

How do you fix that? It's simple... in your autoresponder provider's back office, find the section that shows you the list of subscribers who opened your email and those who didn't open your email.

For example, in the [GetResponse](#) screenshot below, you can see each segment broken down by who was sent your broadcast message, who opened the message, and who didn't open it.

8708 sent	 email group  show contacts
232 opened	 email group  show contacts
8146 unopened	 email group  show contacts

What I like to do is I'll send the unopened segment of my list the same email I sent previously with a slightly different subject line. This ensures as many subscribers as possible see not only see my email in their inbox, but open it.

Email Tip #16: Test Your Emails

You need to test your emails prior to sending them out to your list. Never send an email out unless you've first sent a copy to your own email address and verified that the formatting looks good and any inserted hyperlinks are working properly.

You also want to make sure that your email looks good in different email programs, including Yahoo, Gmail and Hotmail, since what you see in your email client, might be completely different with some of the popular free email providers.

Email Tip #17: Determine Your Newsletter's Cycle & Schedule

Apart from the introductory email, you should also have at least one cycle worth of content integrated into your autoresponder sequence.

Depending on the frequency in which send out emails to your list, if you ran a campaign offering one email each week, you should have at least four emails (one month) of content readily available.

Mondays are typically such a busy day of the week for the majority of subscribers who are returning to work, that you can maximize your open rates by sending out emails on Tuesday instead.

On a similar note, by emailing lists on Thursday rather than Friday, I've also experienced higher open rates due to people simply being online, whereas on Fridays they're heading home for the weekend and less likely to be online.

There's no set rule as to when you should email your list or how frequently, so I suggest testing out different intervals to determine what will work best for you.

Ok, so that sums up my 17 email marketing tips. If you follow these tips, your email quality will improve dramatically... and so will your results.

Emails are meant to be simple and casual, so don't obsess over them. It's perfectly ok if there are slight typos or grammatical mistakes. In my experience, they don't affect sales at all. Just make sure your emails don't have any glaring errors, and most importantly, make sure they're FUN to read.

The more emails you write, the better you get.

STEP #6: BUILD TRUST



Your autoresponder messages are designed to build rapport with your audience by servicing a need that they have.

Whether you use PLR or not, be sure to throw in a few personal no-pitch, straight from the heart messages that reveal who you really are while sharing your personal experience in this journey.

When you seek to serve your audience first, you'll be able to successfully monetize later because of your willingness to serve your market.

This doesn't mean you "don't sell"... it just means that you're seeking to get to know your audience, and you're considering their needs before yours. In turn, you'll win their trust, and will ultimately have a raving fan for life.

As a reminder, here are 5 tips for building trust with your audience:

- **Be honest** – Don't become this slimy over-exaggerating pitch person that says everything is great all the time, and nothing ever goes wrong in my life.

I personally dislike people who try to make it appear as if their lives are perfect, and love it when people allow me to see their vulnerable side. Share your struggles, challenges and imperfections. This is the glue that bonds people to you!

- **Be transparent** – This is a great way to win your audience over. One of the best ways to do this is by posting videos and pictures of yourself to show people who you really are. Bringing the human side of who you are outside of what you do allows your readers and followers to relate to you.
- **Be accessible** – Have multiple contact points where people can connect. This doesn't mean you need to plaster your phone number all over the internet, but using Social Media to connect with your followers is a great way to make them feel like you're accessible.

- Tweet with them on twitter, respond to their comments on Facebook, and if you have a Skype account, let them chat with you to connect personally.
- **Be humble** – Don't become overly boastful like the "haha, look at me, I'm great and you're not" kind of person. Those are the first groups of people to get booted and overlooked.

Stay humble despite your successes. And yes, it's ok to celebrate your victories, but don't make other people feel "less than".

- **Be consistent** – Being consistent proves to your followers that you're not just another fly-by-night wannabe marketer, but that you're actually in it for the long haul.

I can't tell you how many times I've had people join my business a year or two after they opted into one of my sites for more information.

With so many people on and off the internet in the blink of an eye, it's very hard to find reliable leaders. Remaining consistent in your marketing efforts positions you as one, and therefore, will encourage more people to continue to follow your lead.

STEP #7: GIVE VALUE



There's a very simple equation to making more money:

Add value = earn a reward.

Want to make more money? Add more value.

I know this concept may seem a bit redundant, but that's how a free market works... and how most rich people get rich.

All of us have SOMETHING (usually a lot of things) we're naturally gifted at. So to make more money, all you need to do is take your existing skills you're already making money with (or develop new ones), add a vehicle that allows you to create value, and do it for more people.

That's it. At its core, entrepreneurship is really all about creating value by providing solutions to peoples' problems, and then capitalizing on that. The bigger the problem (or the more people who are affected by it), the greater potential financial reward there is for the entrepreneur.

Here are a few tips to add value to your subscribers:

- **Have a purpose with your content** - When sharing information in an article, video, blog post, etc., always seek to answer yes to the question "Did I give my reader something to take away from this?", "Did I provide a solution to their problem?"

When you have purpose in your content, it will resonate with your subscribers.

- **Be generous** – Giving is a great way to create loyalty with your followers. If there's a tool like a checklist or worksheet that you come across that has helped you, instead of keeping it to yourself, share it with your followers. You'll be surprised at how much giving stuff away can actually win your readers over.
- **Ask questions** – Finding out what your readers and followers want is the quick and easy way to avoid playing the guessing game. You'll want to just simply ask them "How can I help you?", whether via blog post, email blast, or video message.

Either way, once you ask that question, find a way to streamline those questions by turning them into a Q&A blog post, or video that you use as content, while killing two birds in one stone, and also answering questions that meet the needs of your audience.

STEP #8: PROMOTE AFFILIATE PRODUCTS



Now that we've gotten all the foundational stuff out of the way, here's a huge tip... **don't be afraid to ask for the money.**

So many people grow very timid when building a list or following, and feel as though any type of promotion that has an offer for people to buy something from them will damage the relationship.

People actually want to know things like, what tools you're using, the products you purchase, and the people you follow.

I can remember times when I'd follow people and constantly ask myself "How did they do that?", "What tools does he use to do this?" It was almost a gift when people that I followed would share their "purchases" with me.

And the bottom line is this; **you're looking for people that are buyers, not information hoarders.** So if people unsubscribe because they don't want you to pitch them anything, then great... celebrate!

You don't want those people on your list anyway. They're dead weight, and they're the kind of folks that make you think you're not doing enough, when in actuality all they want is more, more, more with no intentions of doing anything with the information.

Buyers are your best friends, and you want a list full of them. Promoting ancillary products you use to build your primary business every now and then is fine. Just follow the rules on these specific reminders to make sure you promote with balance:

Never pitch or promote your product or opportunity in the first initial introduction. This can be a huge turn-off and it doesn't make room for you to build a relationship with your audience.

Unless they opted in to a site that specifically indicated that they'd be updated on products and services, be sure to mix in valuable content in between the sales pitches.

Keep your subscribers engaged. If you chose to send out a pitch email, use a story or some form of engagement to get their attention before asking them to buy your product, or join your business.

I've seen some affiliate marketers be flat out honest and say "look, I can win an iPad if x amount of people click this link. So I'll do this for you if you do that".

While people appreciate honesty, I don't suggest making this type of thing an ongoing habit.

Use storylines, examples and things like that to incorporate and weave into your pitch. But use the story as an example of how this item helped or enhanced your business.

There's obviously tons more that I can tell you, but in a nutshell, you want to respect your audience while providing value through the services and products that you offer.

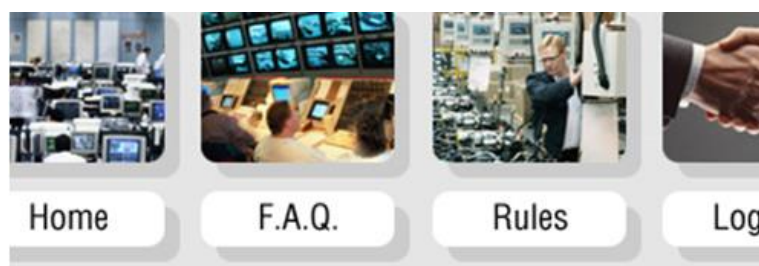
Pay attention to other pitch emails that people send you, and swipe the styles of those that you like. Either way, the more you practice, the better you'll get at it, so don't let the fear of messing up keep you from taking action.

There are tons of affiliate platforms to find quality affiliate products to promote, but Clickbank.com and Jvzoo.com are my two favorites.

Real Life Affiliate Promotion Example

Just to show you how powerful promoting affiliate products can be, I thought I'd share the results of one of my most successful affiliate campaigns. In this particular case, I sent out a short and sweet email message to one of my lists. The email had a link to my review of the program.

The result?



Your Referrals:

Your upline is [Ken](#)

Referrals:	312
Active referrals:	175
Total referral commission:	\$378,357.04

\$29,867 in affiliate commissions within 72 hours and over \$378k in commissions in the first 100 days.

Not too shabby considering my total time investment was about 10 hours for research, writing the review, and sending it out to my list a few times. Now, here's the cool part. I didn't have some big monster list with tens of thousands of people. In fact, at the time, it only had 3,809 subscribers on it. That's it.

How much did it cost me in advertising to send out an email to my list?

Nothing! I already built the list.

It's not always easy to create results like this, but it IS simple when you know the formula AND have a profitable opportunity, product, or service to promote to a list of people who trust you.

So, the next time you hear about some marketing "guru" who says, "I made 43 sales in the first 24 hours" or "I made \$16,000 in 3 days," you'll understand that they don't have super human hypnotic powers that get people to open their wallets and magically buy, buy, buy.

They just have a very responsive list that they've built a relationship with over time. You too can develop a responsive list that generates almost effortless income for you, starting TODAY.

It's not magic. Just as every house must begin with laying the foundation, then the framework, your online business must also be built in this order.

Once you have a lead capture page and branding website in place, it's time to start generating qualified traffic to them, which will hopefully convert into sign ups and sales.

TRAFFIC

It's kind of obvious that you can't make sales or recruit new reps into your business if you don't have any traffic, right? But for most people, getting traffic isn't easy.

In fact, the number one question I get from new marketers is, “How do I get traffic to my squeeze page?” The truth is, getting traffic is actually the easiest part of your entire business.

Free Vs. Paid Traffic

There are lots of free solutions for generating traffic to your opportunity and offers, and there are also lots of paid solutions.

I’m gonna break down and explain the differences of a few of the most popular methods for you and tell the actual investment that you’re gonna be making.

So first let’s talk about free methods for a minute...

Free Traffic: Friends/family, blogging, posting on social media, etc.

I’m sure you’ve seen or heard someone talk about making out a list of your friends and family (your warm market) and pitching them on whatever you’re promoting.

As you should know by now, that’s NOT something I would ever advise you to do. Again, this is all about attracting bees to honey, not chasing people down like lions.

Some people like to blog... they have a passion for writing. Maybe that’s something you enjoy doing too. Blogging is a way where you can begin producing valuable, original content to be able to drive targeted traffic to your website.

Posting on social media like Facebook, Instagram, Twitter, etc. is another proven way you can generate free traffic.

Now, you might not be investing a big chunk of your money to do these methods, but ultimately, the bigger investment you’re gonna be making with the free methods is your TIME.

In other words, “free” methods aren’t really free because they suck up a lot of your precious time in order to start getting some good traction with your marketing efforts.

The second method, which is the one I highly recommend, is paid traffic...

Paid Traffic: Facebook PPC, Bing PPC, Solo Ads, Media Buys, etc.

Paid traffic is great because you can start out on a small budget and then scale up as you start to see the profits flow in. But the important question you have to ask yourself is, “What’s more valuable to YOU?”

Is it your time or is it your money?

Because in either case, no matter what business, service or product you want to promote, advertising is essential, which means you’re going to have to make an investment of both time and money.

You just have to decide which one you prefer to make a larger investment in. That being said, free traffic is like the tortoise and paid traffic is like the hare.

They’ll both get you to the same destination, but in this case paid traffic will get you there FASTER!

Speaking of faster, would you like to know the **fastest and easiest paid traffic method** for generating laser targeted leads and sales for your business?

If so, then be sure to read my exclusive bonus report: **Rapid Traffic Secrets**

Not only does it reveal **my favorite type of paid traffic** for promoting home business/make money online offers, but I’m also gonna provide you with my own personally vetted list of tested traffic sources.

These are the same traffic vendors used by many of the top earners you see on leader boards... and I’m handing them to you on a silver platter!

A ‘MUTUAL FUND’ APPROACH FOR YOUR BUSINESS PORTFOLIO

According to the IRS, most multi-millionaires have at least seven different income streams. Everyone can benefit from a portfolio of income streams. Not just one or two, but many streams from completely different sources.

This protects you. If one stream dries up, you barely feel the bump. You’re stable. You have time to adjust. The same strategy can apply to your business.

Developing your business portfolio is kinda like a mutual fund. A mutual fund makes money through diversification and invests in a variety of different companies. If one goes south and tanks, it can be replaced without a lot of negative repercussions.

There's also another very important reason for diversifying your business interests; think Baskin-Robbins. They have 31 flavors for a good reason; not everyone likes the same thing.

The same is true with your home business. These days, your prospects have more choices than ever before, so what I'm suggesting is that you offer more than one "flavor" to your prospects. Never ever put all your eggs in one basket.

Let me clarify this...

I'm NOT talking about taking your focus away from your primary business. What I'm referring to is developing a portfolio of complimentary, non-competing opportunities, products or services that give your prospects more choices.

You can find these complimentary offers via the affiliate platforms we discussed earlier. You can lead with your primary business or product, but what happens if they're not a good fit?

What most people do in this case, when they only have one thing to offer is they try to fit a square peg into a round hole. In my "formative years" in network marketing, I remember times when I'd be talking to a prospect and they'd mention an aversion to network marketing.

What would I do?

Well, since I only had one thing to offer them at that time, I would try to justify how network marketing was a misunderstood industry and try to convince them to give it a chance, blah, blah, blah. What a complete and utter waste of time that was!

But when you have a business portfolio with more than one thing to offer your prospects, you can help them find the best fit for THEM, not for you.

There's another good reason why creating multiple streams of income in your business makes the most sense: If you take the time to become good at marketing, you won't ever have to worry about any company you affiliate yourself with going out of business.

You'll be prepared to move on and profit with another opportunity, product, or service at a moment's notice, especially if you've focused on building a list.

Now, you might be thinking that it's hard enough to keep one income coming in, let alone multiple streams of income. How are you going to manage it all at the same time?

Well, the good news is it's really not as complicated as it might sound, because we're using a lot of automated tools to handle a lot of the heavy lifting for us.

What Not To Do

Before we discuss the strategy for creating multiple streams of income in your business, let me just quickly cover some hazards to be aware of. Over the years I've run across a lot of "opportunity junkies". You know the ones; they end up joining everything that looks good.

They hop from program to program, thinking that if one program is good, then two is better, and how about three and so on.

One of the reasons many newbie's fail is that they take the notion of multiple streams of income far too literally, and much too soon. I was guilty of this early in my online business career as well.

A lot of people put the cart before the horse and don't know how to effectively market before they buy every shiny object that crosses their path. But if you can't make money with one program or product, what makes you think you're gonna make money with the next one?

I want to help you avoid the trap of trying to promote too many things at once, and not doing well in any of them. The trick here is to not get suckered into the hype of 'The next big thing' while you're still in the middle of the last big thing.

A Better Way

The strategy that I've found works best for creating multiple streams of income in your business is simple. Start with adding **one thing at a time** and focus on getting into profit with it, especially if it has recurring monthly fees associated with it.

Do this BEFORE you add anything else to the mix. This is NOT about jumping from one program to another every month. Nor is it about "the flavor of the week" approach either. That kind of strategy will earn you a one-way ticket to the poor house real fast.

Picking ONE program to join at a time and putting your energy into that one is the best way to get into profit as soon as possible.

One-Time Shot vs. Residual

Let's talk about the different kinds of income you can earn. After all, some streams are linear and some others are residual.

If you only get paid once, then the income is linear. For instance, affiliate marketing is a good example of linear income, so is a salary at a job where you only get paid once for your efforts.

Before I found network marketing and the internet I was in business for myself as a freelance artist, but my income was linear because I was still trading my hours for someone else's dollars.

When you view people's lives through the filter of residual income, many groups of people aren't as wealthy as they may appear. Doctors and dentists don't earn residual income from their labor. Their income potential is usually restricted by their own level of personal production.

They can only see a fixed number of patients in a day, and they have to be there for every single one of them. The same holds true for top sales people, chiropractors and attorneys.

They may appear to be rich, but they're on a treadmill like a lot of employees. So when you're deciding on which programs and other complementary products, tools and services to add to your portfolio, take into consideration that some will pay you a one-time commission and some will pay you residually each month.

It's good to have a decent blend of both. Usually, the one-time commission type of scenarios can produce some nice up front money in the short term (to cover advertising), but something that pays you over and over and over again can be just as attractive in the long-term.

So look for income streams that offer a variety. That way, you can get the best of both worlds.

Here are a few additional options to consider adding to your existing business portfolio:

- **Big Ticket Direct Sales Programs** - In network marketing, the main focus is on getting a lot of people buying a little bit of product each month.

The logic behind this is simple; the majority of people can afford to buy \$50 - \$150 per month of product volume. But there are other options like big ticket direct sales programs where you can get paid big up front commissions instead of waiting months or years.

It's a good idea to have at least one big ticket program in your portfolio. The products can range anywhere from travel to wealth education, to internet marketing training.

- **Affiliate Programs & Info Products** – We touched on this before, but this is one of my favorite (and simplest) ways to create additional streams of income because there are hundreds if not thousands of affiliate programs that you can sign-up with and begin making money immediately.

Most of them are free to join. As an affiliate, you market a company's product or service, and when you send them a customer or make a sale, you're paid a commission.

In most cases commissions can range from 25% - 50% and up, especially when we're talking about virtual products like ebooks. A lot of internet marketers have become millionaires without ever having a product of their own. They did it by promoting affiliate programs.

- **Tools & Resources** - This is another area of income that can make a nice addition to any portfolio. Every internet-based business uses a number of different tools to create a highly automated system.

For example, everyone needs a good quality autoresponder. You could sign up as an affiliate, and then earn a monthly commission by recommending the company you use.

The same thing goes for services like advertising vendors or resources that you use that offer some sort of finder's fee or affiliate commission.

- **Complementary Products & Services** - Do you have a specific niche business that can be accentuated with other related products or services?

Here's an example of wrapping an existing business with a complimentary service. Let's say your primary business is in the legal services industry. How about adding a credit repair or debt reduction service to the mix?

They both complement your main focus, and you don't have to go out of your way to promote them either. Just mention them on your website or during a conversation when you're speaking to a prospect.

Of course, there are other revenue streams out there, but these are the major ones that most people incorporate into their online business.

Once you've internalized the marketing concepts and strategies in this course, and more importantly, you've taken action and are getting the desired results, you'll know when it's time to add another income stream to your portfolio. The key is to always look for offers and ways to compliment your existing business.

FINAL THOUGHTS

If you've made it this far, you're a rock star, seriously. I hope you've enjoyed this guide as much as I loved writing it for you.

Now, the choice is yours my friend. You can follow the crowd and continue promoting faceless and anonymous replicated websites (the same sites being used by hundreds and thousands of other amateurs)...

Or you can create your own unique, sacred place in cyberspace for others to get to know you; the leader they're searching for. It's hard for a prospect to resist someone who's authentic and offers so much value.

Jeffrey Combs said it best: “When you can operate from a sense of passion, you’re radiating from your heart.

You’re sending the message, “Become a part of what I’m doing.” That, my friend, is when people want to be a part of what you are, because you’re coming from your heart, not your head.”

Even people who may never join you or buy anything from you will send you referrals as long as you live by the code of give before you get. This timeless principle will help to ensure your success.

It’s time to get your butt in gear and make it happen for yourself and your business. A successful business is the cheapest insurance policy that you can ever own.

The premium is daily consistent effort and a willingness to be a servant business owner. This will compound your income in a big way, over time. The effort that you put forth today is your down payment for your family’s security tomorrow.

You got this!



Brad Weinman

P.S. Don’t hesitate to [shoot me an email](#) with any questions or comments. I read each and every single email, so don’t be afraid to say hi!

P.P.S. There comes a time in every entrepreneur’s life where having a trusted resource to call on in times of need can be a serious lifesaver. Sometimes you just need someone to tell you what to do next.

I offer personalized one-on-one “get unstuck” coaching & consulting sessions to help you do just that. So if you want to shorten your learning curve and receive hands-on guidance directly from me, [click here](#).