



ATTRACTION

— MARKETING FORMULA —



The Definitive Guide to Attracting
Endless Leads & Reps to Your
MLM Business Using The Internet



Welcome and Congrats! My name is Marc Frank Montoya

With a single, struggling, super supportive mom, I found my passion and became a professional snowboarder for over 16 years. Naturally this extraordinary lifestyle of traveling and abundance made me **psychologically unemployable** forever, and I could not go back to a normal job, building other people's dreams, living paycheck to paycheck the way my (educated) parents did.

The problem was, (like every other professional I know with titles after their name), I could not duplicate myself. The more I read wealth books, the more I realized that there was only one of me, and the more skilled I became, the less anyone could take my place to do the work. This meant I had to trade my time for money, working for linear income. I had no leverage, so if I stopped working, I stopped getting paid. I felt like I was a slave to money. What happened next was horrifying...

As I launched traditional businesses, I discovered two things:

1. I basically bought myself a bunch of jobs:

I couldn't take it. Being "successful" meant more employees, overhead, mortgage, insurance, bigger warehouses, design, production, paperwork, maintenance, etc. More risk and more responsibilities, as if I didn't have enough already. It quickly sucked away all of my time. Yeah you can make tons of money, but you have NO LIFE!

2. I was spending all of my time chasing money, the I never had any TIME, which is more valuable:

I grew guilty that I was always gone, and never had free time for the more important things in life, like my kids. I would have to leave before my kids woke up, and by the time I got home, I was too exhausted to give them the quality play time they wanted.

As I searched for solutions and invested in myself to get my life back, I dug deep into Home Business, and I've been in the top 1% of income earners ever since. Now that's not because I'm a genius or anything, (because I've made SO SO many mistakes!), but simply because I had a strong enough reason "WHY" I would not quit until I made it.

And yes, there's a CATCH:

Hardly any of my friends or family would even give me the time of day to show up, (even just for support).

But because I was relentless, failing forward, over and over again, I learned game changing strategies and skills for Next Level Home Business Mastery.

Done wrong, it's a nightmare. Done RIGHT, it's a DREAM!

It's now time to stop chasing closed-minded 9 to 5 deadbeats who don't "get it" yet, and attract and enroll entrepreneurial minded leaders into your business instead!

Welcome to Next Level Home Business Mastery,

Your friend, MFM

www.MarcFrankMontoya.com

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danny clarke,

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The Attraction Marketing Formula™

By Ferny Ceballos

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Finally, use your head. Nothing in this Guide is intended to replace common sense, legal, medical, or other professional advice, and is meant to inform and entertain the reader. So have fun with the Attraction Marketing Formula™, and grow your business.

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Introduction

On behalf of Tim Erway and everyone at Elite Marketing Pro™, I would like to welcome you to the Attraction Marketing Formula™.

We truly believe that this course will fundamentally change the way you view lead generation, prospecting, and recruiting.

Once implemented, this material will be the best investment you have ever made.

Congratulations on investing in **yourself** as a MARKETER.

This is your opportunity to stop chasing prospects and deadbeat leads, and build your MLM like a real business.

When I presented these concepts to my team members and students back in 2008, they were simply blown away.

And after unleashing this knowledge into their hands, it was my turn to be astounded as I watched them evolve and succeed as business owners, going on to earn six figure, multi-six figure and even 7-figure incomes from home.

Over the past 8 years, I have worked with thousands of people with a wide variety of skill sets and strengths.

I have even taught my best secrets to millionaire entrepreneurs and network marketers who didn't know the first thing about making a website, so don't let your lack of technical expertise keep you from implementing what you are about to read.

Think of this course as an 'attraction marketing' bible, which can be read through from front to back, but whose real value comes from being used as a reference guide for your lead generation efforts throughout your network marketing & business career.

Are there other courses and resources out there? Absolutely!

Should you invest in other resources? Absolutely!

But your foundation should start with this course.

The information in this course would have easily cost you upwards of \$10,000 to learn if you knew exactly what to look for and purchased only what you needed.

Otherwise, you would likely be spending an undetermined amount of money & time jumping back and forth, trying to compile all this valuable information on your own.

In fact, this course is so powerful that your head is probably going to hurt after you read through the material.

You won't be able to sleep for days! But don't worry. You don't need to be an expert to get started. Implement what you can and leverage the existing systems and tools available through your Elite Marketing Pro membership. Then relax, allow the rest to soak in, and let your subconscious do some homework for you.

It will take you a few months of dedicated study and effort to effectively implement and master ALL the strategies of 'Attraction Marketing Formula™'.

However, our students have implemented the methods inside the Attraction Marketing Formula and **gotten results in as little as 24 hours** from the point of launching their lead campaigns, with the 1-on-1 help of our Ignition Coaches, available for FREE, inside your EMP members area.

It is **HIGHLY RECOMMENDED** you take advantage of Ignition

Coaching Program, if you want to be effective with 'attraction marketing', as quickly as possible. In fact, I recommend ['Unlocking' your Ignition Coaching right now](#) and scheduling your first call with your coach.

With that said, inside AMF, there will be chapters, lessons, and resources throughout the course that you won't be ready to use right off the bat and that's ok.

You should be pulling this out every few months to apply new techniques and strategies, or simply to get a refresher on things you already know.

The 'Attraction Marketing Formula™' is about using the most powerful advertising medium in the world today – the Internet – in such a way that your fellow networkers will literally be knocking down your door, demanding to know what you did to get so many customers and reps.

Maximizing Your Results

The Attraction Marketing Formula™ is a strong foundation for introducing you to effective advertising, copywriting, and lead generation.

In order to achieve the success you truly desire in your home business, you will have to maintain a consistent, ongoing study of this material, the modules inside the Ignition Coaching Program and utilizing the 1-on-1 coaching calls, included with your investment in AMF.

Success in entrepreneurship is a process, not a destination.

Your ongoing investment in effective marketing resources is what separates the successful entrepreneur from everyone else. I personally invest an average of \$30,000 per year in coaching and mentorship, to learn how to grow my business more effectively.

'The Secret' to success with this system is implementation, ongoing education, and a willingness to invest in yourself through independent study.

However, do not use ongoing education as an excuse not to implement what you have learned.

As Napoleon Hill said...

"Knowledge is only potential power. It becomes power only

when and if it is geared into definite plans of action, directed to a definite end."

So just do it. Get some bruises along the way, but get started and grow from there.

Rest assured that everything you need to know to get started and be very profitable is within this course, but it is not the end.

"Leaders are lifelong learners. When you stop learning, you stop leading."

– John C. Maxwell

If you run a business or help others, you have to invest in yourself so you can offer more value to your team and customers.

Doing anything less, results in cheating yourself and those who depend on you. Plug in and seek help from the people that may have referred you to this course.

It is their responsibility to guide you through this learning journey. Remember, success is ultimately in your hands.

Finally, I wish to thank Mike Dillard for first introducing me to the

strategy behind 'attraction marketing' in his breakthrough book, *Magnetic Sponsoring*, now available for purchase at Amazon.com.

And I want to thank Tim Erway for picking up where Mike left off and guiding me all these years through the nuts 'n bolts of growing a 7-figure annual business – from the marketing to the personal – Tim has been a life saver.

If not for these two gentlemen, I would not be where I am today.

This course is my tribute to them and my sincere effort to pay it forward, by passing on this knowledge to the next generation of online entrepreneurs in the most detailed, honest and affordable way possible.

To Your Success,



Ferny Ceballos

Chief Marketing Officer (CMO)

Elite Marketing Pro™

Co-Founder of No Excuses Summit®

www.NoExcusesSummit.com



Chapter 2: Using the Internet to Automate Your Lead Generation & Effortlessly Recruit More Reps!

"The factory of the future will have only two employees, a man and a dog. The man will be there to feed the dog. The dog will be there to keep the man from touching the equipment."

- Warren G Bennis, USC Professor of Business Administration

I have had some incredible technical education and experience over the past 16 years.

I was educated at the Massachusetts Institute of Technology (MIT), earning a Bachelor's Degree in Electrical Engineering and Computer Science (course 6).

After that, I finished graduate studies at USC in Electrical Engineering.

I have worked for web development companies, commercial tech companies and the aerospace/defense industry on top-secret space projects for the government.

It would appear that I had acquired some amazing experience, skills, and education, but mediocrity still found its way into my life.

The quality of the work and the financial rewards for that work were mediocre at best, considering the big dreams that MIT had implanted into my head.

As luck would have it, I met a friend while at USC, and he extended a business opportunity, which seemed like a decent way to make some extra income.

Oh, man! I sorely underestimated the power of what I was about to get into.

Everything I had learned in the first 10 years as an engineer paled in comparison to what I would learn over the next 8 years about success, business, and marketing in network marketing and the internet marketing world.

The failures, which far outnumber the many success stories I have, have all been part of a blessed roller coaster ride.

In the process, I uncovered what seems like a lifetime of valuable lessons and money producing knowledge.

But more importantly, it was those lessons about online marketing that have changed my life and business forever, that I wish to impart to you.

I will be so bold as to say that my business and marketing education over these past 8 years has been more valuable from a financial perspective than the education I gained during my time at MIT and in my engineering career.

That's not to say that I don't value my education and experience, but if I had to put them up against each other, compare the personal and financial growth I've received, and pick one path over the other...

I'd pick the business education.

A big chunk of which, lucky for you, is revealed in this course.

The true blessing of discovering these powerful marketing techniques, is that they took my business, which started as a struggling MLM business, to a 7-figure business, having earned as much as \$700,000 in a single month!

I've done this by building multiple streams of income and learning how to make money from my prospects, even if they don't join my network marketing business.

And that's the value this course can offer you as well.

Essentially, the more money you make from these additional sources of income, the more your primary business grows and the bigger your online following becomes.

Network marketing for you will go from being an uncertain process of working through your warm market and bugging strangers in public places, to building relationships with a large list of people who know, love, and trust you, in addition to wanting to be a part of the opportunity you have.

In my case, people who are happy to buy from me regularly because of the trust I've built with them and whom I can recruit into any direct sales or network marketing business with the push of a button.

The best part about building trust is that it is almost completely automated.

Now this is where some people will say, *“Ah, here comes the MIT geek believing that machines can do everything and you don't need the individual...”*

Well, not exactly.

The Internet is a means of communication, but communication is still between people.

The value of the web and its multitude of tools lies in our ability to leverage them to communicate more efficiently and sometimes even more effectively.

Most people think technology will make a human work force obsolete.

My view is that the advancement of technology actually makes human beings even more essential to the success of the system.

Through technology, human beings are required to take on more meaningful roles than ever before.

If we are open to this idea, we will see our quality of life increase evenly with technological advancements.

A great example of this is the growth of Facebook.com, YouTube.com and Instagram.

These are online services whose subscriber bases grew exponentially and blew past any previous records of online subscription-based services.

These services are communication tools, but the viral growth of these services would not have happened if not for the people using them, and their personal connection with other users of the technology.

Online communities, photo sharing, and video were not new to the Internet. So what made them so different?

What made them unique was that they offered better and more efficient versions of what currently existed, so they enhanced the element of community and online conversations.

The users were able to leverage these tools to more efficiently and effectively do things they were already doing.

This made it easier to connect and start relationships with others



that wanted to do the same.

And that's the point of the 'Attraction Marketing Formula™'.

There are people in sales, direct marketing, and other professions whose entire businesses thrive on the trust and friendships they have formed with their clients.

There is no greater compliment to a business owner than a referral.

And this compliment is also how their businesses grow.

The 'Attraction Marketing Formula™' focuses on leveraging technology to help you build these same types of relationships to levels you never thought possible.

Traditional Network Marketing vs the Internet

The advent of the Internet and social media has completely changed the MLM game and has made sponsoring anyone with access to a computer extremely difficult!

The advent of technology has been a wonderful time saver for me as

a business owner, allowing me to reach many people with the greatest of ease.

I can work from home, send an email to 50,000+ people inviting them to buy one of my products or join an opportunity, and make money on demand.

But technology has also empowered your prospect, enabling them to build an “electric fence” and shield themselves from “scams” after doing some “research” on Google.

For the leaders at the top of the network marketing industry, this idea scares the pulse right out of them.

The expansion of this “electric fence” plants visions of disappearing prospects, proliferation of scam reports about their company, or worse yet, prospects being exposed to competing network marketing opportunities.

Well this nightmare has come true, and it's here to stay!

Think about everything that can happen after you leave a meeting with a prospect who is excited and positive about your opportunity (which is probably rare to begin with).

He or she...

- Googles your company name and finds a negative review
- Finds a scam report about your opportunity or upline
- Sees an ad online for another network marketing opportunity and becomes a lead for someone else.
- Discovers that one of their friends on social media is already in your MLM company and decides to join them instead
- And what about after they join your business, try the home and hotel meetings, face the long drives to over-hyped events, and aren't making any money!

Well, they are either going to quit OR curiosity will begin to get the best of them and they start asking the question which brought YOU here, "Is there a way I can build this business online?" (More on this in a little bit.)

At this point, you've lost them because what they are really saying is, "I don't want to build a business like this anymore!"

The point is, by building your MLM business only using traditional methods, achieving wealth and freedom is a very difficult uphill battle, which will include more disappearing prospects and your downline dropping like flies like never in the history of the industry.

Unless, of course, you start to use the Internet to your advantage, instead of fighting against it!

How to Recruit Online Using the Internet

One day, while browsing the web, I came across some information that changed my life and ultimately the lives of many I've helped.

Here's an excerpt from his newsletter:

"Nobody who bought a drill actually wanted a drill. They wanted a hole. Therefore, if you want to sell drills, you should advertise information about making holes, not about drills!"

- Perry Marshall

This, essentially, is the secret to marketing online.

92% of people who go online are looking for information, not looking to buy.¹

Even if they ultimately intend to buy something, start a business, or join an opportunity, it's reasonable to assume that they will be doing some research online. And what if you could get in front of them as they do that and provide them with a solution, based on what they are looking for?

¹ Yanik Silver at the 12/06/2006 Kennedy-Glazer No B.S. Wealth Creation Seminar

If they seek information, and you provide them information related to what they seek, you provide value and not a sales pitch.

If you sell drills, the best way to get them to buy your drill (your service), is to give them information on how to drill the hole they want (i.e. meet their need).

Look at Oprah.

Her influence is so great that people buy any product she recommends—not because of the quality of the product, necessarily—but simply because she has recommended it.

Just look at the phenomenon of ‘The Secret’ many years ago.

I knew about ‘The Secret’ long before Oprah featured it on her show.

At that time, it hadn’t picked up much traction and was barely available in stores.

Next thing you know, America’s Expert on ‘all things useful’ makes a recommendation and even goes so far as to attribute her success to its contents.

That same day, it was all out mayhem at Barnes & Noble and 'The Secret' phenomenon began.

Of course, it eventually fizzled, but the person who recommended the product continues to build wealth because people look to her for advice on how to live their lives, not for a product to buy.

Oprah helps people solve problems in their lives and sometimes it involves a product, but they buy it because she led with the problem.

Here's How This Wealth Formula Works:

**Expert (You) + Good Marketing + Good Product =
\$\$\$\$\$;**

Good Marketing + Good Product = \$\$;

Good Product Only = Broke

***Many of you will find yourself in between the last two
lines.***

When people see you as an expert, they will want your opinion.

They will ask you what they should be buying and what opportunity you are involved in.

People want to be led to the answer.

They want someone they can turn to. It might as well be you.

Like Oprah, when your product is YOU, no one can compete because there is only one of YOU!

If you sell vitamins, position yourself as a nutritional expert who can help people lose weight, relieve ailments, and get healthy.

If you sell financial services, you need to position yourself as someone who can help people save money and build wealth.

If you are selling MLM opportunity, position yourself as a home business mentor who can help others build alternative incomes from home.

And then there's my favorite approach, which is the basis for this course...

The 'Attraction Marketing' Approach

An approach I recommend, which I've seen work EXTREMELY well for myself and thousands of our students, is to position yourself as an Online MLM trainer who can help other network marketers learn how to generate leads and recruit using the Internet, (i.e. what you'll learn in this course).

What better prospect for your business is there, than someone who:

- a) Is already positive about MLM
- b) Has already demonstrated a willingness to invest in an opportunity
- c) Is already being trained in personal development & recruiting tactics

Meanwhile, you can provide people the solutions to help them build their MLM business (and get paid for this, of course) and pretty soon, they will realize that working with you directly on your team and building online is probably better than NOT being on your team!

Imagine that, having your prospects pay you before they decide to join your business!

Essentially, what you are doing in this scenario is 'attracting' new distributors to you, rather than chasing, hence the term 'attraction marketing.'

My mentor and the founder of Elite Marketing Pro (EMP), Tim Erway, first introduced this approach to the network marketing profession almost a decade ago when he was able to recruit over 1700 new reps into his MLM in just 31 days!

Years later, one of his students popularized the method across the

industry.

It was controversial!

Traditional networkers didn't like it!

And IT WORKED!

We took the biggest problem with MLM in the modern Internet age and turned it on its head by positioning ourselves to attract the people in network marketing who love the industry, but are tired of the things that don't work anymore and are looking for a better way!

I'm proud to say that our 'attraction marketing' students have gone on to make hundreds of millions of dollars in their businesses as a result of the 'attraction marketing' methodology, with six-figure, 7-figure and even 8-figure earners continuing to rise every day!

Now the question is: how can you do this too?

Well, you have to become an information resource and a trusted authority for your prospects before you pitch them anything about your MLM. Serve them first!

“But what if I don't have time to be teaching a bunch of people what I know? I have a full-time job, I have to show the plan, follow up, and more!”

Well the answer comes in two parts:

- 1) By continuing on the path you're on now, you'll be spending more time, prospecting and building your downline inefficiently – and getting nowhere fast.
- 2) Good news, is that with our help, we can do most of this training and credibility building for you, and quickly get you set up with your 24/7 recruiting system.

The Internet has given us new abilities as network marketers and allows us to leverage technology to build better, faster, and easier than ever before.

- You can make money and get new customers at the click of a button with email marketing; getting your message to thousands of people, free.
- You can use Google, Facebook, and other platforms as your personal mind-reading machine so you can target people

looking precisely for what you have.

- You can turn into a global empire in months with international advertising.
- People in other countries may not be able to join your opportunity, but they can still use your expertise and are willing to pay to learn from you.
- This is called monetizing your list. We'll talk more on this later.
- You can educate and continue building your customer list 24/7 even while you sleep.

I once heard a guy tell a story about a time when he was so tired while showing the plan at someone's home that he fell asleep mid-sentence while standing!!!

He was telling this funny anecdote to make us laugh, but he was also proud of himself for having worked so hard to achieve financial success.

While this may seem noble and I admire his work ethic, there is a serious problem if you are losing sleep, even if you are in the

network marketing industry.

Effective marketing and promotion should be a passive action, for the most part.

That means once you flick the switch to your marketing, the only people you should be talking to are serious prospects interested in your mentorship and/or opportunity and during normal hours, not while keeping your head from hitting the softness of your pillow.

Marketing your business should not keep you from losing sleep (unless you are really excited about the new skills you will acquire in this course!).

Therefore, Internet marketing can be an amazing passive medium, but you need to know how to use it and then leverage your abilities and expertise effectively.

By learning the secrets of the 'Attraction Marketing Formula™,' you'll be creating a long-term business that is literally IMMUNE to attrition and will provide you with more customers and new reps than you will ever be able to handle.

Chapter 3: How to Brand Your Business and Get Thousands of People to Trust Your Every Word

"You can't just be part of your business. Your business must be a part of you!"

-Johnny Wimbrey

You need to understand something crucial about what separates the rich networker from the broke networker.

The real value and asset in your home business is not the product you promote nor the MLM company you signed up with; it can't even be sold!

The real asset in a real business is YOU.

Your real business is your brand, your face, your vitality, your confidence, your enthusiasm, and your solution.

My mentor Tim taught me this when I first jumped online and transformed my life.

He told me that by serving others, solving people's problems, building relationships, and providing ongoing value, you become a highly valued individual.

You can then name your price for whatever you are selling or promoting.

I'm sure there are other therapists much better at what they do than Dr. Phil.

But people trust Dr. Phil because they feel like they know him as a person, and hopefully he's a good therapist too... but that's not as important in order to be successful at marketing.

People are attracted to Dr. Phil the person, which is why he has a TV show.

With that kind of following, no matter what happens in the marketplace, your business will remain intact and able to produce a profit to maintain your livelihood.

And you'll be able to sleep well at night knowing that your lifestyle is a direct result of serving others.

You are putting yourself in a position of 'servant leadership,' as John Maxwell refers to it.

The true secret is that by helping everyone else get what they want, you'll get everything you want and much, much more.²

What we are really talking about is creating "You, Inc."

Meaning that 'you' as a person, and the value YOU can bring to others as an individual should be your business.

By developing a base of loyal followers, the loss of any material components of your business should not be able to destroy your business.

With attraction marketing, people are buying into you before your product or opportunity.

Just look at Donald Trump.

Whatever your personal opinion of the man is, he's very smart in how he operates.

² Classic Zig Ziglar Teaching

His daily activities include traveling, doing interviews, causing controversy, firing people on the 'Apprentice,' attending charity events, giving away money, managing beauty pageants; and the list goes on and on.

And when you ask people what business Donald Trump is in, most will respond real-estate, hotels or casinos.

But those are not his business.

His real business is *being* Donald Trump.

He is always in the media to continue to brand himself so he can lend his name out to projects, which may or may not include real estate.

Without his name recognition and the shrewd image of a strong and tough businessman, he wouldn't be making the 10-figure plus deals he makes.

Who are his subscribers?

Well, it's the general public.

We see the name Trump on a building and instantly associate it with luxury and quality.

Trump uses the media to continue his relationship with the public.

He adds value to it through the luxury services within his buildings, hosting wealth-building seminars to 'reveal his secrets,' writing books on business success, and most importantly – providing entertainment during the evening news.

Like Trump, your core asset lies in your list of subscribers and the relationship you have with them.

By building your subscriber base online, you have no boundaries.

You can take your business anywhere with an Internet connection.

You don't need to be a high profile businessperson like 'The Donald.'

You just need to create a large enough list of people who value your expertise.

No one else needs to know who you are if you don't want them to.

Now if you have had success in network marketing, then you probably have a list of prospects, customers, and team members whom you've served either recently or in the past.

And for those of you who are new or have had no success, this list is a big fat zero.

But that's what attraction marketing is all about; generating leads through marketing and developing a relationship with those leads through a process called "*pipeline marketing*."

Eventually this pipeline will grow to thousands and tens of thousands of people, and you need to have a way to maintain a relationship with all of them, from the newest person to the super excited prospect ready to join your opportunity.

And you will be using technology to help you do this, with automation.

Let's talk more about this pipeline and the value of building relationships simultaneously with thousands of people – instead of the painful, inefficient, and time consuming process most networkers use.

Chapter 4: What Doing Your Laundry Can Teach You about Building Your Marketing Pipeline

As painful as MIT's Electrical Engineering and Computer Science curriculum was, my study of computer architecture taught me about efficiency and parallel tasking - something called "CPU pipelining."

Now don't worry, the concept is actually very simple.

Actually, the MIT way of teaching you about how computers work, includes understanding a very advanced conceptual model.

It's called 'doing your laundry', which I did about once per month while at school!

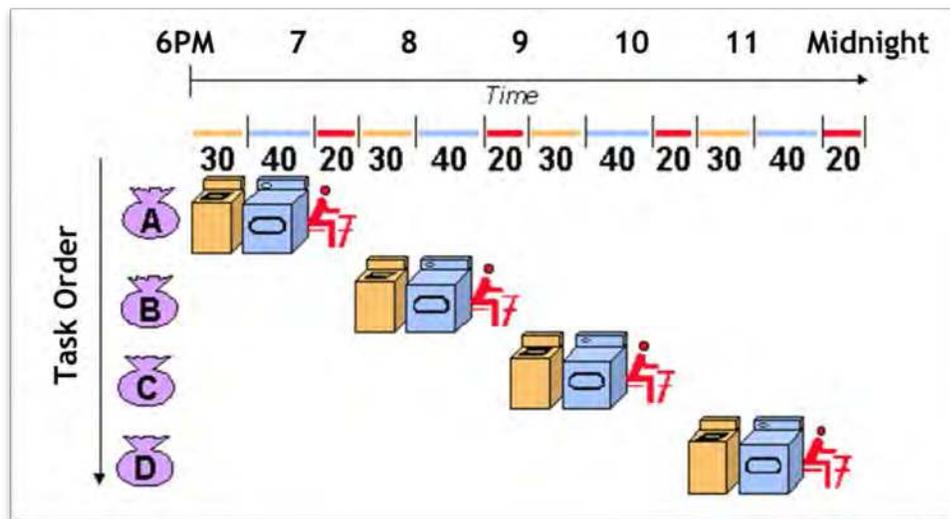
Ha ha ha!

Put on your thinking cap on because this one is a tough lesson. ;)

Let's say that there are four loads of dirty laundry that need to be washed, dried, and folded.

We could wash the first load for 30 minutes, dry it for 40 minutes, and then take 20 minutes to fold the clothes.

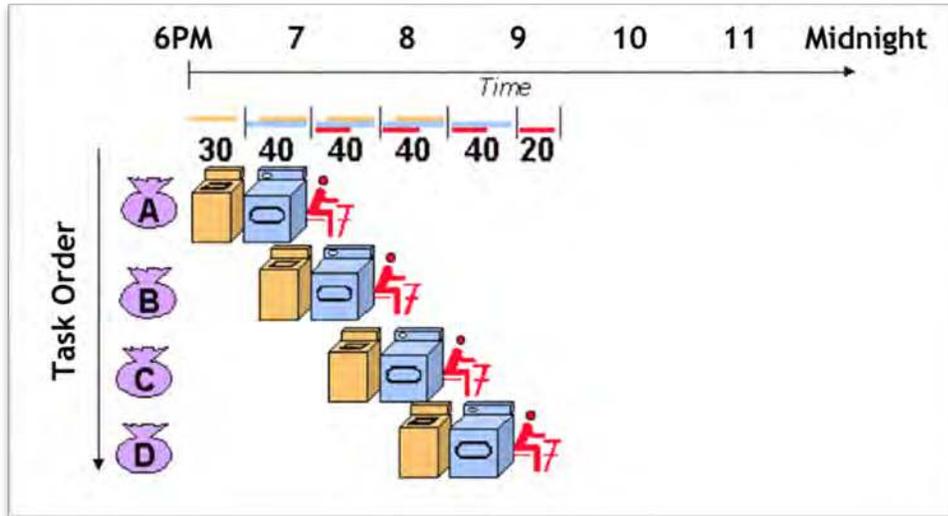
Then pick up the second load, and wash, dry, and fold; then repeat for the third and fourth loads. Supposing we started at 6 PM and worked as efficiently as possible, we would still be doing laundry until midnight.



However, a smarter approach to the problem would be to put the second load of dirty laundry into the washer after the first was already clean and whirling happily in the dryer.

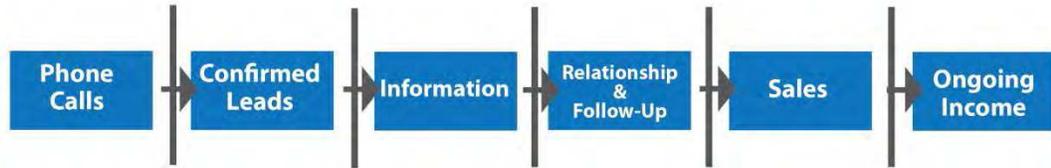
Then, while you fold the first load, the second load would dry, and a third load could be added to the pipeline of laundry.

Using this method, the laundry would be finished by 9:30.



Whew! Hope that wasn't too difficult!

A Traditional Sales Pipeline (or Sales Funnel)



In the sales world, pipelining is also used – **but now instead of washing and drying clothes, you are prospecting and recruiting people.** This is something that was taught to me, by one of my mentors, Mike Dillard.

Let's say you were a good sales person and you made about 200 to 300 calls per day.

Out of those calls, you might get 3 leads that might be interested and want more information, which means they gave you permission to put them in your sales "pipeline."

Day 1: 300 Calls → 3 Leads

Over 30 days, you have about 90 prospects in your sales 'pipeline.' Like your laundry process, a prospect goes through stages before he or she commits to a final purchase.

Days 1-30: 9,000 Calls → 90 Leads

In other words, they may need time to make a decision or the timing might not be right yet.

So there is no sense in waiting around for the 1st one to make a decision.

Move on to acquiring the next lead while remaining in contact with the ones that came before.

You must keep in constant contact over time, so that you may **build a relationship with your prospect**, gain their trust, and be there when they are ready to buy.

With 90 leads a month, over a year you will have built a list of 1,080 leads who requested more information about your product or service.

Days 1-365: 108,000 Calls → 1,080 Leads

In the beginning, you may not make a sale for a couple of months.

But as your pipeline grows, people within it will start identifying themselves and be ready to purchase, as long as you remain in

contact with them.

This is how superstar sales people make multi-six figure incomes!

As your pipeline grows, you will find that the timing will be right, for someone every single day!

Get as many people into your pipeline as you can, and you will have more saying “yes” to you every day.

You want to have as many people as possible inside your sales pipeline so that more prospects come out of the other end as customers. This is called “critical mass.”

Master sales people are always looking for ways to improve their process and build better and stronger relationships with their clients, while acquiring new leads.

Do not get ‘One-Itis’!

Don’t spend your time chasing after one lead.

This is an especially big problem with most networkers.

They will be ready when they are ready, as long as you are not trying to hard sell them.

You can better spend this time building your pipeline, and passively marketing to existing pipeline members via email.

I know what you are thinking:

This sounds like it's going to take a lot of work to maintain a relationship with all these people. I can barely keep in touch with my high school buddies!

Traditionally, this was true, but not anymore.

Making 300 calls per day is possible, but a huge pain in the rear.

The trick is, the follow up process must be automated.

You must leverage online tools to build and maintain the relationships for you through educational content, passively and on autopilot.

Chapter 5: The 'Magic Slot Machine' - How to Profit from Your Prospects Even If They Never Buy Your Product or Join You

Conceptual Marketing Profile



Here are the basic steps involved in moving people along your pipeline:

1. Find where there are people looking for what you have to offer.

2. Offer them something of value to get them to initiate communication.
3. Offer value and build a relationship to the people in your pipeline.
4. Offer solutions to their problem – your product, your opportunity, or affiliate offers.
5. Collect the money, deliver paid solution, and then insert them back into your pipeline for future sales.

Does that make sense?

Now I'm going to show you how I've applied this concept to our Attraction Marketing system, which I've playfully dubbed the...

“Magic Slot Machine™”



This is the blueprint every 6-figure and 7-figure direct response-based Internet business follows, and it hasn't changed since I got started back in 2006. It continues to be the model we follow to this day.

Let's run through each of the steps so it's clear in your mind what the purpose of each component is...

Step 1: Traffic Generation – How to Bring Tons of Visitors to Your Website



The most crucial part of any marketing campaign is bringing the “eyeballs to the table.”

Traditionally, it’s been done through advertising on TV, newspapers, radio, etc.

If you’re in MLM, it’s been done with the 3-foot rule, friends & family, door-to-door, cold prospecting, etc. (Yuk!)

Another tried and proven method of advertising is called *Direct*

Response, traditionally done via Direct Mail.

This is advertising designed to elicit a response from the reader of the ad.

What sets *Direct Response* apart from other forms of advertising is that it is laser targeted, can be easily tracked, and includes a “call to action.”

This can come in the form of late night infomercials, PPC, ads with 800 numbers, email marketing, direct mail, and other communication mediums.

Really, everything you will need to learn about advertising and traffic generation for your online marketing efforts will be based on the direct response marketing model through online advertising (free and paid).

Whether you are using Pay-per-Click Ads, PPV, email marketing, video marketing, magazine ads, or anything else, (more on advertising later), it will all be designed to tell or **guide the prospect on what to do next if they want a solution to their problem!**

That's the key to any successful sales process.

No matter how good your presentation and no matter how many bells and whistles your marketing campaign has, it is still strongly advised that you 'ask for the sale.' (Seems kind of obvious, no?)

But I'll go one step further – **don't ask; tell your prospects what to do next!** People want to be told what to do next – so you should take on that leadership role!

In your advertising, always remember that your prospects don't care about your company, your brand, your product (not yet), or any features of your business.

They care about are their problems and how to solve them.

They are self-centered and only care about what ails them, not whether you make a profit or how awesome your company is.

So your advertising must make clear to them that you are there to solve their problem (i.e. relieve physical pain, make/get more money, save money, get out of debt, etc.).

That will prompt them to respond.

Focus on their pain, and they will respond to your ad.

That is also what gives you the posture to 'tell' them what to do next, since you are addressing their main problem directly.

Now, where do your prospects go next after you get them to click on your advertising???

Step 2: Capture Page – Build a Big Email List of RED HOT Prospects!



Your Opt-in Capture Page is the page where your visitors arrive and request more information by submitting their information to you.

Here's an example of an income opportunity capture page:

"You're About To See How This Economically RUINED Florida-Man Is *Now Making \$50,000 Monthly* Using a Government-Supplied 'Money-System'"

Watch It NOW!

HAPPENING NOW
Bankrupt Florida-Man Now Making \$50,000 Monthly

First Name Last Name
Email Address
Phone (Optional) I have read the [Privacy Policy](#)
Get Instant Access

This webpage exists for one reason and one reason only: To capture the visitors' contact information!

This page adds people to your list every time a visitor fills in the short form and submits their information.

Once they are part of your list of email subscribers, you follow up with them via email and start building a relationship.

Then start marketing to these subscribers and monetize them.

This is the most important part of your marketing pipeline, so you must have one.

You: *But Ferny, umm... May I call you 'Ferny'?*

Me: *Yes.*

You: *I already have a company replicated website, which I pay \$49 per month for. Can't I just use that?*

Me: *Silly rabbit, it is clear you haven't been listening to what I've been saying... Your company replicated website is 1. NOT designed to brand you and 2. Probably not good at capturing contact information.*

When starting off, less is more.

Capture pages are designed to be 'pain and benefit' driven ads and only offer the solution in exchange for their contact information.

Their choices are: a) opt-in to solve problem, OR b) get out.

If only 30% of 100 people who reach your page submit their info, you just got 30 new RED HOT leads who are looking for what YOU have!

Who cares about the other 70!?!

After they submit their information, they are plugged into an (automated) email follow-up sequence and you continue to communicate with them, educate them, build a relationship, and market to them until they opt out of your pipeline.

You may redirect them to your already existing website or blog if you'd like, only after they've opted in.

Step 3: Front-End Offer – How to Make Money Even Before They Join Your Business or Become Product Customers



A big issue in any business is breaking even on the marketing and advertising.

Traditionally, some networkers would put out an ad and hope that the revenues from recruits & sales would cover marketing and turn a profit.

Unfortunately, usually it does not.

Network marketers are in the hole even before they start advertising or recruiting, with startup costs, tools, expenses, and monthly fees.

Throw in advertising costs and other expenses and it's very easy to see why people quit so fast.

Don't even get me started talking about buying leads!

There's a black hole you'll never dig yourself out of!

In network marketing, like a regular business, the return on traditional marketing is unpredictable and is susceptible to market trends, competition, and quality of the ad itself.

How do you know if your ad is working?

How do you know which ad performed best and which one was a waste of money?

The direct response marketing industry on the other hand has always been very good at measuring their return on investment (ROI), because they directly market to a list and see the total returns of that particular list.

Tracking is a key ingredient to streamlining marketing costs and being profitable from the beginning.

Let us look at a Direct Mail example:

If you have a list of 1,000 people, including their contact information, that you got from source #1, and you direct mail those people at a cost of \$5 per person, you can measure what the response rate and sales conversions are for that list.

Say 200 expressed interest (asked for your free offer) and 50 bought what you sell.

The response rate is 20%, which is great because now you have a list of 200 people who have a history of interest, (i.e. they are warm).

And then there were 50 people out of that list who bought from you.

If you sell a \$200 product, then you generated \$10,000 in revenue.

At \$5 per person in marketing, you spent \$5,000 in marketing and pulled in a \$5000 profit.

If source #1 continues to give you leads which have the 5% conversion discussed above, then you'll know what to expect as long as you continue tracking results.

You should be receiving leads from multiple sources and always tracking results, in case one dries up.

The only problem with marketing this way is that up-front marketing costs are still eating into your profits.

The Magic of a 'Self-Funded Proposal'

Sometimes it may be difficult to get an initial sales conversion rate of 5%.

This is especially true if you provide an expensive product or if there is a high price point of entry for your MLM opportunity.

But from our previous example, we know that there are at least 20% of the people we mailed who are interested, but may not be ready to commit due to cost or other reasons.

This is where a 'Front-End Offer' would come in handy.

It's a lot easier to sell a \$20 to \$50 retail product to someone than it is to get them to commit to your more expensive product, service, or business opportunity.

By marketing an inexpensive product on the front end, you give people an opportunity to do business with you (like a test drive), without making a big monetary investment.

Now if say $\frac{1}{2}$ of the 20% who responded (10% of total list = 100 people) decided to buy a front-end product at \$50, that is \$5000 in

front-end revenue, which completely covers the marketing.

Then you can 'up-sell' these customers (which means to sell them something else immediately after their first purchase) to your primary product and potentially have 100% profit margins or higher.

The income from your front-end retail is doing two things: 1) it pays for your marketing 2) it identifies the buyers on your list and builds rapport with them through the product.

(In fact, think of what's happening with this product right now!)

The goal is to have this income cover most, if not all, of your marketing cost while giving your customers an opportunity to get to know you and understand how you do business.

What this means is people are essentially paying you to become a LEAD for your primary offer!!!

During my first 4 months of adopting this strategy, I generated a list of 323 leads for my back-end offer and \$1300 in front-end retail sales in my business. My advertising cost to do this was \$940.44.

So I made a profit of over \$350 generating leads for my primary business opportunity!

Building a Relationship with Buyers

Front-end products allow you to prove yourself first and build a relationship with your NEW customer.

It's always easier to sell to an existing customer than it is to sell to a cold contact.

Retailing a 'front-end-offer' allows you to identify the buyers, invest more into those relationships, and build trust.

Consumable products might be a good option as a front end, especially when it comes to nutritional supplements, since they are very inexpensive to manufacture and have a high-perceived value.

However, an easier product to sell, which you can create in under an hour and sell for \$40, are information products...

Information Products – Low Cost, Big Returns

Most Internet marketers would agree that retailing an information product is the best thing to do.

The benefit of marketing an information product is the high profit margin; typically ranging from 90% to 100%.

Physical products tend to have much lower profit margins.

In order to do this, you must match the topic of that information product to the needs of the prospect.

So if you're a network marketer and you wish to attract opportunity seekers, create a low-cost info-product on 'how to make money on the Internet', 'how to make money from home', 'a stay-at-home mom's guide to earning a part-time income from home', etc.

As a network marketer, using the 'attraction marketing' method, you may choose to target other network marketers because they are positive about the industry and have a history of buying into opportunities.

Offer them products which will show them 'how to recruit more

reps', 'how to get more leads', 'how to build an MLM business using the Internet", etc.

Just think about the type of information your "ideal" prospect would be looking for.

People are willing to pay **NOW** for information, especially if they are in pain and need solutions now, as opposed to going through the long hours of research and web surfing to find it.

That's why the "[Blank] for Dummies" books do so well.

People want to learn how to do something before they actually do it and are willing to pay for information rather than trying to figure it out themselves or go through long hours of research.

Remember that 92% of people that go online are seeking information, so serve them with free or low-priced information.

This will lead to a relationship and then, your primary offer.

The key is to offer them something that will provide value, whether or not they buy into your back-end offer (your opportunity).

It's the standalone nature of your initial offer which will spark trust.

What If You Don't Have an Info-Product or Simply Don't Want to Create One?

If you don't have an information product or don't want to take the time to create one, you can always promote other people's products as an affiliate, build a list of prospects and earn commissions on their purchases.

An affiliate is someone who refers customers to an existing online business, which is tracked to them, and when that referral buys a product, a commission is earned for that sale.

In fact, at a minimum, I recommend you use the EMP Account you created after purchasing AMF and promote our list building products, where you can earn up to 40% - 100% commission on our products, make money, and generate a list of buyers willing to invest in themselves, whom will make great prospects for your opportunity too!

For guidance and coaching on how exactly to do this, connect with one of our marketing coaches by unlocking your [Ignition Coaching Program here](#).

Step 4: Newsletters - Education, Relationship and “Sellucation”



Now, I'll bet you are asking, "How do I sell a front-end product?"

"I'm having trouble selling my primary opportunity, now I'm going to have trouble selling another product?"

"How does that make any sense?"

Patience! Give me a second to explain...

The selling process scares the average person to death; both on the receiving and giving end of it.

Let's put the shoe on the other foot for now... we've all had a friend or relative start an MLM business and have them approach you either to sell you something or to have you join the business.

The irritating part is that you know the reason they are talking to you is to "sell" you on something.

(If you are reading this, you're probably the pesky relative bugging everyone they know!)

Immediately what this does is build up resistance within you and you try to slither your way out of "the pitch."

So you avoid this person (as do others) for the next few weeks and wait for them to crash and burn with their new business.

Meanwhile, you buy the type of product your friend/relative was selling from somewhere else, (i.e. vitamins, soap, super juice, legal coverage, etc.).

Anyway, you hope that when they've given up on their business, that you'll return to having a normal relationship with them.

What happened here?

You knew nothing about your relative's business or product, yet you automatically rejected what he/she was offering, as did others.

Not just that, you chose to buy the same type of product from a store owned by a multi-billion dollar family, instead of from your relative who needs the money a little bit more.

Whatever happened to logic? To compassion?! What happened was:

"People do not like to be sold, but they LOVE to buy."

Immediately, when we feel someone is trying to sell us something, our guard goes up and our minds and ears shut off.

The relationship is irrational on both ends.

You miss out on what could have potentially been a beneficial opportunity or product, and your relative "pushes" until they burn out from all the rejection.

They then 'quit,' and there is a sense of relief by all parties.

But as Amazon.com has proven, people still love to shop, and shop

BIG!

Most successful businesses have figured out that getting people to shop is easy, as long as it's their idea to buy.

It's much better to bring people to your product or business opportunity by educating them on the *benefits* over time, than it is to shove a bottle of vitamins in their face and say, "This is good for you. Buy it!"

By using education:

- 1) You are providing value to your prospects by educating them, whether or not they buy your product or join your bizop.
- 2) You are building a relationship by providing this value, which grows to trust, respect, and expert status.
- 3) You are leading the prospects towards the solution you offer – people want to be led, so don't be timid.
- 4) You are removing any pressure on yourself or the prospect and allowing their need, want, and desire to motivate them.

Usually, long-term customers are people who make the buying decision on their own. In other words, they convinced themselves – you didn't have to.

Talking with your prospects about their pains and offering a solution from a consultative position is what you want to do in your sales process, starting with establishing a relationship and rapport.

Real long-term success, especially online, relies heavily on a good relationship between the vendor and customer.

And with the detailed strategies revealed in this course, it can be almost completely automated!

Step 5: Back-End Product – How the Big Money is made with Online Marketing



Now, you've probably already figured out what a 'back-end' product is.

It is defined as ***any product or opportunity that your serious prospects will buy once they've bought into you.***

This is where big money is made; this is why you have this sales funnel in the first place...

This is where all that "relationship building" really pays off.

See, what you have now is not just customers, but fanatical customers – customers who have gotten to know you, trust you, and love you!

These are locked-in, loyal buyers who love what you stand for, love your ‘front-end’ products, and are looking forward to buying from you again because you are genuinely making their lives better.

But the key to getting here is to exceed their expectations and over deliver on the ‘front-end.’

Whatever you retail as a front-end info product, make sure it is valued at 10 times what you sold it for.

Don’t skimp on your front-end product or you will lose your prospects forever.

At this point, the customer is ready to invest more money into you/your system, and this is the perfect time to offer your business opportunity.

This most likely would be your #1 choice in your back-end product, however, it’s not the only option.

Other basic options for you as a network marketer include:

- 1) More extensive training courses
- 2) More affiliate offers (\$30 - \$40)
- 3) Event Back-End affiliate offers! (\$300 and Up!)

Remember, your job is to offer your subscribers solutions even if they don't become a client or distributor for your primary business. Give your customers options and let them decide.

The beauty about this is that you now have a way to monetize customers who decide not to join your network marketing business, but enjoy learning from you as a networking leader.

Think about it... what about those who can't, for whatever reason, join your business opportunity, but they absolutely love you and your persona and would greatly benefit from your expertise?

Well, creating your own 'back-end' product such as a training course or live training series would be a nice way to profit from those people.

The disadvantage to this is obviously the time it takes to create a

quality product.

The big advantage is the ongoing profits your product would yield again and again once it's done.

A typical 'back-end' product may cost anywhere from \$100 or \$200 to even \$1000+.

You just have to make sure that its value is at least 10 times the price.

When this is the case, you can continue to up-sell your customers and they will be happy to buy more because of the value they continue to receive.

Back-End Offers You Can Promote as an Affiliate

The simplest option is to promote an already existing high-ticket affiliate product, which can pay you high commissions per sale.

At the risk of sounding like a broken record, we already talked about becoming a EMP affiliate and promoting our products at 40% commission right now.

You can also upgrade your EMP membership, to earn up to 100% commissions where we not only provide you with AMF as a front-end offer you can promote at 100% commissions, but we also provide you with high commission back-end offers, where you can earn as much as \$1,018 for each person you refer to our products!

Your marketing coach through the [Ignition Coaching program](#) can provide you the details you need. Just ask him or her.

When I first got started online, my first \$10,000 of income I earned was from affiliate product referrals. In the process, I generated a list of 2,000 prospects. Within a year, I also produced a \$60,000 passive income from my primary opportunity!

And that was only at the 40% affiliate commission level!

Imagine what I could have done at the 100% commission level, (which wasn't an option at the time)!

Bottom-line, whether you create your own products or leverage our products, you'll want to monetize the people who may not be ready to join your team. That will fund your online advertising & tech expenses!

You should never run out of products (front-end or back-end offers) you can promote.

Just make sure that you have invested in and can vouch for the quality of the product.

How to Offer Your Back-End Product or Business Opportunity

Now that we have covered a few 'back-end' basics, let's get back to the important task of marketing to your pipeline.

Here are some approaches for getting your back-end offers in front of your leads.

Within some of your emails, give them the opportunity to opt in to get more information about your 'back-end' product or primary opportunity, even though you may be directly pushing your 'front-end' offer.

Plug your 'back-end' offer in your educational materials and emails through real life examples.

For example, maybe talk about how you were able to train one of your specific downline members to go from broke and down on his luck, to being successful in the exact business opportunity you are in.

This will assure the reader that you are a capable and competent network marketing mentor.

Stories and testimonials are great ways to both educate and plug your 'back-end' products and opportunity.

Keep your emails generic, wrapped in stories, and content filled.

Also, in your products, you always have the option of plugging your back-end offers.

With back-end offers, which are advance training offers, you can be more direct in your promos within products and encourage them to upgrade to a higher level of training.

With business opportunities, you can simply give people your personal website link, which should have more information about joining your team.

Direct promotion of a bizop in a product might not go over well, so be tactful and make sure that you make clear that your primary objective is to help your customers first!

So to summarize the Magic Slot Machine:

1. Drive Traffic to Your Capture Page
2. Use Capture Pages to Capture People's Information and Build a List
3. Use Email Marketing to Build a Relationship with Your List
4. Offer a Front-End Product to Cover Your Marketing Costs, Create a Customer, and Solidify Your Relationship with That Customer
5. Plug Your Back-End Product, Services, and Opportunity in Three Ways:
 - a. As a Passive Link at the Bottom of Your Emails
 - b. Using the Real-Life Testimonials in the Email Newsletter
 - c. Plug Your Personal Website, Allowing People to Request Information About Joining Your Team
6. Rinse and Repeat...

That's all folks! Simple, clever, and perfectly legal. 😊

Chapter 6: How to Do the Market Research Which Will Give You a Totally Unfair Advantage Over Your Competitors

"The more you help people get what they want, the more you will get what you want."

- Zig Ziglar, Sales Trainer and Motivational Speaker

Before we begin with the important work of building a campaign, you must first decide WHO you want to target and WHAT you want to sell them.

Do you intend on leading with a/an:

- **Business Opportunity** - This is where you directly promote your business opportunity and position yourself as the leader who can help them produce an income from home
- **Product or Service** – Perhaps you want to sell your company's consumable products, which help people solve a problem in their lives.

- **Information Products** – This is what we’ve mainly focused on in this training and what I would recommend you do if you want to produce immediate profits for your business.

Whatever the case, your market research may be limited to the things that will bring in more distributors to your business, but will still require some thought to arrive at the right approach.

Targeting network marketers will require that you get into their heads and come up with the most common frustrations, pains, and problems.

The good news is that you, as a networker, may already be familiar with some of the trials and tribulations of a network marketer because you’ve lived it!

With that said, you may want to take a different approach and target people who may potentially become product customers.

There are differing opinions in the marketing world as to whether one should go into multiple niche markets and generate multiple streams of income, however I highly recommend you focus on creating ONE successful marketing campaign first, get droves of customers, and become a major player in that niche before moving on to something else.

Creating a business takes discipline and hard work, so it's really important that you have a strong interest or passion for the subject of your marketing.

Step #1: Choose Your Target Market

If you are promoting a network marketing or direct selling opportunity, you have to make a few decisions...

Do you want to focus on attracting people interested in making money?

Do you want to focus on people looking to start a home business?

(Note: These two groups are very different. People looking to make money have an employee mindset, while people looking to start a home business have an entrepreneurial mindset.)

Do you want to attract other network marketers and position yourself as a networking mentor?

Do you want to focus on attracting customers for your company's products? Which product do you want to focus on? (I recommend

you focus on one!)

What type of pain, issue, or ailment does your product solve?

Now I must warn you, if you are thinking, "YES, I want to do all of this!" I would highly recommend you pick one target market and one offer to promote first!

You will confuse your prospects if you try to sell them on the product and on making money at the same time.

In fact, you will repel them!

Heck, someone who was genuinely interested in your product might be totally turned off by the bizop side of things.

You will also overwork yourself and spread yourself too thin trying to handle all of these at once.

Don't mix the two messages or else your campaigns are doomed from the get go.

Step #2: Preliminary Research

The purpose of this section is to conduct preliminary market research and test the viability of the various target markets.

You are doing this to conduct intelligent research about potential opportunities.

After all, if you aren't selling something that people want, then you probably won't make any money.

You'd be surprised how many people spend a significant amount of time and money developing a product without assessing whether or not they'll be able to sell it.

For this exercise, you'll need to open a new excel worksheet for each market idea.

Each table should have the following columns:

Market	Keyword	Search Volume	Advertisers	Organic Results	Affiliate
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We're going to use SEO Book Keyword tool, available [here](#).

You have to register to get access, but it's well worth it.

Here's a search for 'mlm leads'.

Aaron's tool also has some other columns for analyzing trends, synonyms, and costs associated with each of these keywords.

We're not going to worry about that right now, but feel free to do some exploring later.

Keyword	Monthly Searches	Daily Searches	Google	Bing + Yahoo!	CPC	Monthly Value
mlm leads	3,480	116	97	19 B / Y!	\$6.2	\$17,980
free mlm leads	708	24	20	4 B / Y!	\$5.04	\$2,974
exclusive mlm leads	228	8	6	1 B / Y!	\$3.15	\$599
buy mlm leads	204	7	6	1 B / Y!	\$5.24	\$891
best mlm leads	204	7	6	1 B / Y!	\$4.28	\$728
mlm autoresponder leads	186	6	5	1 B / Y!	\$6.47	\$1,003
mlm network marketing leads	168	6	5	1 B / Y!	\$4.52	\$633
optin mlm leads	150	5	4	1 B / Y!	\$0.59	\$74
mlm leads mail	150	5	4	1 B / Y!	\$0.1	\$13
mlm genealogy leads	132	4	4	1 B / Y!	\$2.22	\$244
hot mlm leads	120	4	3	1 B / Y!	\$3.6	\$360
canadian mlm leads	98	3	3	1 B / Y!	\$2.79	\$229
australian mlm leads	98	3	3	1 B / Y!	\$2.25	\$185
free leads for mlm	84	3	2	0 B / Y!	\$6.97	\$488

We want to qualify our keyword by Search Volume and by Relevancy for our potential product.

Search Volume is simply the amount of estimated people that have

shown enough interest to search for it on the Internet.

By relevancy, I mean how relevant the keyword is to our product.

A good idea for an 'MLM leads'-type product might be a "how-to" ebook or whitepaper on how to use the Internet to get leads and prospects for their network marketing business.

Sound familiar?! ;)

But seriously, a lot of people are still buying leads, and considering how expensive these leads can be, most networkers will want to perform their due diligence and might consider investing in something that will help them avoid getting burned buying leads or investing in dead-beat leads.

You could even consider giving an eBook away for free, in exchange for someone's information from which you will build an email list.

But without getting too much into the type of product just yet, let's fill out our spreadsheet with the most relevant keywords and search volume MLM leads Market Research:

Market	Keyword	Search Volume	Organic Results	Advertiser Competition
MLM leads	mlm leads	191/day		
	free mlm leads	179/day		
	mlm marketing leads	62/day		
	best mlm leads	61/day		
	mlm leads call	54/day		

Repeat this process for all 'Market Terms' with a new excel spreadsheet.

Step #3: Analyzing the Competition

After this, you move on to filling in the last 3 columns, which are **Advertisers**, **Organic Results**, and **Affiliates**.

You'll fill these columns by performing a search for each of the keywords on Google (make sure you put the term in quotes as shown below).



As you can see, the Organic Results on Google total 1,430,000 for "mlm leads".

Ads related to "mlm leads"	Why these ads?	Ads - Why these ads?
<p>Real Time Local MLM Leads - Area Code Targeted. www.buymlmleads.com/ Great Quality. 100% Replacement. Get Started Now !</p> <p>Email Marketing Leads ConstantContact.com www.constantcontact.com/60_Day_Trial Constant Contact © The Reliable Choice For Email Marketing. 183 people +1'd Constant Contact</p> <p>Don't Buy MLM Leads - Buy MLM Customers Instead. www.mlmlleadsstink.com/ Think About It. Customer vs. Lead. ↳ 25 Free Prospects - Leads vs. Customers - Eliminate Risk - Sign Up Today</p>		<p>MLM Leads www.eloqua.com/Leads Efficiently Turn Leads Into Sales. Ignite Revenue Growth. Learn how.</p> <p>Google Adwords www.google.com/AdWords Advertise Your Business Next To Google Search Results. Try It Now.</p> <p>Quality Email Leads www.bulqq.com/ 100% Opt In Leads to build your marketing 1 million Leads for \$399</p> <p>Struggle with Recruiting? www.iboostbiz.com/ It's easy. Plug in ANY Business and Watch your Downline grow!</p> <p>Fresh Opt-in Email Leads www.officialemailmarketing.com/ Business Opportunity Lists 5000 Guaranteed Emails Only \$24.95</p> <p>Free Leads Online www.sohoos.com/ With SohoOS you can easy generate leads and manage contacts, Free</p>
<p>MLM Leads, Network Marketing Leads, Home Business Leads ... www.national-leads.com/ We offer real time home business leads for associates in MLM and network marketing businesses. National Leads has responsive, quality nationwide, local, ...</p>		
<p>MLM Leads.com www.mlmlleads.com/ 300% More Distributors With Your MLM Leads provided by industry leader Enrique Garibay at MLMLLeads.com. ↳ Leads - Contact Us - MLM Lead, MLM Leads, MLM ... - Log In</p>		
<p>MLM Leads, Network Marketing Leads, Business Opportunity Leads ... www.elitemlmlleads.com/ How do you choose mlm leads that are genuinely interested in starting a home business, just like you? Where can you find an mlm lead generation company ...</p>		

At the time of the search, the Google AdWords: Keyword Tool (just google, "google adwords keyword tool", sign up for an Adwords account, and you can access it for free) lists the "Advertiser Competition" at "High," which obviously means it's competitive!

Find keywords Product survey

Based on one or more of the following:

Word or phrase	mlm leads
Website	www.google.com/page.html
Category	Apparel

Only show ideas closely related to my search terms

[Advanced Options and Filters](#) Locations: United States Languages: English Devices: Desktops and laptops

Search Sign in with your AdWords login information to see the full set of ideas for this search.

[About this data](#)

Download View as text Sorted by Relevance Columns

Save all **Search terms (3)** 1 - 3 of 3

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
mlm leads	High	27,100	22,200
[mlm leads]	High	5,400	4,400
"mlm leads"	High	18,100	12,100

But this isn't necessarily a bad thing.

Lots of competition means it's a good market.

And with the marketing strategies you are learning in this course, you are in a good position to cream these guys since most of them don't seem to know what they are doing with online marketing.

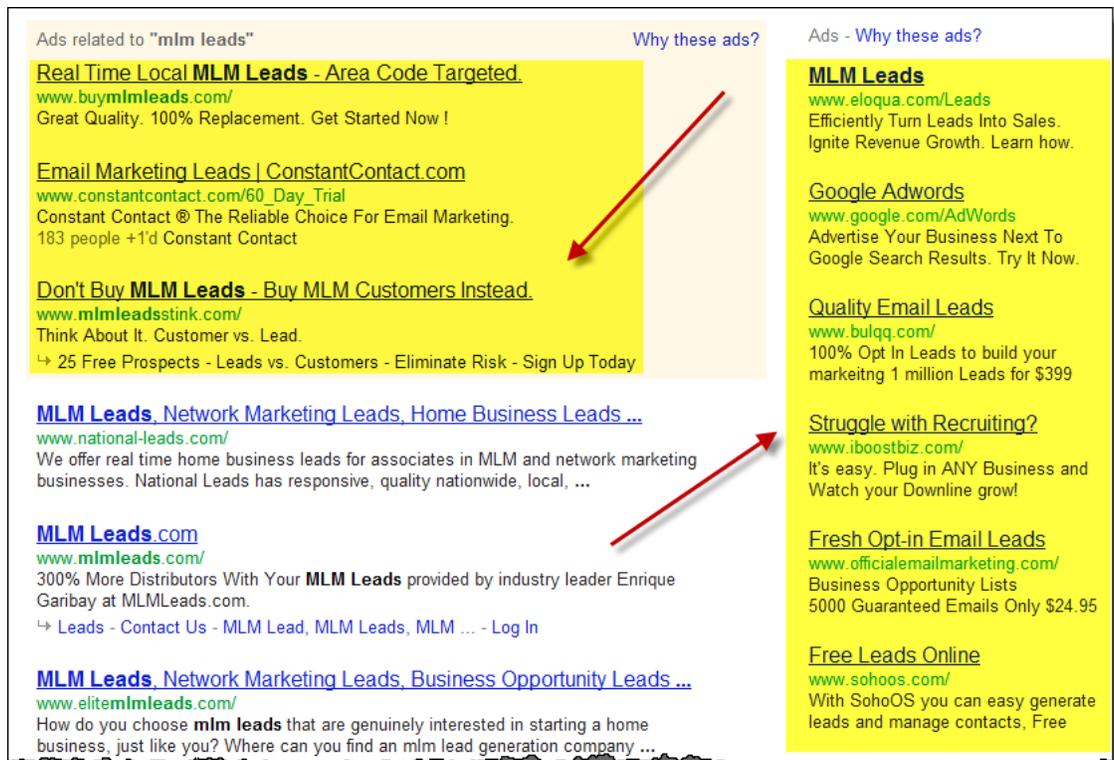
Note: *With a competitive and profitable keyword such as "MLM leads," you can bet on the fact that there will be stiff competition, many information products, and affiliate marketing opportunities.*

Now let's go ahead and fill in the numbers we got for MLM leads:

Market	Keyword	Search Volume	Organic Results	Advertiser Competition
MLM leads	mlm leads	191/day	1,430,000	high
	free mlm leads	179/day		
	mlm marketing leads	62/day		
	best mlm leads	61/day		
	mlm leads call	54/day		

Step # 4: Scope Out the Competition

Next you want to scope out your competition. Start with the ads you see on the right and sometimes up top.



Ads related to "mlm leads" Why these ads?

Real Time Local MLM Leads - Area Code Targeted.
www.buymlmleads.com/
 Great Quality. 100% Replacement. Get Started Now !

Email Marketing Leads | ConstantContact.com
www.constantcontact.com/60_Day_Trial
 Constant Contact @ The Reliable Choice For Email Marketing.
 183 people +1'd Constant Contact

Don't Buy MLM Leads - Buy MLM Customers Instead.
www.mlmlleadsstink.com/
 Think About It. Customer vs. Lead.
 ↳ 25 Free Prospects - Leads vs. Customers - Eliminate Risk - Sign Up Today

MLM Leads, Network Marketing Leads, Home Business Leads...
www.national-leads.com/
 We offer real time home business leads for associates in MLM and network marketing businesses. National Leads has responsive, quality nationwide, local, ...

MLM Leads.com
www.mlmlleads.com/
 300% More Distributors With Your **MLM Leads** provided by industry leader Enrique Garibay at MLMLeads.com.
 ↳ Leads - Contact Us - MLM Lead, MLM Leads, MLM ... - Log In

MLM Leads, Network Marketing Leads, Business Opportunity Leads ...
www.elitemlmlleads.com/
 How do you choose **mlm leads** that are genuinely interested in starting a home business, just like you? Where can you find an mlm lead generation company ...

MLM Leads
www.eloqua.com/Leads
 Efficiently Turn Leads Into Sales. Ignite Revenue Growth. Learn how.

Google Adwords
www.google.com/AdWords
 Advertise Your Business Next To Google Search Results. Try It Now.

Quality Email Leads
www.bulqq.com/
 100% Opt In Leads to build your marketing 1 million Leads for \$399

Struggle with Recruiting?
www.iboostbiz.com/
 It's easy. Plug in ANY Business and Watch your Downline grow!

Fresh Opt-in Email Leads
www.officialemailmarketing.com/
 Business Opportunity Lists
 5000 Guaranteed Emails Only \$24.95

Free Leads Online
www.sohoos.com/
 With SohoOS you can easy generate leads and manage contacts, Free

We'll call these PPC ads (pay-per-click ads) and these are ads your competitors are paying to have displayed.

These are the competitors you want to scope out, so go ahead and click on these ads one by one and see if there are any deficiencies in their marketing.

This is to determine the strength of the competition along with their weaknesses; then it's up to you to expose and exploit their marketing gaps.

Now bear in mind that if you are new to marketing, it might be best to skip this step and employ the 'attraction marketing' approach where you target existing network marketers.

With that said, when looking for **deficiencies**, you want to look at:

1. **Ad Copy** - How's their Google Ads copy³? Are they using an effective ad copy? Do you see similar ads on Facebook? How's their copy?
2. **Traffic Sources** – Are they only using PPC advertising to bring

³ Copy –in this context this is mean to describe “words that sell” or influence. More on this in Chapter 10.

in customers? Are they ignoring Facebook Ads?

3. **Marketing Pipeline** - Do they use a capture page or do they go straight to the sale? Not capturing visitor information is a HUGE gap. Over 90% of all online sales happen in the follow up.
4. **Copywriting** - How's the copywriting on the capture pages and sales pages? (You'll learn more about this as you mature as a marketer).
5. **Information** - Are they providing valuable content to an information hungry market? Or is it just a blatant sales pitch? Is the content full of features or benefits? (Again, more on this in Chapter 10.)
6. **Service** - Is there a valuable service that is being overlooked? Is there a good product out there that may not have effective marketing promoting it? That's a possible affiliate partnership opportunity!

Like I said, if you don't know how to analyze this just yet, don't worry.

Bookmark these bullet points and come back to them after you've

read through the rest of the course and gone through the [Ignition Coaching Program](#). You'll understand things a lot better as time goes on.

Step #5: Take a Deep Breath and Repeat!

Now repeat the first 4 Steps for each keyword, under each 'market term.'

Again, you can hold off on step #4 until you better understand the fundamentals of Internet marketing including traffic generation, copywriting (capture and sales pages), and so on.

Parsing Your Target Markets

Once you have the market you wish to target, you'll need to start looking at the types of prospects within that market and cater to the uniqueness of the prospect.

Everyone is unique, and the closer you get to offering the unique solutions to your prospect's unique problem, the more likely they will become your customer.

In essence, you are trying to figure out WHO you are targeting and be sure you understand their daily reality.

For example, if you're a stay-at-home mom running a network marketing business, you could decide to focus on marketing to other stay-at-home moms looking for a business opportunity.

You would be in a unique position in that you understand them very well (because you are one!).

You probably wouldn't want to target the market of 24-year-old single males looking to make money from home, because you might not be able to relate to them very well.

That being said, there are important nuances on how you choose to communicate to your target market.

We tend to lump everyone together without understanding the differences in their mindset, desires, and situations.

Here are some ideas as to how to identify the different targets in your market and your campaigns.

Target #1: HOT - The Buyer's Market

Your best target market consists of people who already buy or use your product or service or something similar to it.

You want to be able to transition someone else's customers to be yours, and the best way to do that is through education.

When you give valuable information to a group that may be, at that point, someone else's customer, they are learning about your product and starting to view you as the expert.

In our case, via AMF, we target network marketers because they have already demonstrated a willingness to invest in business opportunities and MLM training products.

As an affiliate of EMP, you can promote AMF and choose to target this market as well!

Target #2: Looking to Make a Choice

In this market, you have people who have a good idea of what type of business they wish to join, but may be looking into researching

and comparing different business opportunities.

They may be using quality, convenience, price, and credibility as part of their decision factors.

Your job is to show them through education that you offer the best option.

The only problem with this category is that they haven't demonstrated that they are willing to pay for such a product or opportunity yet.

They are still looking.

That's why offering a front-end, low cost product is important.

It qualifies them as paying customers, and it's much easier to convert them to your opportunity or other back-end offer once they have shown a willingness to invest.

The good news with these folks is that they are looking to start a home business.

Target #3: Information Seekers - Looking for a Solution

This target market consists of people who are looking for a solution to an existing problem.

- How can I find more MLM leads or prospects?
- How can I recruit more people for my MLM?
- How can I make money on the Internet?
- How can I work from home?

In this market, you definitely want to offer a free newsletter and a front-end product.

Since these people are still information seekers, they'll require some warming up, especially people looking to "make money from home."

Note that these people are looking to make money (probably because they have little of it) and are less likely to part with the money they have, unless you can warm them up to your offer.

The time for a sale to happen may often depend on the pain they are dealing with, so make sure you address their pain/frustration in your marketing.

Target #4: They are looking for you, specifically!

This group consists of people who are ready to buy exactly what you have.

- Looking to start a business with YOUR Company.
- Looking for specific training that applies to that company.
- Looking to join YOU! (Once you've created a big enough online presence, you might find people that just want to join you. They won't even care what your opportunity is.)

These folks are doing research online and ready to commit to a product or business opportunity you are involved with.

These leads are hot!

It's like finding someone who says, "I want to join Amway," and you just happen to be a distributor for Amway.

There aren't many of these folks, but they are out there!

How To Be Sure That Your Product Will Sell

Once you've built an email list of a few hundred or thousands of people, deciding on what to sell them, if they don't join your opportunity, can come down to something as simple as a survey to your subscribers.

You can use surveyMonkey.com to put a survey together and ask your subscribers what type of training, help, or solutions they are looking for!

Doing this virtually guarantees that you will make sales, but before we get there, there are more topics to discuss.

Chapter 7: Cyber Real Estate - The Secrets to Staking Your Claim on a Valuable Piece of '.COM Terrain'

The portal for folks to get to your “Magic Slot Machine” starts with a website. To have a website, you need a domain name, much like a brick and mortar store requires a physical location and address.

For example, the online address for Elite Marketing Pro (EMP) is www.EliteMarketingPro.com

For most people, coming up with a domain name and registering it might seem like a simple thing.

So why would I need to write a chapter on domain name registration?

Well, believe it or not, there are currently people online making a living from buying out or re-registering expired domains and “flipping” them for huge profits.

This is an indicator that not only is the domain you choose an easy

way for you to brand your business, but it has the potential of becoming a very valuable piece of online real estate a few years down the line.

Unfortunately, the grand majority of people who buy domains rarely think about the value a well thought out domain name can have.

Why Domain Name Branding?

Most network marketers who pick a domain don't put much thought into picking it.

This is great, because now you will have the advantage over everyone else!

A good domain name will enhance your marketing. A bad domain name can ruin it.

You should have gotten a bunch of good ideas from the market research you did in Chapter 6.

Use that knowledge to get a good domain name that is relevant to your market.

I've spent hours on end deciding on the "perfect" domain for my

various online ventures.

I own multiple domains and continue to rack up more '.com real-estate' as time goes on.

Here are some basic benefits for investing in your own domain(s):

1: Increased Professionalism

Any respectable business is expected to have a proper domain registered (try .com as your ideal domain extension, but if all else fails, .net, .org, and .co will work as well).

Failure to have one will definitely put you in a hole that is very difficult to climb out of in the eyes of your prospects from the very beginning.

Having a solid domain like www.AttractionMarketingFormula.com

...definitely makes a better impression than using free webhosting from Yahoo with a link like www.yahoo.com/members/fernyc63/amf/index.html.

2: No More 3rd Party Providers

Having your own domain allows you to have email addresses that end in your domain, i.e. [fern@attractionmarketingformula.com](mailto:ferny@attractionmarketingformula.com)

See... first impressions are huge.

And if you are trying to convince your prospect that you are on the up and up, having an email address like iheartU2@yahoo.com will definitely not help your credibility.

I met a guy online a while back and got on his MLM newsletter.

He was just starting out in the industry and he bought one of the courses I was promoting at the time through my affiliate link.

Even though he took the initiative to create a website and start a newsletter, which he writes every few weeks, the reply email address he has is still hisname@yahoo.com.

I haven't seen this guy make much of an impact in the Internet marketing world, and I bet his Yahoo! email address has something to do with it.

How could you consider yourself an Internet marketer or claim to be building a credible business if your email address is still provided by Yahoo! (or any other 3rd party provider like Hotmail or Gmail)?

I don't want to rail on this guy, but you get the point.

You may continue using AOL, Yahoo, Hotmail, or Gmail for your personal email, but for business you will need something unique and personalized to you.

It's better to brand yourself with...

ferny@AttractionMarketingFormula.com

...than with ferny_63@yahoo.com.

Got it?

3: Email Forwarding with Gmail and GoDaddy

Now this doesn't mean that you can't use your 3rd party provider account to manage and send emails.

You just shouldn't be sending email to your prospects or customers



as supertrooper69@yahoo.com.

When registering domains at GoDaddy or [Namecheap](http://Namecheap.com), you can set up an email address specifically for the domain you registered and have any mail that comes to it forward to your AOL, Yahoo, Hotmail or Gmail account.

For example with NameCheap.com, I registered the domain...

www.AttractionMarketingFormula.com

...and within the NameCheap system, I created the email account...

ferny@attractionmarketingformula.com.

(Note you can also do this through your web hosting provider, but if you don't have a website yet, don't worry about it.)

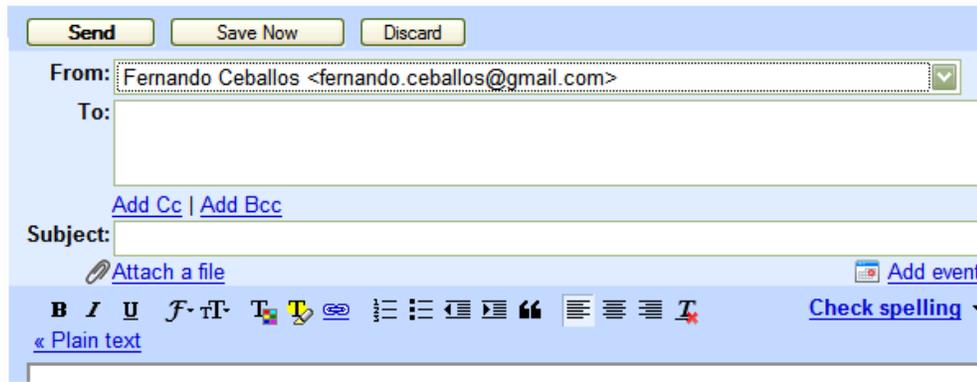
I set it up so it automatically forwards to my personal Gmail inbox.

Then I configured my Gmail account to be able to send mail as...

fernando@attractionmarketingformula.com

...whenever required.

Default "From:" Settings:



The screenshot shows an email composition interface with a light blue header. At the top are three buttons: "Send", "Save Now", and "Discard". Below them is the "From:" field, which is populated with "Fernando Ceballos <fernando.ceballos@gmail.com>". The "To:" field is empty. Below the "To:" field are links for "Add Cc" and "Add Bcc". The "Subject:" field is also empty. Below the subject field are links for "Attach a file" and "Add event". At the bottom is a rich text toolbar with icons for bold, italic, underline, text color, background color, link, unlink, list, list, indent, outdent, quote, unquote, link, unlink, and a "Check spelling" button. A "Plain text" link is also visible at the bottom left of the toolbar area.

Changed to domain specific "From:" email address to...



Since I don't use AOL, Yahoo, or Hotmail, you'll have to contact your 3rd party provider to see if you can change your "Send As" or "From" field to your domain specific email address.

I know Google recently made some changes on how you change your "Send As" feature, but you should still be able to at least receive to your Gmail without any issues.

4: Domain Forwarding for Affiliate Marketing

If you are doing affiliate marketing, (as everyone reading this book should do to monetize their list), you are usually given some funky URL to drive traffic to.

However, these affiliate links tend to look messy... for example:

<http://amf.elitemarketingpro.net/>

<http://9f18cfgcpb6kqqlholukxyvcf.hop.clickbank.net/>

...and...

<http://www.dpbolvw.net/click-1-10713423>

These type of links won't do much to help brand you or convey professionalism, but you can still use them.

However, you want to BRAND yourself/your website as much as you can, and having "**redirect links**" such as...

www.attractionmarketingformula.com/ebook/

...helps with that (not to mention it just looks more professional and cleaner than the ugly affiliate links.

These "redirect links" are only possible if you have your own domain.

Domain Forwarding

Domain forwarding or “URL redirects” simply means that you redirect all traffic coming into your registered ‘.com’ domain to another website.

This is again, only possible if you have your own domain.

There are three ways to do this forwarding/redirecting:

1.) For example, let’s say I have a gold and silver affiliate link where I sell gold and silver coins. I can register a domain name called www.BuyNumismatics.com and have all traffic forward to my affiliate URL.

2.) If you have web hosting for a website, you can do this within your cPanel settings. (Look at the domain forwarding settings.)

3.) If you have a WordPress website, you can do this with a plugin called ‘Quick Page/Post Redirect Plugin’ to create quick and easy redirects.

You can easily Google or look up tutorials on YouTube on how to do any of these.

I would recommend options 2 or 3, so you can leverage 1 domain for everything you promote.

Getting It Right the First Time

1: “Say Your Domain Name Three Times Fast”

Your domain should be ***easy to Remember, Spell, and Say.***

You should easily be able to give someone your website URL over the phone without confusion.

2: Keep Squatters Out

Register all plural and hyphenated versions of your domain name, in order to capture people who may misspell your name and protect yourself from squatters who will intentionally register a domain name similar to yours.

You may also want to register the '.net', and '.org' versions of your domain, in case someone tries to steal some traffic, but your main concern should always be getting the '.com' domain.

So for the sake of this project, I registered:

<http://www.AttractionMarketingFormula.com>

<http://www.AttractionMarketingFormula.net>

...and so on...

This won't matter very much if you are small in the marketing world, but as you grow after you've branded yourself, there will be people who will want to leech off of your popularity, so be aware of that.

3: Use High Traffic & Benefit Driven Keywords in the Domain

The search engine spiders will give more authority to websites with the search keywords in the domain itself.

Use Google AdWords Keyword Tool to find out, which keywords are popular.

Domain Name Ninja Research Tools

There are some very cool sites which will help you find the perfect domain for your business.

Some of these sites sell domain names as well.

Use Namecheap.com for purchasing domains.

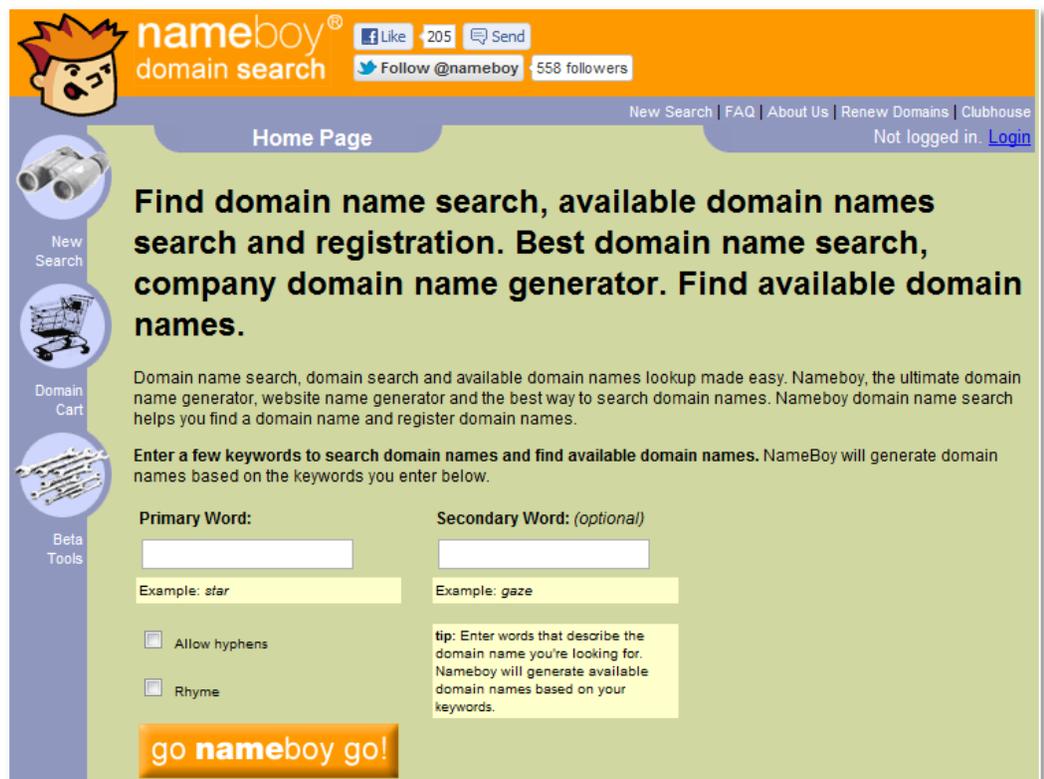
Use the following sites for research only.

PCNames.com – This is my favorite. As you type in your domain name of interest, it gives you real-time feedback as to whether it is available or not.

It also tells you which domain extensions are available, (i.e. “.com”, “.org”, etc.)



Nameboy.com – This cool tool takes two of your main keywords and comes up with all possible combinations for available domain name options.



DomainsBot.com – Similar to PCNames.com, it provides real-time feedback as to whether the domain you type in the text box is available.

They also have a “Labs” section, which has some other cool tools.



Finally, buy your domain from Namecheap.com.

We avoid GoDaddy because their system can be restrictive and they always try to sell you stuff you don't need and confuse you during the buying process.

Also, be sure to keep track of the expiration dates and make sure

you renew each year.

Remember when I said that there's a market for expired domains? Well, there are jerks online who wait for your domain name to expire, and then attempt to sell it back to you at a ridiculous price.

If you've built your business around a certain domain name, you don't want your business to be held hostage like this.

So if you're very disorganized, just set it up for auto-renew.

Chapter 8: How to Build the Doorway To Your Online Empire and Start Generating Endless Leads

"Just set it and forget it."

- Ron Popeil, Founder of RONCO

Now we are going to get into the meat and potatoes of this thing.

We will start with building the doorway to your empire – your capture page.

As you know by now, your capture page, also known as a squeeze page, is the front door to your sales process or marketing pipeline.

This page is explicitly designed to capture a visitor's information in exchange for your "FREE Report" or "Boot Camp" or "Newsletter" or "Mini-Course."

With this "user-initiated marketing," you start building your list.

It's kind of cliché, but it still holds true – ***"the money is in the list,"***

which means to do well with online marketing, you NEED to build a list of subscribers – folks who voluntarily give you their contact information, therefore giving you permission to market to them.

By now, I hope you know what a capture page is. If you don't, go to www.elitemarketingpro.com/go/amf-day-4-anatomy-of-your-mouse-trap/

Opt-in Capture Page Fundamentals

Keeping Them Blind:

Your capture page should be blind and for the most part “navigation free.”

What I mean by this is your visitor only has two options, to submit their information or to leave the site. That's it!

You only give them your “free report” or newsletter if they give you their contact information.

You shouldn't even give them a taste, which means no navigation.

Just one webpage and that's it.

If you want to test between a one-page and a multi-page site, go right ahead.

I'll bet you \$100 that the one-page capture page will win.

People Care About the Benefit:

Your capture page should be extremely benefit driven.

As Perry Marshall states, *"If you want to sell drills, you sell information on making holes."* (People aren't interested in the drill, they are interested in the hole that drill can make!)

Stress the benefits of what you have to offer.

It should be clear that on the other side of the submit form, the solution to their problem will be revealed in a free report, video, or email newsletter.

Your Ideal Prospect:

Ask yourself who your ideal prospect is and write the capture page for them.

Who is the perfect buyer of your product?

We call this “creating your customer avatar.”

It's basically a virtual representation of your ideal customer.

When you have this in mind, you will be less likely to describe the features of your product and focus more on its benefits and the pain they are experiencing without it.

For example, someone with arthritis problems is not seeking to learn about the features of your product or what Chinese herb it's derived from.

They want to know: *“Will it relieve my arthritis? How quickly?”*

Don't get caught up in the features.

You can talk about those in your report as part of the education of the prospect after they opt-in.

Components of a Capture Page:

We'll be going through these in detail, but it's important that you understand that there should be 3-5 main text fields in your capture page (feel free to experiment with combinations of all or some of it.)

- 1) **Pre-headline** – filters or qualifies your site visitors
- 2) **Headline** – this is the 'ad for your ad'
- 3) **Sub-headline (optional)** – tells the reader to take an action
- 4) **Bullet Points (optional)** – 4-7 main benefits of what you are offering
- 5) **Opt-In Box** – consists of the 'call to action' form fields and a 'submit' button

Check out this archived copy of the ORIGINAL capture page which sucked me into this crazy world of online marketing, when I was a broke struggling network marketer...

Pre-Headline

If you're a network marketer, you **MUST LEARN** the art of "Magnetic Sponsoring" right now,

Headline ...**Because Only Suckers Think They Have To Buy Leads And Cold Call To Succeed In MLM.**

Sub-Headline

Give Me Just 10 Days, and I Guarantee The FREE, 100% Generic 10-Day "Magnetic Sponsoring Boot Camp" Will Turn You into a MLM Lead & Cash Generating Wiz - Even if You're the One Guy Still Stuck in Amway!



Over the next 10 days, you're going to learn...

Bullets

- Discover the tactics and strategies of Magnetic Sponsoring™ which enabled me to build a \$250,000 business within 4 months by attracting my prospects and my customers right to me, instead of chasing them down like a sleazy salesman.
- How to determine who is in your target market for your product and your opportunity and how to find them. Getting the right message to the right people is half the battle, and guess what: Opportunity leads are not who you should be talking to!
- How to become the hunted instead of the hunter, and have customers and prospects literally calling you, with credit card in hand, ready to join.
- Tired of spending more money on your business than you make? Learn the ABC's of network marketing cash flow and learn how to make more money than you spend.
- How to advertise to your target market endlessly for free, and create endless leads for your opportunity in the process!
- Why I REFUSE to pitch networkers on my opportunity, yet why they CALL ME to join my organization.
- How to automatically build a rolodex of THOUSANDS of other network marketers and products customers who will learn to trust you, like you, and join you...
- And Much More!

If you're ready to learn the secrets behind Magnetic Sponsoring™ and how to use them to take your business to a whole new level, then subscribe below for instant access and then hold onto your hat, soldier!

Optin-Box

First Name:	<input type="text"/>
Last Name:	<input type="text"/>
Email:	<input type="text"/>
Phone:	<input type="text"/>
<input type="button" value="Start Your Boot Camp Now!"/>	

We have a ZERO Spam Policy.
Your information will never be distributed or sold.

That was an “old school” example of what a capture page can look like.

Today, the best performing capture pages aren’t as long as that one.

In fact, our best performing capture page looks like this...



Notice how there’s no bullet points or sub-headline!

We’ve found that in most cases, the more text you have on your capture page, the lower the opt-in rate, however we will be teaching all potential components of a capture page so you can do your own testing.

It’s important to know that you shouldn’t worry so much about the

aesthetics of your capture page when you first start off. Instead, your efforts should be spent on the copy/verbiage, better known as “copywriting.”

Copywriting is the act of writing ‘words that sell’ or influence, and it is the most important aspect of a capture page.

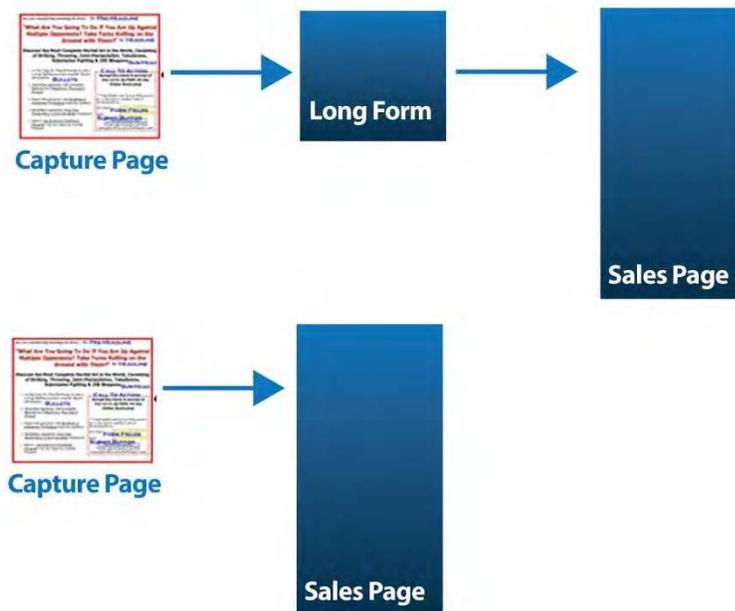
As you get better at this, images or videos could help you improve your conversion rate, but the written text is what compels people to submit their information for a solution.

That being said, you should format your capture page as professionally as possible.

Once you have proven that your copy is good, then you can start experimenting with pictures, videos, layout design, and running split tests.

Now let’s dive into the construction of a lead capture page system...

3-Tier vs. 2-Tier Captures



3-Tier Opt-In Capture System

If we are creating a Three-tier system, (*Capture Page* → *Long Form Opt-in* → *Sales Page*), the capture page only needs to collect 'name' and 'email'... or even just 'email' like in the example above.

However, asking for 1 - 2 fields of information will produce higher opt-in, but will produce a lower quality of leads.

That's why we have them go through the intermediate Long Form

Opt-in, so they may submit more information about themselves after they get a little familiar with you.

You also want to offer a more valuable bribe than the one you provided for the initial opt-in.

So for the 1st Step, you could have offered a 10-Day Course of some kind.

For the 2nd Step (Long Form), you can offer a 15-minute “consult session” which they have to submit an application for OR even be submitting an application to work with you in your business.

Imagine that... someone applying to join YOUR business?

I do it all the time, and it’s a great way to create immediate posture when you’re on the phone with them.

By using this type of process, you are gaining their trust inch-by-inch, instead of asking for the whole enchilada all at once, but because they are the ones taking the steps and requesting more info, it also positions you as an authority.

Use your imagination.

Don't limit your ideas to what I've suggested by any means, just make sure to let me know what idea you came up with that worked!

2-Tier Opt-In Capture System (Recommended)

The most common system online, a 2-Tier system, (*Capture Page* → *Sales Page*), the capture page might collect 1-3 fields of information like 'Name', 'Email', and 'Phone Number' (or just the name and email, or just email).

Asking for all three may reduce opt-ins, but will produce higher quality leads to whom you can immediately present your offer, or you can even call them up! (After all, they did ask you for information!)

To start with, try to keep the opt-in fields "above the fold."

This is analogous to a newspaper ad or article being visible when the newspaper is folded in half.

A reader being able to see your ad without unfolding the paper is ideal.

The same idea applies to a capture page.

Keep the opt-ins visible on top of the page so that the visitor doesn't have to scroll down on their browser to opt in.

Keep the background of the page white.

Black text on a white background produces the best results, so I suggest you start with white and then experiment if you'd like.

Pre-Headline (Pre-Head)

This is the black bold text at the very top of the page typed in 12-point Georgia or Times New Roman font. It precedes the headline.

The pre-head is meant to sort or "flag" the visitor by letting them know if this offer is for them or not.

You can highlight the important part of this text in yellow to accent any important points.

However, only use it sparingly. Too much highlighting it hurts your credibility.

Example:

“Are you currently struggling with your network marketing business? Then hold on because...”

Headline

The headline is the most important part of your capture page.

It is supposed to grab the reader’s attention and address the main benefit (or pain relief), which you can offer them.

The headline will determine if your visitor will continue reading the rest of the page. Period.

You should be able to evoke an emotional response and push the visitor to take action.

This is a big deal!

The headline seals the deal as to whether your visitor reads your sub-head and bullet points and considers your offer.

When writing a headline or any other form of copy, it must always pass the “So What?” test.

When you finish writing a sentence, ask yourself, “So What?”

If this question is answered by a stated benefit, then you are cool.

If not, then rewrite it so that the benefits are clear.

A font you can start using for your headline is...

18-point, Tahoma, Red.

Limit your headline to no more than 3 or 4 lines!

Put quotes around your headline. It’s been proven to increase conversion rates.

You can split-test later, but start out with quotes.

For ideas for headline formulas, it’s okay to recycle other marketers’ material.

For the most part, headline structures are usually not copyrighted.

Some sources for money producing headline formulas:

- Study headlines from top marketers like Tim Erway, Ferny Ceballos, Yanik Silver, Dan Kennedy, Frank Kern, and more. Mimic their style.
- I recommend ***The Ultimate Sales Conversion System***, which has excellent training on copywriting including headlines, sales letters, and live presentations.
- I also highly recommend ***The Copywriter's Guild***, which is one of the original courses I learned from when writing headlines and copy.

BTW, these courses are included with an EMP VIP membership, which you can upgrade to after subscribing to the **EMP Annual** **here**.

In the beginning, don't stray from the proven formulas.

You can run your own split tests to experiment with your own ideas later, but go with what's proven first.

Remember, it's not about what you like. It's about what works!

You're looking to create emotional responses when writing a headline.

Sub-headline (Sub-Head) – (Optional)

The sub-headline tells the visitor to take an action and builds up the benefit of what you have to offer.

The sub-head should normally be...

14 point, Tahoma, black, and bold.

Common beginnings to sub-heads are *"Discover How..."* or *"Discover Why..."*

This is the build-up to the rest of the page and the information available once they opt-in.

If you wrote a really compelling headline and sub-head, many visitors will skip straight to the opt-in from there.

You've said enough! They are sold!

Bullets (Optional)

Your bullets should be limited to 4-7 benefit-driven statements, which clearly state what the visitor should expect to receive once they opt-in to your form.

Again, don't just state the features of what you have.

You must always ask yourself, "So What?"

For example, here are some of the bullets I used for AMF:

In this free report, you will discover...

- About how to use Google to generate free MLM leads, separate your hot prospects from the "suspects" and get paid to do it.
- How to become the hunted, instead of the hunter and have prospects knocking down your door or calling you with credit card in hand to join or buy from your business.
- How To **Get Your MLM Leads to Call YOU** About Your Business.
- Learn to completely **eliminate ALL marketing & advertising costs** for the life of your business, generate endless leads while earning pure profit.
- How to build a home business lead list of tens, hundreds and even thousands of people who are raving fans of you, your products or services and get paid everytime you send them an email.
- Then transition as many of those people as you want to become exclusive, loyal and fanatical customers or distributors for your primary business.
- No more **prospecting**, No more **trade shows**, No more **yellow pages**, No more **newspaper ads** and No harrasing of your customers for referrals!

Notice how the 'benefit' is stated subtly; *"get paid to do it"*, *"call you about your business"*, *"become exclusive... distributors,"* etc.

Just be sure to tailor your language for your audience.

Here's one basic formula you can use for you bullet points:

Classic Bullet = compelling beginning + feature (optional) + benefit of feature

- Think of your bullet points like you are writing a mini-headline. They should be just as compelling.
- Your bullet points should generally have a compelling opener like *"quickly increase..."*, *"automatically generate..."*, *"quickly and easily..."*, *"discover their most..."*, *"increase your..."*, *"how to easily..."* etc.
- Show Product feature or tool that makes the benefit possible. (optional)
- Then state the benefit of the feature: *"...that cream the competition"*, *"...that send money flowing"*, *"...that will have customers calling you with credit card in hand,"* etc.

If you've done your market research properly, you should be able to state what is perceived as a benefit to the people you are targeting

which addresses the pains they are trying to avoid or eliminate.

Always keep your ideal prospects in mind, Remember how they think and what will get a rise out of them.

You are not here to convert, but rather to find and compel your ideal prospect.

Again, the two courses I recommend for mastery of all things copywriting, including headlines and bullet points are:

- **'The Ultimate Sales Conversion System'**, which has excellent training on copywriting including headlines, sales letters, and live presentations.
- **'The Copywriter's Guild'**, which is one of the original courses I learned from when writing headlines and writing copy

You can buy these for about \$100 each, or talk to your [Ignition Coach](#) on how to get them for free.

Opt-In Box

The opt-in box is where potential customers are instructed to take action and submit their information. Here's an example:

Register **IMMEDIATELY** for your Attraction Marketing Boot Camp and receive step-by-step instruction on how to **ATTRACT** prospects & customers to your business!

Get Access Now!

 Strict Anti-SPAM Policy. We will never sell, rent or distribute your information.

- OR -

Get Instant Access

It can be composed of the following:

The opt-in box itself has a headline which tells them what action to take and offers them a “bribe” (i.e. free report, free video, free software, etc.).

The opt-in fields are where they input their information (i.e. name, email, phone, etc.).

You want to have a minimum of ‘Email Address’ and maybe ‘Name’ and ‘Phone’ too, if you plan on calling your leads.

If you add more fields, it will reduce your opt-in rate, but boost the quality of leads that you get.

Examples of Captures Pages

Example #1:

“You’re About To Learn Secrets That Most Men Will Never Know About Women...”

Inside you’ll learn...

- ◆ “The Kiss Test” - How to tell if she’s ready to be kissed.
- ◆ The difference between how men and women think about dating - and why most women want to keep you from being successful.
- ◆ How to use “secret” body language to keep a woman’s attention.
- ◆ How to approach a new woman that you’d like to meet - and exactly what to say to start a conversation without “pick up lines”.
- ◆ Fun places to take women that are FREE - no paying for expensive dates...
- ◆ And you’ll also get a FREE trial-subscription to David DeAngelo’s exclusive Dating Secrets e-Letter...

Just use your first name and valid email as your password - then click the “Free Instant Access!” button to enter (Use the same password when returning. All information kept 100% confidential). Allow the next page a few seconds to load.

First Name:

E-Mail:

We take your privacy very seriously. You can read our entire [privacy policy](#) here. ©2001-2007 David DeAngelo Marketing Inc. DDMI All Rights Reserved. “Double Your Dating” and “David DeAngelo” are trademarks used by David DeAngelo Marketing Inc. By entering, you agree to terms and conditions found [here](#). By entering your email address you are also requesting and agreeing to subscribe to our free Dating Tips email newsletter. You must be 18 or older to enter. Check out our Free Dating Links Directory [here](#).

This is considered to be the “original” opt-in page.

DoubleYourDating.com was around unchanged for 7 years, generated a list of 2,000,000 subscribers, and pulled in over \$20,000,000 in annual revenue.

It averaged a 30 - 60% opt-in rate.

This site is arguably the most ripped off lead capture page on the web.

It's no longer in use, but is a great example of simplicity over "professionalism."

Example 2:

Attention Struggling Network Marketer...

"Free Video Reveals The Underground Secret Weapon Proven To Surgically Inject MORE LEADS, MORE REPS, & MORE CASH Into Your Home Business...Starting Today!"

Enter your email below to get instant access to the free video presentation.

Get Instant Access

We hate spam as much as you do. Your information will not be shared or distributed.

Here's an example of one of our students using our style capture

page for his lead generation.

Switching from his old capture page to this one resulted in a doubling of his lead flow and income!

Notice the bribe is a 'free video presentation.'

P.S. Since he 'copied' our capture page formatting, feel free to use it as well!

Example 3:

"You're About To See How This Economically RUINED Florida-Man Is *Now Making \$50,000 Monthly* Using a Government-Supplied 'Money-System'"



Watch It NOW!

First Name Last Name

Email Address

Phone: (Optional) I have read the [Privacy Policy](#)

Get Instant Access

This retired capture page went the extra mile and asked for the visitor's last name and phone number, so we can follow up with people to recruit them into a particular MLM we promoted a few years ago.

Notice the man in the video image.

I can't state his real name, so we'll just call him "Hay Rigdon." ☺

Recommended Tools for Attraction Marketers:

To get your capture page & lead funnel set up, here's what I recommend:

For beginners, I highly recommend using the Elite Marketing Pro (EMP) Capture Page Creator, which comes with an upgraded EMP Membership.

Beginners can create capture pages and launch a marketing campaign in as little as 30 minutes, and experienced marketers can do it in as little as 5 minutes!

Again, you can ask your marketing coach, via the [Ignition Coaching Program](#) for more details!

Outside of EMP, I guarantee you will be spending a lot more on the tools and web hosting you need to make attraction marketing work for you.

The information you need has all been put together for you, via the [Ignition Coaching Program](#) to get started.

For advanced people, once you've gotten your beak wet with EMP, I

highly recommend you use your own WordPress-based website with a plugin called OptimizePress 2.0, which goes along with it.

OptimizePress 2.0 allows you to easily create direct response style marketing campaigns, which includes building powerful capture pages with their proven and tested templates.

If you want to make things super easy, just get your hosting at NameCheap and through the cPanel interface, and you can literally install WordPress with a few clicks of a button.

OptimizePress 2.0 is sold separately, but it is the most widely used sales funnel building tool on the market. However, it does have a learning curve and is not recommended for non-techie beginners.

If you didn't understand a single thing I just said about Optimize Press, then just talk to your marketing coach in Ignition and they'll help you get into action & results, asap, without the hassle.

The Outsourcing Option:

After you've learned the basics, if you don't really want to spend time with technology, you can hire the technical tasks out for not

very much money!

oDesk.com is a freelance site which allows you to post a project and find people who are familiar with WordPress, Optimize Press, or anything else you may need help with.

The going rate for a simple capture page with no fancy graphics should be about \$50 or less for a US provider.

Evaluate the user feedback scores of the providers.

You might also be able to hire an international provider for even cheaper, but always keep in mind that there may be a language barrier depending on provider's country of origin.

However, be careful as there are some "lemons," even on reputable sites.

If you don't feel like going through foreign outsourcers, you can always contact our own personal web design guy, Rick Robbins at WordpressMakeOver.com.

He gets our highest recommendation. He does every single website I own and logo design.



His clients include “Hay Rigdon,” David Wood, Apple, DirecTV, Mike Tyson, and Floyd Mayweather! (No Joke!)

Tell him Ferny Ceballos sent you.

WARNING:

I would highly recommend you learn how to build your own capture pages and set up your lead and sales funnels initially through the EMP system or Optimize Press 2.0.

The reason is because once you've done it a few times yourself, you'll be in a better position to hire and manage outsourcers to make sure that:

- a) You're not getting over charged
- b) You are able to tell the difference between good work and poor work

Email Autoresponders Defined:

An email autoresponder is a 3rd party email service which is synced to your opt-in box.

It stores your prospect's contact information when they register on your capture page and sends out the email welcome message & sequence you will have pre-written for your list.

(Think of what happened when you opted into our email list.)

You can also broadcast instant email blasts to your list whenever you want, among many other features.

EMP or Optimize Press 2.0 make the integration of your autoresponder service very easy.

I don't recommend you coding up your own capture pages unless you are comfortable with web programming.

The email autoresponder service we recommend is:

Aweber.com – this is a very popular autoresponder service with high deliverability. Starts at \$20 per month.

Chapter 9: How to Use Email Automation to Grow Your List, Relationships, and Bank Account

"Follow an expert."

- Virgil

After your prospects come through your capture page – your “front door” - and submit their information, they should be plugged into an automated follow-up process, so you can start building a relationship with them.

Pay attention: this is where the money is!

In a good sales funnel, 90% of your revenue will come from building a relationship and trust with a list.

10% or less of visitors who find you will be ready to buy right away, which is great.

But the bulk of your income will come through your back-end, and the only way to have a back-end is through email follow-up.

There are many marketers online who don't use this follow-up process.

They have pay-per-click ads running on Facebook, which leads to an offer.

If a visitor is not ready to buy, the vendor has no way to capture their information and follow up with that visitor. They are too eager to make the sale.

They are missing the forest for a few trees!

This is what we call a "Marketing Deficiency".

People looking for solutions are eager to be educated.

But, by shoving a sales pitch in their face, you would be turning them off to your solution.

As soon as their "sales alarm" goes off, they are gone, and gone forever.

Bear in mind, people in the beginning aren't ready to talk to anyone just yet.

They hate being “sold” and would rather evaluate things on their own.

This is the beauty of having an autoresponder; it does the talking/educating for you.

Have you ever walked into a Best Buy and avoided making eye contact with a sales rep, hoping they wouldn’t come over and talk to you?

But all of a sudden, when you are ready to buy or have a question, you are eager to hunt one of them down OR even get upset when none of them are nearby?

For this reason, by sending them education via an email autoresponder, they are more receptive to your message and start appreciating the valuable content you are providing them.

A relationship begins.

Eventually your prospects will get comfortable enough to ask questions or even buy on their own.

Or they may still not want to talk to you, but are ready to buy your front-end product.

Even better!!!

Even if they are the introverted type, your autoresponder will keep the relationship going for you.

And the best part about it is that, after they have opted in, all email marketing is FREE!

If you want to build a more meaningful relationship with your prospects on your autoresponder list, you can send a real-time broadcast message to everyone so that they know there is a real person available to help them.

Make sure these messages are also providing valuable information.

Finally, after someone remains in your pipeline for 30 days or has already purchased your front-end product, they are ready to make contact and receive the services of your primary business.

You can do this in a number of different ways:

- 1) **Direct Mail** – This is recommended, since they won't be a mouse click away from unsubscribing if they don't like "the pitch" and will remain on your autoresponder.

A physical package is also better appreciated by your prospect, since they will appreciate the expense you went through to present the offer to them.

For the best direct mail strategies, I suggest you study Dan Kennedy's NO B.S. books and extensive marketing courses.

But remember, for this to work you need to have collected their physical address one way or another.

- 2) **Email** – This is easy and great for affiliate offers if you want to warm them up with other products.

The advantage over direct mail is obvious. Email is free and instant.

The disadvantage is that they may choose to opt-out of your list if they feel you are just trying to "sell" them more stuff.

The downside is with all the spam out there nowadays, spam filters are more aggressive than ever before, which sometimes makes it a challenge for your email to get into your prospect's inbox.

- 3) **Phone call** – Depending on how “warm” the prospect is and how comfortable you are on the phone, a phone call to check in and make sure that they are happy won't hurt.

Often, by this point they have had time to soak in your information and will ask you about your primary business' service.

Sometimes people are afraid to call, even if they are ready to buy.

Don't let these guys slip through the cracks.

***NOTE:** For more help on phone prospecting, I recommend “**Professional Inviter**” by Tim Sales.*

Tim is a friend of mine and we have our differences when it comes to

'attraction marketing' (the main difference being that he does it but doesn't teach it), but his phone closing techniques are the best in the industry.

That's a general overview of what your strategy should be.

But since this course is about online marketing, let's discuss a comprehensive email marketing strategy for you to use.

What's in a "FREE Report"?

I've mentioned that the reason people opted into your sales funnel was to receive a newsletter which provided solutions to their problem.

This newsletter could come in the form of a "Free Report," Downloadable PDF ebook, "10-Day Mini-course," "7-Day Boot Camp," "Free Training Videos," etc.

This "bribe" can be just about anything, as long as it fulfills your promise and is providing your prospects with valuable content.

The more value they receive, the more credibility you will have with

your list.

For example, this Attraction Marketing Formula offers 10 free newsletters giving folks the overview of how to build an 'attraction marketing' system for their networking business.

It has real golden nuggets of information that people love.

And that's the point of offering something of value up front for free.

People will be so blown away by your generosity that they can only imagine the incredible value they will get when they actually pay for your service.

For you as a network marketer, you might think about what your strength is as a networker and leader.

What is your passion? What makes you who you are?

A Short Story

I had a personal experience with an eviction a couple years ago.

An old tenant had been consistently late in paying rent, but one

month, he just decided to not pay me altogether.

I was new to this whole landlord thing and I panicked.

I went online looking for information on evictions and I found a website that was 95% dedicated to educating landlords on the California eviction laws and process.

It was hosted by an attorney just outside of L.A.

They did a great job of helping me understand what paper work I needed to issue my tenant (3-day notice to pay or quit), how long it would take to get rid of him, and what it would cost me.

The site even provided me with the forms for free, which would have otherwise cost me a good sum of money.

It also educated me on my legal rights as a landlord, and most importantly, what NOT to do that could jeopardize my case.

I did what it told me and I issued the 3-day notice.

When I received no response from my tenant, I called the attorney's office, and sent them the paper work I issued my tenant with the

lease agreement so they could finish the process, because I also learned that it would take time and effort I didn't have.

Now did you catch that?

I naturally transitioned from educating myself through their website, to calling them and sending them my paper work.

It was such a fluid transition that I even caught myself and stopped to appreciate it.

I was incredibly impressed with their marketing. 😊

After running through the legal gauntlet, my tenant finally coughed up the rent, late fees, and legal fees I had accrued.

The moral of this story, however, is that I defaulted to the online eviction attorney because he had gained my trust by educating me.

We never met, nor did I know what he looked like!

But I trusted his expertise.

What the Online Attorney Did Wrong

There is also a very crucial lesson to be learned from the online attorney.

Even though he had a great website, he never had a system to capture my information and follow up with me.

To this day, I haven't received any emails or direct mail to continue a relationship. (I was on the lookout.)

What if I needed a more experienced eviction lawyer down the line?

I actually forgot his contact info or website, so if I needed him again, I don't know how to get in touch with him!

He's leaving a lot of money on the table by not keeping in contact with me or any other landlord who had visited his site.

He also can't monetize our relationship by offering us affiliate offers like real estate investment products, seminars, or courses.

Since we are landlords, we are obviously the real estate investor types.

Use your imagination.

I'm sure I'm not the only inexperienced rental property owner who needs an education. There's definitely a market for it.

Now you see the value of having a list and building a relationship with that list.

Anatomy of an Autoresponder Sequence

After your initial "10-Day Boot Camp" ends (or whatever), there should be an ongoing series of email follow-up newsletters queued up in your autoresponder sequence.

Ideally, your autoresponder should be at least 50+ messages deep. After the initial 7-10 day blitz, these messages should be spread out and be received every 2-3 days.

What that means is that you now have the opportunity to continue this relationship for 100-150 more days on autopilot, (if not longer).

These messages should also provide valuable content or else you run the risk of alienating your list and having them opt-out of your

autoresponder.

If this sounds like a lot of work, don't worry about it. You have a few options to produce such an extensive library of autoresponder messages:

- 1) After you have finished your initial "10-Day Report" and it goes live, dedicate an hour every 2-3 days to write a new newsletter for your list. Add it to the autoresponder sequence.
- 2) Hire someone to write these newsletters for you – Odesk is a great place to find independent contractors/writers who will take a general outline and write professional articles for you. You could even try Craigslist.org.

Personalize your messages as much as possible, and apply good copywriting principles to this.

Stories about your professional life really help to humanize your messages.

Discuss things that happen to you, things that are interesting, educational, entertaining, and/or emotional...

I once wrote an email that talked about my car accident which resulted in my having to get a neck brace!

Be real to them, be approachable, and they'll love you for that.

To learn about this type of "hypnotic writing," I suggest picking up Dr. Joe Vitale's book *Hypnotic Writing* from Amazon.com or look into investing in one of the comprehensive copywriting courses I mentioned before like the [Ultimate Sales Conversion Formula](#) or the [Copywriters Guild](#).

Keeping Your Magic Slot Machine Well Oiled

As stated many times in this course, it is the relationship you have with your list that will either make or break you.

You must allow them to get to know who you are, what you are passionate about, and that you can guarantee them the best service possible.

1.) Consistency → Implied Trust

Have you ever noticed that you are closer to those people you

interact with more frequently?

Well the same applies to building a relationship with your list.

Human beings trust and build closer relationships with those people and concepts that we interact with on a consistent basis.

As in real life, relationships start because of the similarities between two people.

Sometimes it's as simple as working together or being in the same organization.

This leads to consistent interaction, which leads to implied trust.

Like with friends, the more you interact with each other, the more willing you are to do things for each other.

With marketing, this trust translates to a willingness to try/buy your product, usually after you've established credibility.

This credibility leads to trust and ultimately a loyal and happy customer.

DO NOT EMAIL YOUR LIST BLATANT SALES PITCHES WITH EVERY EMAIL!

This is the quickest way to have your prospect click on the opt-out link in your email.

When someone suspects they are being “over sold” on something, they immediately put their guard up and tune you out.

Instead, bring your prospects valuable content which is relevant to the reason they opted in to your list.

Like I said before, start with a daily sequence of content-based email newsletters for the first 7 – 10 days, then send every 2-3 days.

Test this, though. Every consumer market is different.

I know some markets that get the best results when they email 2-3 times per day, but that’s too extreme even for me.

And even though I said don’t email them a blatant sales pitch, you may still promote your product or service as part of a “P.S.” statement.

Look at it as an, “Oh, by the way...”

It can look something like this:

[prior email content]

To Your Success,

Ferny

*P.S. If you're ready and have what it takes to claim your
piece of Internet real estate, here's your roadmap to
building Internet equity...*

==> [http://www.\[yourwebsite\].com](http://www.[yourwebsite].com)

Now, that being said – emailing a direct promotion to your list is not necessarily a bad thing after they've gotten to know you and trust you.

It's actually a very good thing.

Every one of your emails should contain a promotion for either your product or an affiliate offer.

At minimum, in the P.S. portion of the page.

2.) Be Consistent with Your Promotion

Be consistent with your promotion so that you prospects know what to expect.

If you are doing affiliate marketing, find a solid front-end product to promote that is relevant to your content, (i.e. *Attraction Marketing Formula*).

The advantage to promoting an inexpensive front-end product is that it puts less pressure on your prospect.

Your prospect may be looking for some “do-it-yourself” information.

But as with many do-it-yourself-ers, they will realize joining a proven network marketing leader and receiving their mentorship to solve their problem is the best course of action.

And through this front-end informational product, they will see the value of your expertise and naturally transition to joining your business opportunity

Then there's always people who learn to do things but don't actually do them. They are basically paying you to entertain them with new knowledge they will never apply.

This gives you an opportunity to monetize the "lazy" and have them pay for your marketing.

The important thing is to keep your promotional focus on one main product or service.

As you remain consistent with this, your prospects will see that you truly value your product, which leads to implied trust.

When the timing is right, they will buy your product because the consistency keeps the offer fresh in their mind, which is available when a serious need pops up.

For example, they may be unhappy with their upline or business opportunity, but not so much that they'd be willing to jump ship... yet.

But you know that person is looking.

And you can bet your butt that it's only a matter of time until this person gets so fed up with his/her upline and company that they'll

come running to you and your team.

That is, *if and only if* you've positioned yourself properly during the follow-up process.

The beauty of consistency is the contrast which will be created when you choose to promote a quality 3rd party affiliate product.

Because you've remained consistent with your main promotion, when you recommend another related quality product, your list will take the recommendation seriously.

Sending out a recommendation for a new hot product can be a very good thing.

Your readers won't mind getting a promotion, if they've been receiving lots of good content.

They will actually be appreciative.

For example, I'm on a list related to running a home-based business online.

When I receive a promotion or recommendation for a new product

from this list owner, I will be more likely to buy it because of the established trust and credibility.

Also, there are lists which I have opted out from because they either promote too much or don't promote enough.

Don't forget that people like to buy and are looking for the resources to buy that will solve their problems.

And then there are people like me who are info junkies and like to know about the latest marketing trends.

3.) Encourage Interaction

You must always give your prospects the option of directly contacting you. (Always remember to stay in control, though.)

You can allow them to:

- **Email.** Post an email address where they can reach you.
- **Call** you directly. Include your direct phone number in your email, especially if you are just starting out.

- **Post** your email content to blogs and allow your prospects and customers to comment and interact.
- **Invite** them to a group or FanPage on Facebook to post questions!

The more your prospects see that you are really listening, the closer your relationship will be with those on your list.

4.) Be Entertaining

People love to be entertained. And this is the case whether you are offline or online.

They don't want to read "just another boring newsletter or webpage."

They want to read something entertaining and hear from someone entertaining.

Do that for your readers:

- Tell a joke
- Tell a funny story

- Tell them about some interesting office drama
- Comment on a silly news story. (Try and avoid politics and religion.)
- Tell them about something silly you did. Self-deprecation is huge and helps you be relatable to your subscribers.
- Use magazine jokes at your discretion. 😊

...you get the idea.

5.) Start Writing and Chill Out

If you are not a crazy good copywriter, don't worry about it.

Just write about something you are passionate about. Be yourself. When you start out, just write as you would talk to a close friend of yours in person.

As you continue down your marketing path, read some books on copywriting and email marketing.

Subscribe to newsletters and read the ones that catch your attention. If they are worth reading, they are probably worth studying as well.

For home study, I would recommend anything by Dan Kennedy and Joe Vitale.

Hypnotic Writing by Joe Vitale is an excellent resource for writing “trance inducing” copy.

Ultimately, you are the master of your product or service.

Think of your ideal customers and the solutions they are seeking. Write to them.

Your passion will beat out anything else you can do to improve your emails.

So now you have no excuse. Go get started.

6.) Try Video

You can do the same thing with videos that you would with a written newsletter.

Like your written copy, you are trying to make a personal connection with your subscribers.

I'm pretty notorious for using my personal life in my marketing.

Not too long ago, I was stuck in traffic, so I decided to take out my video camera and record something regarding the promotion of this course.

Well, about 2 minutes into the recording, I got slammed from behind by another car and the video camera caught everything.

So what did I decide to do?

I used some self-deprecating humor and made that video part of my marketing in a newsletter.

I told people about my accident and that I had caught it all on tape.

In the first part of the video, I went over the "soon to be released" *Attraction Marketing Formula* content.

Then I finished off the video with the raw footage of the accident with a few funny captions to make fun of myself.

I did a few important things here.

First, I showed myself as being human and relatable. Second, I still gave the audience powerful content.

What this means to the prospect is that the only difference between them and me is knowledge and success in attraction marketing.

Believe me, when they watch that video, people are saying to themselves, "If he can do it, so can I!"

Deliver Video Content

Use embedded video in your newsletters to warm your list and add value to them.

The reason? It creates a dependency for information and mentorship via a newsletter.

Eventually they will elevate your status as an expert and become a very loyal subscriber and eventually a fanatical customer.

Try to incorporate useful and valuable information in any video you send out to your list as part of your newsletter.

I'm finding that it's far easier for me to produce a Camtasia video

than to write a content-rich newsletter.

All I need is a headset and Camtasia software. Fifteen minutes later, I have a video.

Also, post these videos in real time.

It's important that as you deliver video content, you mention a few world events to let them know that you are still working actively on their behalf and that you are not just an autonomous marketing system.

Your voice in any video also helps put the prospect at ease.

There's so much misleading information online, videos featuring you will definitely boost your trustworthiness.

Chapter 10: Traffic Generation & Some Final Thoughts

"This isn't the end... this is only the beginning."

-Anonymous

Once you've got your sales funnel put together, which means you have your:

1. Capture Page
2. Email Follow-Up
3. Front-End Offer (AMF as an affiliate)
4. Back-End Offer (your opportunity)

You'll be ready for the last step of the first component of your 'Magic Slot Machine' we talked about: TRAFFIC!

This means getting visitors and eyeballs in front of your capture page offer and having them progress through this process!

Traffic generation through advertising and free promotions can be and is an entire training program in and of itself!

Elite Marketing Pro offers training courses in traffic methods, which

include:

[Facebook Advertising](#)

[Video Marketing](#)

[Blogging](#)

[Pay-per-View \(PPV\) Advertising](#)

... and more coming soon!

Now, it's SUPER IMPORTANT you understand this little piece of advice...

Ready?

The BEST way for you to approach traffic generation is to commit to ONE strategy, learn it, and see it through!

A six-figure business is just ONE good traffic strategy away!

Find a strategy you like, choose to master it, and you will get results!

One of the BIGGEST reasons we gave you a marketing coach via the [**Ignition Coaching Program**](#), is so they can help you evaluate which marketing approach and traffic method is best for you!

You can choose to take the principles taught in AMF, put it all together on your own, without mentorship, hiring your own web programmer, learn to drive traffic on a trial and error basis, create your own courses, and make it happen for yourself like I tried 8 years ago.

This mentor-less path cost me \$150,000 in a lot of unnecessary expenditures. That's why we simply give you a marketing coach with your purchase, so you can bypass the insanity I went through and get into results FAST!

I recently heard from an AMF student, Todd C., who literally joined EMP 2 ½ months ago. When he started, his initial goal was to be able to generate 3 leads (prospects) per day for his business.

Through the [**Ignition Coaching Program**](#) we've been able to mentor him, and it has resulted in him now generating 100 leads per day on Facebook and is profitable with a front-end product, which means he's building his list for FREE!

Todd
 March 6 at 8:16pm

UPDATE! Sales are rolling in with the leads! 😊

MY FIRST 100 NEW LEADS TODAY! ALL FREE AS MY SALES ARE MORE THAN WHAT I PAY IN AD SPEND! 🎯

110	Subscribers Today	77	Subscribers Yesterday	1	Unsubscribed Today	1,429	Total Subscribers
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Scheduled Broadcasts

Like · Comment

👍 Kate McShea, Matt Baran and 2 others like this. ✓ Seen by 28

Donald Great Setup!
 March 6 at 8:29pm · Edited · Like · 👍 1

Ferny Ceballos I'm jealous... 😊
 March 6 at 9:04pm · Like · 👍 1

Matt Crystal Holy schmolys Todd Croly! Way to go 😊
 March 7 at 3:43pm · Like · 👍 1

Todd Thanks Donald 😊
 March 7 at 4:12pm · Like

Todd Ferny Ceballos I know I am not even close to your numbers! 😊
 March 7 at 4:13pm · Like

Todd Thanks Matt Crystal...Now it's time to scale this 😊
 March 7 at 4:14pm · Edited · Like

Ferny Ceballos Your goal is to be better than me and I'm ok with that. 😊
 March 7 at 4:14pm · Like · 👍 2

Todd I remember 2 1/2 months ago my goal was 3 leads per day...now it's 1,000 leads per day 😊 just give another 2 weeks 😊
 March 7 at 4:16pm · Unlike · 👍 2

Donald Fantastic reality shift. I post my small numbers to give us little guys a lift in spirits. You guys are the big guns. One day "We gonna Paa-aarty!"
 March 7 at 4:42pm · Like · 👍 1

Write a comment...

The big take away I want you to have is that what I have shared with you in this book was responsible for empowering me to quit my engineering job back in 2008 and has helped thousands of other entrepreneurs on their paths to get out of the rat race. Todd is just the latest success story.

That's the power of mentorship!

Remember, knowledge is NOT power... it's only when knowledge is properly applied that it becomes power.

I've seen too many people who absorb this information but do nothing with it.

As a result, they get NOTHING in return.

The formula shared within this book has been proven over and over again (not just by myself but by countless others who started out just like you) that it works, and it works very well... you just have to work it.

I promise you, the rewards are well worth it. So I congratulate you in taking a step in the right direction by investing in and harnessing this education.

Much Love,



Ferny Ceballos

www.FernyCeballos.com

About the Author

Ferny Ceballos was born in East Los Angeles to Mexican immigrant parents, looking for a better life for their children. In Ferny, their dreams were realized. He is a graduate from the Massachusetts Institute of Technology (MIT) and the University of Southern California, in Computer Science and Electrical Engineering, respectively. After working for 5 years as an aerospace engineer, his entrepreneurial aspirations motivated him to turn to the network marketing and internet marketing industry to escape the rat race. Since leaving Aerospace in 2008, he has personally been responsible for over 6.5 million dollars in sales online over the past 8 years in his personal business, and helped countless clients produce six-figure and seven-figure incomes promoting their businesses using the internet.

You can learn more about Ferny at www.FernyCeballos.com



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