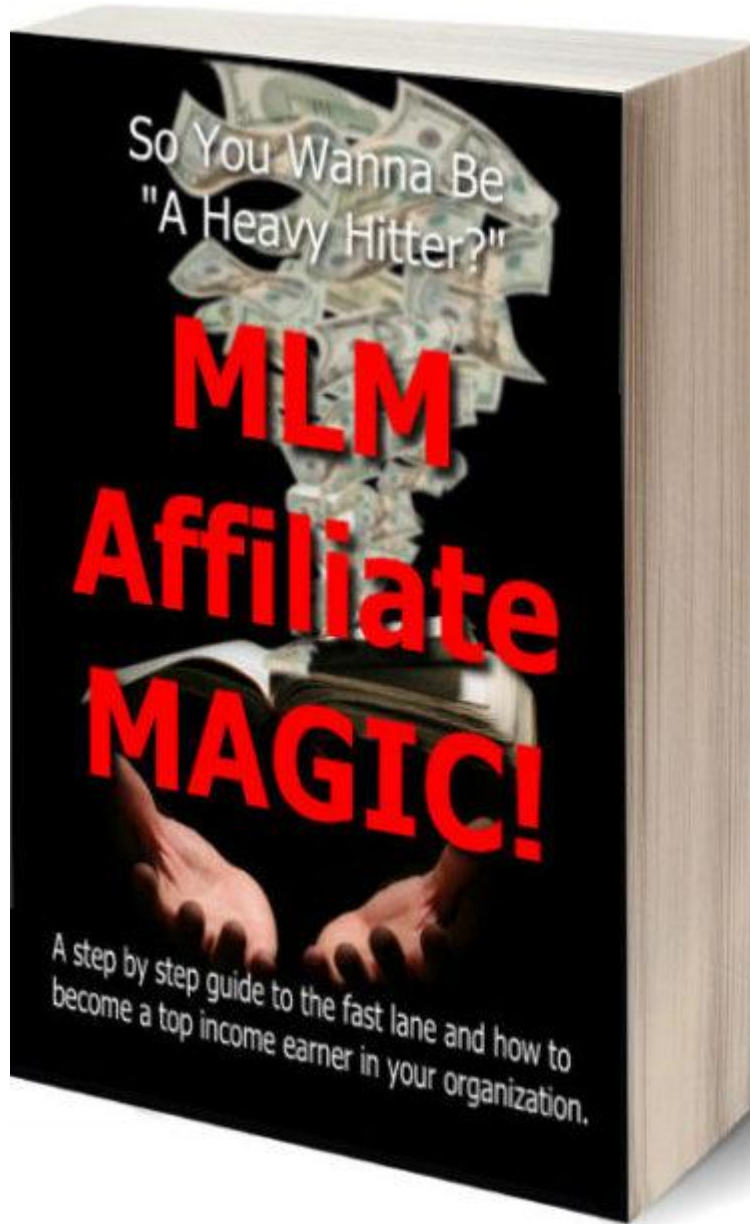


MLM Affiliate MAGIC!

"Work full-time on your job, while you work part-time on your fortune"
Jim Rohn



Introduction

So You Want to Be a Top Income Earner?

Welcome to MLM Affiliate Magic and congratulations on taking the first step towards becoming a Top Income Earner in the MLM affiliate marketing industry.

If you've ever wondered how some people are able to fast track their way to the top in any MLM business these days, you can sum it up in two simple words; **“BOOMERANG SPONSORING”**. The goal of this book is to explain to you in detail how Boomerang Sponsoring works, why it works, and how you can use this strategy to build your own MLM Empire.

Sure there are the traditional network marketers who have spent between 15 and 30 years using the TOP 100 lists of friends, family and business associates to **painstakingly** put together a rolodex of network marketers spanning the globe.

But in today's day and age, the real “Top Income Earners” in MLM affiliate marketing are all using some version of the Boomerang Sponsoring System in conjunction with database marketing and ongoing follow-up.

Many people who read this book for the first time and discover the concept of Boomerang Sponsoring will have an earth-shattering “AHA!” moment. The fog will, from this moment forward, be lifted from their brain and they will truly appreciate how powerful Boomerang Sponsoring can be to build their MLM Empire.

After spending hundreds of thousands of dollars using conventional, network marketing techniques to build our business, we became frustrated by the high rate of attrition and people not being able to find success in the industry. The average person just doesn't have the knowledge, skills or understanding of REAL TARGET MARKETING to ever have a chance of making it.

So we set out on a quest to help change that.

It was on this quest that we discovered the concept of Boomerang Sponsoring and immediately began putting our thoughts on paper so that we could help as many people as possible find the true success they were looking for; to finally become Top Income Earners.

The concept of Boomerang Sponsoring extends way beyond the network marketing Industry. It will forever open your eyes to the power of RELATIONSHIP MARKETING, starting with MLM TARGET MARKETING, YOU FIRST BRANDING and BOOMERANG SPONSORING as the keys to becoming a Top Income Earner in the MLM affiliate marketing industry.

For most people, the principles shared in this book will be eye opening. For others these principles will just make common sense. But either way, we hope you will take action and implement some type of a Boomerang Sponsoring System into your own MLM affiliate program and see the difference it makes to the quality of your business and to the quality of your life.

Once you understand the new concepts of Boomerang Sponsoring and how to apply these simple principles into your MLM affiliate business, your entire view of the MLM industry will take a dramatic shift for the positive - no more dealing with any type of negativity around your business. In fact, rejection will eventually become a thing of the past.

We hope that you will find as much pleasure sharing these concepts and ideas with your business associates as we have. Finally there is a way to help MLM affiliates eliminate rejection from their businesses and increase their quality of life in the process.

This particular Boomerang Sponsoring System has been designed to help promote any MLM affiliate program. It is a turnkey system that can be used to help fund your marketing and advertising campaign and provide your home-based business with working capital.

We always welcome your testimonials and encourage you to let us know how Boomerang Sponsoring has helped transform your business and your life. We look forward to meeting you in person one day.

Live Long and Prosper!

Darren Little

Dennis Compo

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Chapter 1

Taking the Bait Then Getting Hooked on MLM

Remember the first time you really “got” the concept of network marketing? The whole idea of leveraging your time and money through the efforts of many just made sense. Didn't it?

“Talk to a few people who talk to a few people” and before you know it, you've got an MLM Empire and you're lying on a tropical beach sipping Pina Colodas!

So you went home and couldn't sleep for days - thinking about the wheel barrels of money that you were going to be wheeling down to your bank, depositing into your account.



You probably made a trip down to your local Porsche or Mercedes dealership to look at your brand new car! The measly \$150,000 price tag seemed like chump change. Heck! You were going to be worth millions!

Then you went out and talked to a few of your friends and family...

Oh boy! Were you in for a big surprise...every single one of them slammed your business opportunity, argued with you for over an hour, and asked why you would ever get involved with “one of those illegal pyramid schemes”.

Your vision of driving that brand new car instantly disappeared like an episode of “I Dream of Jeannie!” and that \$150,000 price tag for your new car all of a sudden seemed like a mountain!

“Talk to a few people who talk to a few people” Yah right! Easier said than done! Everyone on your list just told you to go fly a kite! It sounded so easy at that hotel meeting when that Top Income Earner with 25 years of experience came in

town with the \$2000 suit and the bright shiny Rolex on his wrist. All of a sudden, you feel like you’ve been ripped off. The path of roses and sunshine you were led down seems like a bunch of BS! You were told to just make a list of your friends, family and business associates and they would be lining up to join you in your new venture. But the prospects are looking grim! Now what?

Since no one gave you any real understanding or training in **MLM TARGET MARKETING**, you have no idea what to do next. So you call your “knowledgeable up-line leader”. They come from “traditional network marketing” surely they can tell you what to do. They’ve been in the industry for 25 years too!

You tell them your story and they tell you that what you experienced is normal.

Normal! You think....

Now you’re really stumped!

They tell you that you’ve approached those people ALL wrong. That you said the wrong things and they recommend you do a lot more personal development work and go for some industry training. They recommend a few books, tell you to book yourself into the next “fire-walk” that’s coming into town and tell you not to give up hope.

“I went through the same thing too when I got started” They say. “You can do this!” They say “You’ve got what it takes! It just takes a lot of practice, just like any profession!”

Practice! You think. What does making a list of your Top 100 contacts have to do with practice?

Then they tell you that they have to take another call.

“Wait!” You say... “What do I do now?”

They tell you to bring a few people to the next hotel meeting and let THEM talk to your people for you!

“Just watch and listen on Tuesday night”. They say “And take a lot of notes! You’ll get it eventually! Don’t give up hope! And whatever you do...Don’t quit... You’re on your way to the top!”

Then they say they really have to go, but they will see you on Tuesday night at the hotel meeting.

You hang up the phone with a burning feeling in your stomach. You feel discouraged, angry and disappointed and you have a "hairball in your throat". The first thing your mind is thinking is "Why did I let that smooth talking salesman reach his hand into my pocket and take my money"!

Man! Do you feel choked!

Sound familiar?

Believe it or not, you're not alone. In fact, this is what most people experience in the industry and it is the biggest reason that most quit.

The whole concept of leverage and duplication sounded so great! Didn't it? And you've read about so many other people in the MLM industry who have gone from rags to riches. So what did they do? How did they get to the top?

Well, if they came from traditional network marketing, they went through a lot of blood, sweat and tears. They attended countless personal development programs; listened to boxes and boxes of audio CDs, and read a library full of self-help books. (Mostly to be able to overcome all of the rejection over the years like water bouncing off a duck's back)

Why? **Because: None of them were ever taught REAL MARKETING.**

They had to make thousands of cold calls and go through lead list after lead list to identify a few people who were network marketers or that were open to the network marketing industry. Those few people went on to make them a fortune.

After years of being in the industry, they honed their skills and created a database of network marketers who each knew a few other network marketers. Now every time they launch a new company, they go into their rolodex, call 50 or 60 of their top affiliates and within 6 to 8 months, PRESTO! They are back into a \$20,000 monthly paycheck.

These people are known in the industry. Most have branded themselves online. Almost all of them have sophisticated database management systems, lead capture pages and auto responders. And if you type their name into Google or Yahoo you will get pages and pages of links.

They know exactly what to do and how to do it. When the word gets out in one or two emails that they are launching a new company, hundreds of network marketers that are aspiring to be leaders, as well as seasoned veterans start calling them wanting to get positioned into their businesses to work with them directly.

Unlike the “newbie affiliate” who goes through years and years of rejection using traditional network marketing strategies, before they find a few solid business partners that are sold on the network marketing business model. These are the people who are prepared to do whatever it takes to make it to the top.

The truth is, even though this story sounds harsh, and it’s one that most newbie network marketers have experienced, we’re not here to knock traditional network marketing strategies. In fact, we’ve both been top recruiters using traditional strategies. If you’ve been taught by some of the best people in the industry like we have, traditional strategies can be very effective. Even after you’ve mastered online strategies, you’ll see that it all comes back to – how to win friends and influence people.

Traditional strategies take into account, that more than 90% of the people that get into the industry have a hard enough time coming up with the initial starter package for \$500. Most of them are so occupied with their families and watching television that by the time their second or third auto-ship comes they start to panic, cancel their auto-ship and call it a day. Most don’t realize that it costs money and time to run and market a business successfully.

These people have bought into a lottery type mentality and envision going from rags to riches overnight. What they don’t realize is that with almost every story of success in any industry, although it might seem from the outside that success came easy? Don’t fool yourself. If you want to be good at anything, it’s going to take training, coaching, practice and a monthly budget.

Although there are many strategies you can use that can be done for free, any big money earner will tell you that they have a marketing and advertising budget like any other conventional business. Most of the “free strategies” that we talk about in this book take a significant amount of time. Once you get more established, you can outsource these tasks to an assistant so you can focus on working with new affiliates, or working with their teams.

Whether you are using traditional or online strategies, you are going to have to learn basic communication and people skills. And if you want to make the big money, you are going to have to master these skills really well.

In this industry, it typically takes between 5 and 12 exposures or contacts to enroll a person into your business. The process of exposures is like being a tour guide or traffic controller - not about pitching and selling. If you look back at your experience when you first got started, you probably said way too much and didn't understand how to use the marketing tools to do most of the work for you.

Unfortunately, very few companies explain relationship marketing and how it is vastly different from conventional selling. Unless you can understand the definite distinctions between the two, it will become a stumbling block to ever reach the huge money in this industry.

Unlike many other online marketers that will tell you that traditional Network Marketing strategies don't work, the basis of every business online or offline in any industry is about relationships, so it's important to know this upfront regardless of how you plan to expand your business.

The purpose of this book however, is to explain how you can blend new era strategies with traditional relationship building skills to move your business into hyper speed and exponential growth in no time flat.

Whatever way you slice it, Network Marketing is all about your core ability to win friends, influence people and your ability to emerge as a leader. In the simplest sense, it is not a difficult business model, once you understand how simple it really is.

The question is...how do you prevent massive rejection and avoid having to cold call total strangers? Let's face it - that doesn't sound like a fun business for anyone. We got into the MLM affiliate marketing industry to have fun and travel the world.

So how do you fast track your way to the top?

Learn what a Top Income Earner does and do what they do from Day 1.

What you will learn in this book through the Boomerang Sponsoring System is how to go through the exact same steps that a Top Income Earner does - starting with **BRANDING YOURSELF FIRST** and learning **MLM TARGET MARKETING** techniques.

We call these strategies **YOU FIRST BRANDING** and **BOOMERANG SPONSORING** and once you learn these two strategies, your world as you know it in the network marketing industry will never be the same again.

Then, once you are set up properly with a professionally branded image, you can start “farming for MLM affiliate marketers” from the very START of your business. You will learn how to build relationships with people who are already sold on the network marketing business model. You will ATTRACT MLM affiliates who want to call you because of your professional understanding of REAL MARKETING.

The best part of it is that the results will speak for themselves.

As you get more and more known through your branded image, you will have more and more Top Income Earners CALLING YOU and trying to recruit you into their organizations. Don't worry about trying to recruit them into your company. Just offer them a chance to double or even triple their business using the concept of Boomerang Sponsoring and make sure to get their contact information for future marketing efforts.

You will find that if they don't understand real marketing, they will light up when they see how powerful your system really is, and how it can help brand every one of their affiliates as Top Income Earners too!

Everything with this system just makes sense and any Top Income Earner that catches the vision of what you have will get excited REALLY FAST. Plus, you will develop a great long term relationship with another Top Income Earner in MLM. Continue to build that relationship – long term. You never know what the future holds. Either way, your database will continue to grow every single day with more and more MLM affiliate marketers and Top Income Earners.

After you read this book you will have a very clear understanding of the MLM business model and what you need to do to build a successful business on a part-time basis.

Like Jim Rohn says: “Work full-time on your job, while you work part-time on your fortune”!

Chapter 2

Farming for MLM Affiliates

In order to understand the principal of becoming a Top Income Earner in MLM, you must first understand the story of the farmer. Consider how your MLM affiliate business has very close similarities to this story.

Each year, the farmer plows his field and plants his seeds. Each day when the sun rises, the farmer diligently waters his seeds, and prays for more sunshine. Days turn into weeks and the land remains barren. The farmer cannot see any results from his hard work, but he continues to water the seeds each day and pray for more sunshine.



Within a few more weeks, some of the seeds begin to sprout. The farmer knows that not every seed will sprout, but he has planted enough seeds so that even if only a percentage of the seeds grow, he will have enough of a harvest to take him through the entire year to the next season.

The farmer spends months tending to his crop, watering it each day and praying for more sunshine before it finally comes time for him to harvest. It is not until after the harvest that he reaps the rewards from his months and months of hard work and effort.

Each new MLM affiliate marketer that requests more information from you through your lead generation page and becomes part of your database is like the farmer planting a seed.

Each time you contact your database of MLM affiliates, and give them valuable tools that will help them flourish in THEIR OWN business, it is like the farmer giving his seeds water and sunshine to grow. Eventually some of these seeds will become part of your harvest.

But in the process, you will brand yourself as a leader in the industry and your phone will start ringing with incoming phone calls; people asking if they can join you in your business. Can you imagine that? What a shift! Using the strategies outlined in this book, you will start to attract a much higher caliber of MLM affiliate marketers into your business, and teaching Boomerang Sponsoring your MLM business will explode into massive duplication.

Chapter 3

The \$500 per Month Millionaire Mindset

Most people who start an MLM business, never really understand the MLM business model - and it's probably the biggest reason that most of them fail. Besides not having the faintest clue how to market, almost every new affiliate is taught the way to do network marketing is to simply make a list of their friends, family and business contacts. (The second reason that most new affiliates fail).

Once a newbie MLM affiliate burns through all of their friends, family and business contacts, they are really stumped. What do they do next? Not only have they just become part of the NFL (no friends left) but everyone starts avoiding their calls like the plague.

Their business continues to drain their cash flow every month, and as an added bonus, no one wants to hang out with them on a social level for fear they will be put into a head lock if they don't join their MLM. What now?

Do more industry training?
Take another personal development course?
Book another fire-walk?
Buy more leads?
Advertise?
Do more 3 way calls with a "knowledgeable" up-line leader?

Well, if you're like most MLM affiliate marketers, you'll probably just say MLM is just a bunch of BS and quit. Or, you'll go online looking for answers on how to professionally market a home-based business and learn REAL MARKETING.

Please keep in mind: The purpose of this book is NOT to knock traditional network marketers or their business building techniques.

In fact, we feel that any traditional network marketer who makes it past a monthly residual paycheck of \$20,000 per month deserves a standing ovation and a front cover feature spread on Entrepreneur magazine. Their level of personal development in most cases is second to none, after years and years of seminars, books and CDs, and we applaud them for their accomplishments.

So when it comes to traditional business building techniques, we are not trying to convince you that hotel meetings are not effective if done professionally, or that 3 way calls don't work to recruit new affiliates. In fact, if you are using these strategies and they are working for you, keep on doing what you're doing.

What we are here to share with you is that the “lay of the land” in the MLM industry has dramatically shifted in the past 10 years. People are being bombarded with MLM opportunities now more than ever. Gas prices have shot through the roof and it's a lot more difficult to get people to drive through traffic at dinner time to come to your opportunity meeting than it was 10 years ago.

Do companies still pack rooms with thousands of people? Sure they do. But most of the affiliates have given away their power to the next Top Income Earner coming into town. They have not positioned themselves as the experts and certainly not as the person you would want to “follow into the battle fields”.

People who are counting ONLY on the TOP 100 list strategy to build their business and are not implementing the strategies outlined in this book will be left on the side of the road by those who do.

For the most part, many people get “lured in” to the MLM industry by the big money income stories. And when they don't start making \$25,000 a month within 6 months - they say “MLM doesn't work! This is just a bunch of BS!” and they quit.

What a shame that no one ever really explained to them the MLM business model and how it works. First of all, if you decide that MLM is for you and you are enamored by the idea of residual income, make sure you follow our first bit of advice: **“Don't quit your day job!”**

The MLM affiliate marketing business model was designed to be done on a part-time basis: 10 to 20 hours per week. Over time, your efforts begin to compound through the efforts of others doing the same. And within 1 to 5 years most **committed people** will be able to replace their current income.

Affiliates who understand the principals in this book, apply them immediately, and then learn how to master the art of teaching and helping people, can rise to the top very quickly. But either way, until your MLM affiliate business is matching or superseding what you are making at your day job - continue to work full-time on your job while you are working part-time on your fortune.

If you are doing MLM full-time and you are doing well, whatever you do, **don't broadcast this to every new affiliate that comes into your organization.** Tell them that you do the business on a very casual part-time basis. Why? They will think that in order for them to be successful, they will have to quit their day job too, and if they do, chances are they will become another casualty of the industry.

In order to become a Top Income Earner in the industry, you need to take your focus off of the big monthly checks and put your focus onto showing a lot of people how to earn \$500 per month. **We call it the “\$500 per month millionaire mindset”.**

By knowing what you want in the big picture and staying focused on helping all of your people get to that first step of making \$500 per month - and then teaching them how to teach others how to make \$500 per month, you will be well on your way to a millionaire lifestyle.

You may be wondering why this concept is so important.

First of all, the average person can't even relate to a \$50,000 per month pay check. So if you start talking about these monthly incomes, you will lose the majority of your audience immediately. Succeeding at this business will seem so far out of reach for most people if you start talking about \$50,000 monthly pay checks - that most will become frustrated and quit.



When in reality if you teach people the simple philosophies as laid out in this book and the “\$500 per month millionaire mindset”, it will be easy for everyone to succeed.

Here are some staggering statistics. Did you know that the average North American family would not have to go bankrupt if they had just \$300 per month in extra monthly income? Half of the divorces in North America could be prevented with just \$500 per month in extra monthly income.

So stop talking about the \$50,000 per month paychecks, and start teaching a lot of people how to get to that first step of earning \$500 per month and watch your business explode. As you teach others and teach them how to teach others to make that \$500 per month income, your income will begin to grow exponentially. Help each of them advance to the next level of their success and your paycheck

will advance as well. No matter which way you slice it, if you don't know what to do to make \$500 per month and you can't teach someone else how to make \$500 per month, or teach them how to teach others how to make \$500 per month, a \$50,000 monthly pay check will never become a reality in MLM affiliate marketing. In other words, if you can't take the first step, you will never get to the top of the staircase.

Top income earners understand this one concept.

MLM is about showing a lot of people how to do a little tiny bit and getting paid a little bit – off of a whole lot.

Although most MLM companies have some type of attrition, if the rate at which people are enrolling into your organization on auto-ship is faster than the rate at which people are no longer on auto-ship, at some point your organization will hit critical mass and it will grow with or without your efforts.

Once this happens, fasten your seatbelt for a really exciting ride. Your team will start growing at such an exponential rate that you won't be able to keep track of it. Experience this even once in a lifetime and you will forever be pulled back into the industry of MLM affiliate marketing. Just like that ONE “perfect golf shot” that keeps the avid golfer coming back for another round of golf time and time again.

But it takes work, it takes training and it takes a lot of personal growth. Rome wasn't built in a day and neither are people's MLM empires to create the huge monthly residual income checks we all hear about. So don't be fooled by the person who tells you that within 30 days you can expect to earn a \$10,000 monthly pay check. In most cases, with little to no experience, and no MLM affiliate marketers in your database, the truth is, it just isn't going to happen.

Do this business consistently however, with focus, determination and goals, and within 1 to 5 years you will be able to replace your current “linear income” with “**residual income**” and really start living the life of your dreams. Really master the concepts outlined in this book and you can fast track yourself to the fast lane and become a Top Income Earner in your organization in no time flat.

If you do not get this one concept of the \$500 per month millionaire mindset, and you cannot teach this one concept, you will find yourself constantly recruiting and recruiting and recruiting, yet your business will never seem to get any traction, nor will it ever grow exponentially.

Why? Because no one in your organization will ever feel like they are making any real progress or advancing to the first step of achievement in their business success. So, really get clear on the importance of understanding and teaching the \$500 per month millionaire mindset; otherwise, your business will never grow exponentially without your efforts.

So where does the Millionaire Mindset come in?

If you want to become a Top Income Earner you have to be so **CLEAR ON WHAT YOU WANT** that you can see it, feel it, touch it, smell it and even taste it. This is where the power of visualization will play an important role.

We recommend to every new affiliate who wants to become a Top Income Earner to start off by completing a vision board. Some people are able to visualize their success without pictures, others can't. This is why we highly recommend you complete a vision board for your business as soon as you get started.

Everyone's lifestyle vision is different. There is no right or wrong vision board. It's all about what works best for you.

Here are the seven magazines that we use on a regular basis at our live seminar events. Any magazines will do, but we have found that these magazines work best for us.

- a) Robb Report
- b) Showcase Magazine
- c) Architectural Digest
- d) People
- e) US
- f) Golf Digest
- g) Dupont Registry



You can do one of these vision boards at home, by yourself, with your family, or with your five team leaders. Once your vision board is completed, you will need to spend 5 to 10 minutes a day with it. Visualize your life with everything on your vision board already in your reality and feel the feeling of **Gratitude** throughout your entire body as you focus on it. Continue to do this daily and magical things will begin to happen in your business and in your life.



Chapter 4

Understanding MLM TARGET Marketing and “BOOMERANG SPONSORING”

In order to be a Top Income Earner in MLM affiliate marketing, the very first thing you will need to understand is MLM TARGET MARKETING. We refer to target marketing as the basic building block for any business – both MLM and conventional business. Why?

Because: With Target Marketing you know exactly who your market is and you **ATTRACT THEM to CALL YOU.**

We call this BOOMERANG SPONSORING – and once you master it, you’ll have MLM affiliate marketers CALLING and E-MAILING YOU almost every single day! Doesn’t that sound like a lot more fun than cold calling and buying lead lists?

There is no substitute to having fun! Wouldn’t you agree?

Think about the properties of a Boomerang and how it works. You throw it out in the air in one direction - and without even moving or making any effort whatsoever, it comes right back to you. Picture the EXACT same thing happening in your MLM business once you learn how to apply these techniques.

The goal of BOOMERANG SPONSORING is not to start off by “front running” with your company or your product - or hard selling people into your opportunity with fear of loss tactics. In fact, we don’t even talk about our company or our product **until we have built a relationship.** The goal of Boomerang Sponsoring is to promote YOURSELF FIRST, by telling your story and then offering something of great value for FREE.

No matter how much money another MLM affiliate marketer is currently making, they and their team members will be able to benefit from your FREE information and will forever appreciate it. This alone will position you as a leader in the industry.

When you apply this one concept with the rest of the principles in this book, you won’t ever have to worry about finding five affiliates to work with in your business. In fact, the more you promote YOU as the product and brand, the more your

phone will be ringing with incoming calls. Now, it's important with Boomerang Sponsoring to first understand MLM TARGET MARKETING - they sort of work together like a hand in a glove.

For the purpose of this discussion and to make MLM TARGET MARKETING as simple to understand as possible, we will break it down into two categories: people who are sold on the MLM affiliate marketing business model as a way to achieve financial freedom and those who aren't. We call these people "ANTI-MLMers".

The truth is there really is no in-between. Traditional network marketers will argue the point and tell you that you need to talk to "everyone that will fog a mirror" and "everyone within a three foot circle", but we beg to differ. Personally we prefer having fun, building relationships and making money rather than constant rejection. Either way, we always say that if what you are doing is working for you, keep on doing it.

In order to really get this concept and understand why so many people are failing in the industry, you need to understand MLM TARGET MARKETING.

If you spend all of your time trying to convince a person who is ANTI-MLM on why they should join you in your business or buy your product you will just end up frustrated.

In fact when a person who is ANTI-MLM finds out that your product is sold via MLM, they may not even buy it - even if it is one of the greatest products in the world. They instantly associate your product or service with an illegal pyramid scheme and reject your product on this basis. Go figure!

So if you come across an ANTI-MLM individual, tell them to have a splendid day and move on! Learn how to attract people to you with a Boomerang Sponsoring System. People who are already sold on the MLM business model and target all of your marketing efforts towards those people.

MLM TARGET MARKETING in a nut shell can be explained like this. Imagine that you are one of the most amazing chefs in the world and you have prepared the most exquisite filet mignon steak dinner. You have some really amazing talents! You have a special recipe for cooking a steak in such a way that it can be eaten with a fork only. So incredibly tender that a knife is not even needed!

Each bite is a succulent, mouth watering little morsel that tantalizes every taste bud like a fountain of fireworks. The dish is prepared with a special sauce that had been passed down through your family for generations.

You now take this filet mignon dinner, on a piping hot platter, into a restaurant **filled with vegetarians**, and ask every single one of them if they would like to try this steak dinner worth more than \$100. You tell them that it has won numerous international awards and then offer it as your special gift to them for FREE!

Do you think you will have any takers?

Not a chance!

Why?

They are all vegetarians. They don't eat meat!



So when it comes to building your MLM Empire, get to understand the concept of target marketing FIRST. Market your MLM business opportunity to people who are already sold on the MLM business model instead of becoming frustrated going through hundreds, if not thousands, of people looking for one or two who are open to the idea of MLM affiliate marketing and are serious about creating real residual income.

Boomerang Sponsoring will help to stabilize your business by - providing you with working capital and a marketing and advertising budget. Two things you will need to run a successful company.

Every business needs working capital. In fact, most companies that go into business raise enough money to have **a minimum** of one years-worth of working capital to operate.

Using a Boomerang Sponsoring System, you will be helping other MLM affiliates in the industry along their path. When they begin to understand these new concepts and learn more about MLM TARGET MARKETING, YOU FIRST BRANDING and BOOMERANG SPONSORING they will be forever grateful to you as a leader.

At the same time, you will receive a commission for helping them along their path. **Now THAT is called a RED HOT TARGETED LEAD!** This is a tried, tested and proven formula for success! If you follow and teach this formula, you will be well on your way to a millionaire lifestyle.



Chapter 5

What is the BOOMERANG Sponsoring System?

Boomerang Sponsoring is a new way of doing business, where network marketers can generate income to help fund their marketing endeavors on the front end and gain highly qualified prospects for their network marketing business on the back end. It's not too difficult of a process. It starts off with using squeeze pages that capture information and then promoting products that will help your target market to succeed. Sales of these products subsidize your business and build stronger relationships with your prospects, while positioning YOU as the leader.

In essence, having a Boomerang Sponsoring System in place is basically allowing your business prospects to pay all or most of the expenses that you accrue through promoting your business. With Boomerang Sponsoring, you constantly "feed your list with valuable content" and they end up coming back to you and joining your business because they feel you have something of value to offer them.

Many Internet marketers go about this by selling somewhat generic business information and presenting it in an interesting way, one that can help you generate a bit of income as well as some valuable business contacts. Have a form on your website that allows people to input their information to get more information on the subject you are offering information on, and then have a product offered as well. Not only will you make money off of the product, but you can gain one more lead and perhaps a valuable business partner in the end as well.

For the right marketer, the benefits of Boomerang Sponsoring are endless. For one, it gives the right Internet marketer the opportunity to not only meet people to work with but potential customers as well. Providing them with a service, such as MLM coaching, Internet advertising assistance, or information on using Boomerang Sponsoring to build an MLM empire, can help you to not only make some extra money that you need to help promote your business, but also build a database of other eager MLM affiliate marketers.

This money is necessary in order to grow; without the proper exposure your MLM business will go nowhere. In addition, Boomerang Sponsoring allows you to generate more prospects for your MLM business as well. Many of the customers who you used to generate funds for your business are also potential affiliates, and this is an important point in any Boomerang Sponsoring System. Without realizing this, the idea of having a Boomerang Sponsoring System in place is useless.

If you are going to use Boomerang Sponsoring to help you promote and fund your business, it is important that you remain consistent with that. Boomerang Sponsoring is not only useful for generating useful revenue, but a great way to capture leads and turn prospective clients into prospective clients/business partners. In the affiliate marketing business, clients and affiliates are equally important to one another.

Without the client there is no MLM business, and without the MLM business, clients will not be in need of the information or resources you offer, that they so desperately need.

Boomerang Sponsoring is not a new way of generating leads, business prospects or the funding necessary to continue business operations. It is, however, part of a revolutionary way of doing business that not only helps to capture needed revenue for your MLM affiliate marketing business, but also generates needed leads and valuable business affiliates.

Just like how a Boomerang works in real life: you throw it forward in one direction and it comes right back to you. Boomerang Sponsoring will work the exact same way.

Using a Boomerang Sponsoring System, you too will be able to take your MLM affiliate program to the next level, no matter what company you are in. Finally, reap the rewards that the MLM industry has to offer: more time and more money to do whatever...whenever...wherever.

John Paul Getty said it best when he said “I’d rather have 1% of the efforts of 100 men, than 100% of the efforts of myself”.

What he was referring to is called leverage. But since you are a person who is already sold on the network marketing business model, the information in this book was not written to convince you how great the MLM industry is. Instead, it was written to show you how you can use the MLM industry to help you become great and to help others become even greater.

Chapter 6

The Schematics of the Boomerang Sponsoring System

We have put together a diagram that will explain to you by means of a visual schematic, exactly how Boomerang Sponsoring can work to generate income for you in multiple streams.

The goal of your Boomerang Sponsoring System is to sell something of great benefit to MLM affiliate marketers on the front end and your main MLM affiliate business on the back end once you've had the opportunity to build rapport and find out more about your prospect and their needs. You can also sell other training products or e-books to your database once they trust the information you are providing has great value.

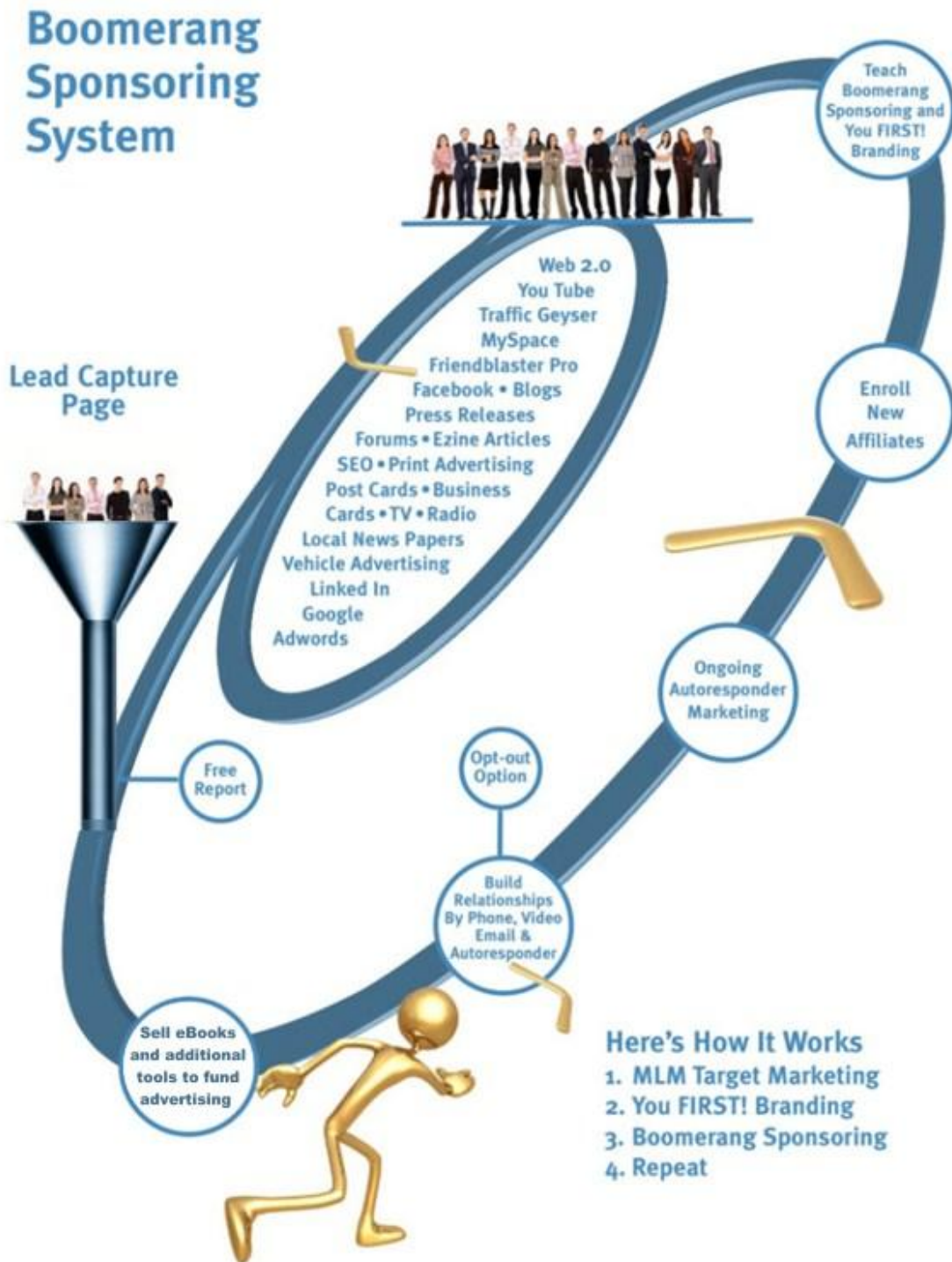
Let's start with the lead capture page itself; all traffic is sent to the lead capture page. This will typically start with some type of FREE REPORT that will be emailed to the prospect immediately. The system will automatically forward them to a sales page where you have some type of product that has even greater value.

Either way, whether the prospect purchases your e-book or not, they are now part of your database and you can now market to them. If they do purchase your e-book, you now have a RED HOT TARGETED LEAD with another MLM affiliate marketer that you want to build a relationship with.

Don't try to immediately start pitching them on your company and products. Build rapport with them and find out more about their needs by asking them a lot of questions. Make sure to TAKE NOTES.

Only you will know when the time is right to approach them with your business. Just make sure that you have found enough about their needs and you are not just another salesperson pitching your product and company.

It is important as a leader that over time, you feed your affiliate list with valuable content that will help them fuel their business success. Whenever you find great content, feed it into your funnel and watch the phone start to ring. You will get recognized more and more as a leader in the industry.



Chapter 7

What is Residual Income?

Residual income is much different than “linear income”. With linear income, you typically trade time (hourly, weekly, or monthly) for money, either as a salary or an hourly wage.

Most people in the world work on a linear income schedule - doctors, lawyers, accountants, truck drivers, waiters, housekeepers – no matter what their profession, they all trade time for money.

They work, they get paid. They stop working, they no longer get paid!

On the other hand, residual income is paid years after you build a business of loyal customers and business associates. The hard work that you put in for years of effort continues to pay you royalties long after you stop working. Once the foundation is built, it becomes easier and easier to expand your business into other countries and watch your income grow exponentially as well.

Actors, authors and song writers all work within the residual income model. Long after their works are completed, they receive residual income on the sales of their movies, television series, books, or CDs.

The MLM affiliate marketing industry is very similar. Providing that you learn and apply the basic principles of target marketing and how to use your product and business to help solve people’s problems, you can build a business of loyal customers and business associates that will continue to order your product or service for years after their first purchase.

Using a Boomerang Sponsoring System to expand your business, you will be targeting other MLM affiliate marketers who are searching for answers and looking for leadership and innovative ways to expand their businesses.

If you want one word of advice about becoming a Top Income Earner in MLM affiliate marketing - here it is. Before you start talking to the world about your business and opportunity, get yourself set up properly as a REAL MARKETER so that you can run a real professional business that anyone can be proud of.

Chapter 8

Why AUTOSHIP and A Consumable Product or Service Are So Important

Although many companies have tried to build MLMs on one-time product sales and constant recruiting for one-time product sales, unless there is a recurring monthly billing, AUTO-SHIP, or a minimum monthly sales quota requirement from each affiliate to get paid, you will never really establish true "walk away" income.

Unless people are solving some sort of problem by using your product or service, (i.e. the need to solve a health problem, the need to lose weight, the need to save money on products or services etc) they will not stay on a monthly auto-ship beyond a few months of not earning the "promised big money" that lured them into the company in the first place. (Another reason not to use "big money" as a lure to get people to join your company)

First of all, in order for an MLM to provide you with real long-term residual income, the company needs to provide a product or service that is "consumable": i.e. something that is used every month of the year. If the product is used everyday - or multiple times a day, that's when you know you have a serious winner.

The product or service needs to fit in one of these three categories:

The product or service is

- a) **Something that you like or need**
- b) **Something that saves you money on a monthly basis**
- d) **Something that helps you to solve a personal problem**

So if you really want to make big money in the industry, find a product, or a service that you like, that solves a problem, that you yourself can formulate a great testimony around, GET ON AUTOSHIP and start marketing.

Your goal is to find five other people who have a similar problem that your product or service can help! Then teach them this simple little model and teach them how to teach their five people to do the same.

Chapter 9

"The Power of Five"

Understanding Exponential Growth

Most MLM affiliate marketers never really grasp the power of exponential growth. They are so focused on a "salesman's mentality" only thinking short-term for immediate cash gratification. But to become a Top Income Earner you need to understand "the power of five", exponential growth and the long-term gratification of residual income.

It's not until you experience exponential growth first hand that you will be able to relate to the magnitude of what it can do to your monthly income and the quality of your life.

Here is one of the most dramatic examples of the power of exponential growth. If you had to make a choice between receiving:

- a) A penny doubled everyday for 30 days, or
- b) \$500,000 cash

Which would you choose?

Many people are quick to say they'd take the \$500,000 cash. But look at what a penny doubled everyday for 30 days generates for cash flow.

Day 1: \$.01
Day 2: \$.02
Day 3: \$.04
Day 4: \$.08
Day 5: \$.16
Day 6: \$.32
Day 7: \$.64
Day 8: \$1.28
Day 9: \$2.56
Day 10: \$5.12

Do you still want to stick with the penny doubled? Or go for the \$500,000 cash?

Day 11: \$10.24
Day 12: \$20.48
Day 13: \$40.96
Day 14: \$81.92
Day 15: \$163.84
Day 16: \$327.68
Day 17: \$655.36
Day 18: \$1,310.72
Day 19: \$2,621.44
Day 20: \$5,242.88

The \$500,000 cash still looks like it would be a better deal at this point doesn't it?

Day 21: \$10,485.76
Day 22: \$20,971.52
Day 23: \$41,943.04
Day 24: \$83,386.08
Day 25: \$167,772.16
Day 26: \$335,544.32
Day 27: \$671,088.64
Day 28: \$1,342,177.28
Day 29: \$2,684,354.56
Day 30: \$5,368,709.12

Quite surprising isn't it?

Quite a big difference once you look at it - as you would be getting over \$5 million dollars with the penny doubled everyday for 30 days route.

But it didn't start out that way! In fact, for the first 26 days, the \$500,000 cash still seems like the better deal. But in the end, the penny doubled every day produces over \$5 million dollars - ten times the \$500,000 immediate cash payout.

This analogy has a lot of similarities to your MLM affiliate marketing business. In the beginning you need to take a lot of effort to get a strong foundation in place, yet since most people see minimal rewards during this time, they quit.

What they don't realize is that using these strategies of specifically targeting MLM affiliates, five people can become 25 very fast and 25 can become 125 even faster. Once you have 625 affiliates, your business will start to grow with or without your efforts. And at some point, with the compounding effect of a lot of

people doing a little bit, over time, you will be putting in minimal efforts and receiving maximum reward.

It is something like a rocket ship taking off into space. You spend 80% of your fuel during take off and once it reaches a certain point it flies smoothly with minimal consumption.

Construction sites can go for what seems like forever as they dig and dig and dig: nothing but a hole to lay the foundation. Then one day you drive by that same location and BAM! It seems like overnight and all of a sudden there is a 15 or 20 story building towering over you!

MLM affiliate marketing is much the same - and in order to master it, you need to focus not just on recruiting, but teaching and training some of these basic concepts.

With MLM affiliate marketing, you will need to understand **the power of five.**



5 - 25 - 125 - 625

Your first goal in your MLM affiliate marketing business will be to find five business partners – **preferably those who have some experience in MLM affiliate marketing.**

Why is this so important? Most MLM affiliate marketers have at least five MLM affiliate marketers in their database, yet most of them have never been taught YOU FIRST BRANDING or BOOMERANG SPONSORING. This is where your new found knowledge will set you apart from everyone else and will start to position you as a leader that people will want to follow.

Your goal will be to get these people on track and on purpose. Start out by having them read MLM Affiliate Magic and get them BRANDING THEMSELVES first. By having each of your new affiliates read this book as soon as they start their business, each of you will be on the same page, working towards mutual goals.

All for one and one for all!

We've put this system together and made it affordable for everyone - specifically for that reason. So you can all be on the same page in your businesses and have people CALLING YOU wanting to do business with you. This strategy is a heck of a lot more fun than getting rejected by your next door neighbor, your best friend, or your parents!

It is important during the first phase of growth of your business to manage your expectations AND your new affiliate's expectations. Phase 1 should be dedicated to **getting your infrastructure in place** - setting up your lead capture pages, launching your auto responder and branding yourself as a leader. (All areas that we will discuss further along in the book)

By doing this, you will be setting yourself up as a professional marketer and Top Income Earner, instead of an amateur newbie who is at the mercy of the company, or the next Top Income Earner that comes into town.

Once your foundation is set up, you can start farming for MLM affiliate marketers and building relationships with other MLM affiliate marketers.

You will start ATTRACTING people into your business because what you are doing is REAL MARKETING not rolling the dice hoping that someone you know is going to say “Oh my God! I've been looking for a product exactly like this! Where have you been for so long”?

REAL MARKETING is track-able. You can test it and track the results. It removes the “lottery mentality” that most network marketers have in the industry and turns your business into a real cash generating business.

If you set out with a mentality of “everyone for themselves”, you will most likely fail and your five business partners will probably quit as well. People need to feel like they are part of a team all working towards mutual goals.

While you are getting your infrastructure setup, spend some time reviewing your company's marketing plan to fully understand what you need to do to make \$500 per month. The foundation of this formula is based upon the auto-ship feature. With most network marketing companies, the auto-ship, or minimum monthly sales quota ranges from \$60 to about \$400. And in over 90% of the cases, the average auto-ship order is about \$150 per month.

Based upon a payout of between 5% and 10%, (depending on your company and your compensation plan) and using the \$150 per month order – you would need between 50 and 75 MLM affiliates on a \$150 per month auto-ship to reach

the \$500 per month first step in your business. This is a great goal. If you are teaching this one concept alone; your five leaders' combined efforts, would generate between 250 and 375 affiliates if they all worked within the same mindset.

Find your five affiliates and help them find their five affiliates. Then teach them to do what you've just done. Now you have 125. Teach them to teach others and now you have 625. It sounds simple doesn't it? Well it's not! - Especially if you don't know any MLM affiliate marketers. But if you do, and you can attract them into your world and your business can - and will - grow at lightning speed!

This is one of the reasons that you will want to **specifically TARGET MLM affiliate marketers who have some experience**. These people have other MLM affiliates in their database and are already sold on the network marketing business model. Most of them have at least five people already, but do not have enough knowledge and/or skill, or leadership to get to the next level in their business growth. This is where your new knowledge and skills will really shine.

Chapter 10

Relationships and Systems

The next thing to understand about the MLM business model is that it is not about SALES. It is about RELATIONSHIPS and SYSTEMS. Yes, products do get sold, but not through conventional sales. Products get sold through systems like websites, web-casts, videos, video emails, interactive emails, CDs, DVDs, conference calls and A LOT of testimonials!

Most sales in MLM happen over multiple exposures with ongoing follow up and further relationship building, NOT on the first exposure.



This is one of the reasons that most sales people never make it in MLM affiliate marketing. They are looking for the quick sale and the immediate cash flow, but MLM affiliate marketing takes **multiple exposures and ongoing follow up** to enroll a new affiliate into your business.

If MLM is done properly, people sell themselves on why they should try your product. They go onto auto-ship because they genuinely like, or need your product, AND it solves a problem, either personally, or financially. They start an MLM business because they have convinced themselves that it can solve their problem.

People who really like the product may decide they want to earn a little extra cash and may look at the business opportunity because of their experience with the product or service. Others may simply want to help other people because of their own personal testimony.

In most cases, affiliates who stay committed to a monthly auto-ship are people who have a problem that the product, service or business model can help solve.

This is very important to understand!

If you have to hard sell someone onto auto-ship, or hard sell them into your business, they will eventually quit anyway (normally within 2 to 8 months). You will end up frustrated as you enroll people into your business and after a few months they quit. And they will feel "ripped off" because they never really wanted the product or the business in the first place.

Can you see why the “friends, family and business associates” model has ruined so many relationships with affiliates who think that MLM is about SALES?

If you do not get your affiliates connected enough to the benefits of why they should be ordering your product or service on a monthly basis, they will cancel their auto-ship after a few months.

In order to be a Top Income Earner, you need to realize that MLM is about helping people solve their problems. And the only way you can identify whether or not they have a problem is to ask them numerous questions in a number of conversations.

Recruiting is a process. It takes numerous conversations to build a relationship. It also takes time to understand a person’s needs, their personality type, and if the MLM product that you represent or the MLM business model is right for them. Remember, it’s not for everyone.

It also takes numerous exposures in a number of different ways before a person enrolls to buy your product or service - and even more exposures before you have a true business partner, or “business builder” that you can work with long term.

Unlike the sponsor who enrolled you and told you to “talk to anyone that will fog a mirror” about your product and business, or “anyone within a three foot circle”, we are here to tell you that MLM is not for everyone. MLM is for people who have identified they have a problem that the MLM business model and the product or service that you represent can help solve.

It is very important to realize that MLM is so much about TIMING in a person’s life. You can’t say the wrong thing to the right person and you can’t say the right thing to the wrong person.

So don’t get discouraged when people say that they are not interested in your product or business. Just get better at asking questions, listening, taking notes and building relationships. When you master these areas, you will also master MLM affiliate marketing.

Continue to send out monthly updates to your database about the successes that all of the **average people in your business** are having - with life changing testimonials. And when the TIMING is right, that person who was once a NO! May switch to a YES! This happens quite often. Life happens, and things change in people’s lives. You never know when the TIMING will be right for that

person. Be professional and set yourself apart from all of the other network marketers who keep on phoning and won't leave you alone, like a bad rash!

Like most amateurs do, don't bombard your database with daily or weekly emails trying to get them to meet the next Top Income Earner coming into town or constantly harass them to get onto the next weekly opportunity call. You'll just end up having your list opt-out of receiving information from you. Plus, people will start avoiding your phone calls. Instead, always provide **information of value** that will help people along their path and further BRAND YOU as a leader in the industry.

Ok...so you've found a product or service that you like. Not only do you like it, YOU LOVE IT! It has either - helped you with a personal health problem, made your life better in some way or helped you save a lot of money.

Now what?

You need to focus on finding five people who have a similar problem that your product or business model can help solve. After that, it is about teaching, training and helping people achieve their goals. Don't make the mistake that most MLM affiliate marketers make by trying to juggle too many people. Or constantly recruiting and throwing the new affiliates up against the wall hoping that one or two will stick. You will wear yourself too thin and there will be too many casualties along the way.

If people don't feel that someone cares, or that they are really being supported, they will quit. This is a hard reality truth. If you get caught up in the trap of not helping your people create a strong foundation because all you want are the fast start bonuses, they will quit. If you are a greed-driven person who only thinks about yourself and you do not help the other people in your organization make money - your affiliates will not only rebel like sailors creating MUTINY on the ship, but they will quit as well.

Remember this one important rule. If you can't help a new person in your organization get to a steady \$500 per month paycheck, you need to assign a person on your team who can give that affiliate the attention they deserve. If you build your business on a "toothpick foundation", it could crumble at anytime.

Etch your relationships IN STONE. No matter what happens to the company, you will have the allegiance of your MLM affiliate partners to follow your leadership into another company if necessary.

You need to work with these people to teach and train them and help explain the business model so they don't get caught in a conventional “SELLING MODE”.

MLM is about RELATIONSHIPS- NOT about sales.

Training can be done in groups and through web-casts or with pre-recorded audios and videos. (The latter preferably)

To save yourself a lot of time, have each new affiliate read MLM Affiliate Magic so they at least have a clear understanding of how the MLM business model really works and they understand the \$500 per month millionaire mindset. People that get caught up in “conventional selling” and “pitching people” on their company and product, almost never make it to the top.

Until your business is at least four levels of sponsorship, away from you (no matter what type of marketing plan) it is not yet considered stable. Stay focused on helping your five affiliate partners to work within this same mindset before you start thinking about expanding your business and working with additional affiliates.

Of course there will be people who are not coach-able or one's who want to do it their way. These are not the people you want to get you side tracked off what you know works.

Let them do it their way, and stay focused on what works for you.

The biggest mistake people make is trying to convince everyone on their team **that their way is the only way**. There are many ways to build a business and you will need to find what works best for you. Let people build their business in whatever way works best for them.

MLM affiliate marketing gives people the opportunity to let their own talents shine and there is no right or wrong way to run an MLM business. The bottom line is this: How much sales volume did your affiliate network do last month? And is it going to be bigger this month, next month and the month after that? That's it!

Your goal as a Top Income Earner is to have a lot of people doing the same things consistently, over and over, each and every day. We have had the most success in our business using the Boomerang Sponsoring System, so here it is in a nutshell. We hope that you will have as much success as we have had using this strategy.

MLM Affiliate MAGIC!

“Work full-time on your job, while you work part-time on your fortune”
Jim Rohn

Keep in mind that if what you are doing in your business is currently expanding your business exponentially, we always say, “If it ain’t broke, don’t fix it!” Continue doing what you are already doing.

This is just a new and innovative way to expand your business and build relationships with the people who can help expand your MLM business at lightning speed – MLM affiliate marketers!

Chapter 11

Stop Selling and Start Helping

MLM affiliate marketing is all about building trust and relationships FIRST and looking for new business partners SECOND. It is about teaming up with other like-minded entrepreneurs and working together to further assist one another in achieving each other's goals.

MLM affiliate marketing is about helping people to solve their problems using the MLM affiliate model as a vehicle, NOT about hard selling people into a program or front-end loading them with products.

In order to build trust, you need to stop selling and start helping as many MLM affiliates as you possibly can. Be the source and provider of the most cutting-edge information that the market has to offer. Whenever you find amazing business building ideas, tools, tips, tricks and strategies, give them away to each MLM affiliate in your database.



In order to attract the one – you must be the one. And if you want Top Income Earners in your business, you will have to roll up your sleeves and do what Top Income Earners do. Go to work and get the job done.

Think about it like this.

If everyone in your organization did exactly what you did today, this week, this month - how big would each of their organizations be? Lead by example and recruit by example. You should be the top recruiter in your organization every single month. If you're not - don't expect to get a paycheck like a Top Income Earner does.

Put systems in place to handle Quick Start Training of your new reps. Use MLM Affiliate Magic to explain all of the basics to your new affiliates. As each new affiliate starts, they will need to get clear on what they want from the business, learn what to do to make \$500 per month. And work on their personal story for the purposes of marketing.

Remember that BIG PAYCHECKS - take BIG EFFORT as well as a lot of leadership and a lot of leading by example. So if you're looking for the easy street to a six figure income, find a new career, because it takes a lot of hard work and a lot of personal growth to make it really BIG in the industry.

One thing is for sure - the efforts are very worthwhile in the end. What's more – the relationships you will make along the way will be “friends for life” and the person you will become in the process will be inspirational to those around you.

As you start to make more money in the industry, don't brag about how much money YOU are making. Instead take pride in how many people you have in your organization that are making money and how many people you are helping to become financially free because of your new found knowledge and skills.

By helping people along their current path with the Boomerang Sponsoring System, you will build a great database of network marketers who appreciate you for showing them the way.

As you teach these principles and teach others to teach these same principles, you will become recognized as a leader in the industry. Your phone will start ringing with more and more phone calls from people wanting to join you in whatever business you are involved with.

Some MLM affiliate marketers will want to join you in business now because they will look up to you as a valuable resource of information. For others it will take months. Others may take years to join you in your venture. Some may never join you in your business, but either way you will be recognized as a leader and you will be constantly filling your funnel with eager MLM affiliate marketers searching for answers and for leadership.

The Boomerang Sponsoring System is the most cost-effective way to build a network marketing business or any type of MLM affiliate program. It attracts other like-minded MLM affiliate marketers into your database who are searching for answers.

These are people who are already sold on the network marketing business model and they are prepared to pay a few hundred or even a few thousand dollars to get the information they require to go to the top in their business. They are hungry for residual income and are looking for the leadership that can show them the way and take them to “the promised land”.

Whether a prospect joins your MLM affiliate program or not the Boomerang Sponsoring System will qualify each prospect as a potential business partner for your venture. They will receive invaluable information that will help take their own business to the next level even if they decide they don't want to join your business. You will gain a new relationship with a fellow MLM affiliate marketer who is already sold on the network marketing business model.

Imagine if you were only talking to positive like-minded entrepreneurs each day who were already sold on the network marketing business model. The Boomerang Sponsoring System ensures that you will be attracting network marketers into your database, as well as making an income stream to further develop your advertising costs and fund your business.

Each time an eager MLM affiliate marketer purchases any of your affiliate products it will help to further fund your marketing and advertising campaign. And you will be developing a strong database and building relationships with other MLM affiliate marketers. **Now THIS is called MLM TARGET MARKETING!**

It is important to realize this:

Out of the 99.41% of the people who are failing in the network marketing industry, there are more affiliates searching for answers on how to make a six figure income in THEIR OWN MLM... than there are affiliates who are ready to “jump ship” from their own business to go into business with a total stranger.

The Boomerang Sponsoring System allows you to bridge the gap and build a relationship with many MLM affiliate marketers at various levels of growth in the industry. The more aggressively you promote the Boomerang Sponsoring System, the larger your database will be filled with other qualified network marketers who are genuinely searching for ways to take their businesses to the next level. What a great way to build your business! Getting PAID to prospect!

Chapter 12

The Amateur vs. the Top Income Earner

The Amateur affiliate marketer starts out the relationship by telling you how great their product and their company are. They spend their time hard selling you into their deal and keep trying to "sign you up" to buy their product.

They use "sense of urgency" and "fear of loss" tactics to try and enroll you into their company without connecting with you emotionally at all. They never ask you enough questions to even find out whether or not you have a problem that their product, service or company can help solve. They are only interested in one thing - enrolling you into their company and getting the fast start commission.

Some will promise you that:

"If you get in now, you're going to be in the money immediately!"

Or "I know a ton of people who are raking in the dough! You better get in now before it's too late!"

How about this one - "Just get in now! Don't worry about building your business. I'll build it for you. You won't have to do anything!"

Or "Just put a few of your contacts in front of me and you'll never look back!"

Ever heard this one? "We have so much business we don't know what to do with it. There's no one in your area at all!" What a bonus! Now you can fund the growth of the entire company in your area and pay for all of the expenses all by yourself. Wow! Are you ever lucky!

Don't get suckered!

Remember one important thing in MLM affiliate marketing: If you want to make a six - or seven - figure income, it takes a lot of hard work and there are **NO FREE RIDES!**

For the most part, all of the lures that they use are just to try and hook you into joining their business. They really have no intention of helping you at all. They're saying the same thing to the next 20 people to get them in as well! You're just another number and another sucker for falling for their story.

The reality is that you need to get into a business because it's the right decision for YOU, not because you are being hard sold into the company. The Amateur thinks short term, but the Top Income Earner thinks long term.

The Amateur is looking to recruit numbers, numbers and more numbers, leaving a “line-up of casualties” along the way! The Top Income Earner on the other hand is looking for quality people and gets them emotionally connected to their problem, then shows them how the MLM affiliate marketing business model or their product can help them to solve their problem.

The Top Income Earner wants you to set up your business properly with a strong foundation and encourages you to get educated on your company, your products and your marketing plan BEFORE you start talking to anyone about your business.

The Amateur is just interested in getting in front of your people as fast as possible and making another sale. They have no connection to you or your problem. You're just another number who can get them in front of more people as fast as possible, leaving boat loads of casualties along the way.

If you are in another MLM, the Amateur will tell you that their marketing plan is better than your marketing plan. Their product is better than your product. Their company is better than your company. Their deal is not only faster, it's easier. In fact, ANYONE can do their business, even if they are blindfolded!

The Top Income Earner, on the other hand, tells you that you will do great in the company you are with. In fact they will probably tell you that they have a few friends in that company that are making big money as well.

The Top Income Earner asks you what you are doing to promote your business - what is working and what isn't.

Then, the Top Income Earner provides you with a host of great tools and great information that will help “turbo charge your business”. They provide you with knowledge that will make your business not only easier, but will allow you to increase your productivity and promote your business 24/7, even while you're sleeping. Some of these tools provided by the Top Income Earner could very well double or even triple your income over the course of the next 12 to 18 months.

The Top Income Earner does not try to sway you off your path, but encourages you to become a Top Income Earner as well. The Top Income Earner only wants to work with people who want to work with them – people they have a connection with, so they can have fun building their business. They don't recruit everyone - only affiliates who have personality types that they feel comfortable working with. Because the Top Income Earner thinks long term! They want to build a business with people they enjoy spending time with and people they want to travel the world with.

The products that the Top Income Earner recommends are typically linked to additional affiliate programs or they are just great free tools that will genuinely help you along your path and save you thousands of dollars in failed marketing efforts.

Either way, by purchasing the Top Income Earner's e-book, you now qualify yourself as a person they will invest some of their time with to assist on the path towards financial freedom.

You will also be developing a further relationship with one or more leaders that can help you fast track your understanding of the industry and your way to the top.

The goal of the Top Income Earner is not to hard sell you into their company, or even to sell you on their product, in fact most of the time, unless you ask, the Top Income Earner won't even tell you what product or company they are promoting. You may find a small link at the bottom of their monthly newsletter that informs you about the company they are with, always very subtle and always secondary to helping you along your path.

Over time, you will begin to welcome information from the Top Income Earner and you will recognize their information as invaluable to the growth of your business. Their goal is simply for you to recognize their name as a valuable source of information and keep the lines of communication open, and be there when you decide you want to make a change.

You may get a newsletter every once in awhile from the Top Income Earner that is packed with more great tools and valuable insights on how to take your business to the next level.

The Top Income Earner knows that MLM affiliate marketers and pretty much any person in a career for that matter, will typically change companies at least

Three to eight times during the course of their careers! Many will be part of multiple affiliate programs over the course of their lifetime.

By providing you with more and more valuable information, and touching base with you every few months to see how you are making out on your path, the Top Income Earner begins to attract a much higher level of network marketer and leader into their business.

So what type of people will the Boomerang Sponsoring System attract? People who want to take their business up just a few notches and gain the knowledge and expertise of someone who really understands how to market.

Affiliates who are earning \$2000 or \$3000 per month will be looking for innovative ways to get their businesses to \$10,000 per month. These people will purchase your e-book. Affiliates already earning \$10,000 per month will be looking for innovative ways to get their businesses to \$30,000 per month. These affiliates as well will surf the Internet and come across your system as a way to take their business to the next level.

If you apply the formula of Boomerang Sponsoring and teach it to every new team member, you will have a massive database growing each and every month with eager MLM affiliate marketers who are all looking to take their businesses to the next level. This one concept alone will fast track you to the top in every single organization you are a part of.

Seasoned network and affiliate marketers are different than most people. They already realize that working 40 to 80 hours a week will not make them financially free. They understand that in order to create true passive income, they need to leverage their time and money through the efforts of many.

A seasoned network marketer who has a database of other seasoned network marketers can expand your business at lightning speed! At least twenty times faster than the typical top 100 list of friends, family and business contacts, which is the main technique that is taught to almost everyone who enters the MLM affiliate marketing industry.

To become a Top Income Earner you will need to start attracting other seasoned network marketers into your organization if you really want to make the big money. But it goes even further than that. In order to become a Top Income Earner, you need to attract a database of network marketers who are not only already sold on the network marketing business model, **but they are willing to**

pay to get the information required in order to get them to the next level of their success.

This one concept is probably the most important thing that you could get out of this book.

These people will spend a few hundred - up to a few thousand dollars for the right training, the right coaching and the right leadership to put them on the path of financial freedom using the MLM affiliate marketing business model.

This is the type of MLM affiliate partner that you want in your business.

They won't waste your valuable time complaining that they can't build their business, or that they don't have any marketing and advertising budgets. These are take action-get results people. These people will explode your business into massive duplication.

People who decide they want to participate in any MLM or affiliate marketing program don't have to be hard sold into the company. In fact, if you do this business properly, the affiliates who are qualified to do the business will be **calling you.**

That's right! Calling YOU!

In fact, once you learn how to market yourself as a Top Income Earner in the MLM industry, you won't need to spend countless hours on the phone cold calling prospects, buying bulk leads, video leads or running ads in the Globe and Mail or USA Today. You won't need to spend hours at a time trying to get a hold of your “knowledgeable up-line leader” for a 3-way call, or driving half way across your state, province or country to an opportunity meeting!

Because when you learn how to market **YOU! AS THE PRODUCT AND BRAND**, and use the Boomerang Sponsoring System to create a database of eager network marketers... people will be joining your business faster than you can say “residual income”!

Just like the farmer who has faith that his seeds will grow and eventually produce a harvest, you must also have faith that this system will work to turn you into a Top Income Earner in the MLM industry faster than you could ever imagine.

Chapter 13

YOU FIRST Branding

Why do network marketing companies love "NEWBIE affiliates"?

Because: None of them understand the importance of YOU FIRST BRANDING

They are all so excited about the concept of residual income, that as soon as they start their business, most spend hundreds if not thousands of dollars on brochures, CDs and DVDs. These promotional tools only further brand the network marketing company and their product lines.

Great for the companies, but not so great for the newbie! Here's why.

If a network marketing company runs into management problems, runs out of money, or changes their marketing plan (and most do), the newbie can watch their entire business come crumbling down in a few short weeks, certainly within a few short months. They have not created themselves as a brand, so all of the power has been given away to the company. They do not control their own path and are at the mercy of the company.

The Top Income Earner on the other hand does not depend on their company or product to shape their destiny. In fact, if one company goes out of business or gets bad press, it is easy for the Top Income Earner to be back up to a six-figure income in no time flat without even skipping a beat.

Since the Top Income Earner uses the Boomerang Sponsoring System "on the front end" to build their database and often times offers a variety of products and services "on the back end" that each create residual income; one company or one product will not have the same impact on the Top Income Earner than it will on the newbie affiliate.

Over the previous weeks and months, the Top Income Earner has built a strong relationship with a whole database of affiliates in a variety of companies, so when an email goes out that says that the Top Income Earner is launching a new Company and structuring a new team, they typically have a line up of affiliates who want to work directly with them on their next launch.

Keep in mind that all of the people in the Top Income Earner’s database are ALL already sold on the MLM affiliate business model, hence the reason that the Top Income Earner can be back on their feet in no time flat.

Think about how much money corporations spend on branding, marketing and advertising!

Each year, every major corporation spends millions upon millions of dollars “branding their company” and competing for a larger percentage of the market. In fact, many corporations will pay tens of millions or even hundreds of millions of dollars for actors, celebrities and sports stars to represent their brands so they can capture the attention of a specific target market.

Once YOU become the brand that people are buying FIRST and the products and services that you represent come SECOND, you truly will have the understanding of how to become a Top Income Earner in MLM affiliate marketing and be on the road to financial freedom.

Product brand names can evoke certain emotions and they can also represent a variety of core values. Volvo for example spent years creating a brand around SAFETY. Whereas Mercedes has spent years creating a brand around hand crafted precision and LUXURY.

When you see the name Rolex, or see a Rolex watch on a person’s wrist, what does it represent to you? Rolex wants you to think about a certain level of success, accomplishment and prestige.

The question is what emotions and core values do YOU want to evoke as a brand? This is where you will want to focus your attention on during the early stages of launching yourself as a Top Income Earner in the industry with YOU as the brand.

Chapter 14

Using YOU FIRST Branding To Market Yourself

YOU FIRST Branding - is simply a term for creating a story line about where you came from and what attracted you to the MLM affiliate marketing industry. Then, start sharing your story with the world. Not necessarily your entire life story, but the "Coles notes version" if you will.



YOU FIRST Branding - is a lot like a character profile. It reveals more about who you are, what you represent and why people will want to go into business with you instead of with someone else.

Your story should typically include the following information:

- Who** you are and what you do/did
- Why** you wanted a home-based business
- How** you found this business
- Why** you ultimately decided to join

Don't make your story all roses and sunshine so that no one can relate to it.

Remember that 99.41% of the people in the industry are failing, so your story needs to be something that the masses can relate to. Be honest with people about both your successes and your failures.

People typically want to go into business with a person who has more knowledge and skills than they do. But more importantly they want to go into business with someone they can relate to. So be honest about your story and really tell it like it is. Chances are that no matter how successful you are in the industry, your first few years of MLM affiliate marketing were probably just as challenging as anyone's.

If you want to attract the masses into your business, you need to share the fact that you've had just as much frustration cracking the code in the industry as they are having, and that you can relate to exactly what they are going through.

With almost every story of success, there is a deeper story of hardship and struggle. And if you do a little more digging with almost every successful person in the MLM affiliate marketing industry, you will most probably find this to be a true statement.

The “overnight success stories” that people make reference to are not really as they seem. In fact, almost all success stories are the result of many years of hard work, dedication and personal development.

The difference with using the Boomerang Sponsoring System over conventional strategies to build your MLM affiliate program is that it will dramatically fast track the speed at which you can succeed in this Industry. It is tried, tested and proven. There is no “guess work” with this system. It will work for you too if you follow each of the ideas outlined in this book.

Most people, who use the conventional top 100 lists of their friends, family and business associates, come from traditional network marketing. They have been in the industry for between 15 and 30 years and don't know of any other way to do the business other than the TOP 100 lists. And who can argue? They all made it through years and years of rejection and failure and are now raking in the dough. Heck, they're larger than life!

If you ask them about their first three to five years in the industry, you better grab some popcorn because you will have one entertaining evening listening to a host of war stories that they went through. Every single one of them deserves every penny they are making just from their perseverance and determination alone.

In today's day and age however, people have been bombarded with so many MLM products and programs that the lay of the land has changed dramatically.

People who enter into the industry these days who rely exclusively on their TOP 100 lists, with no other understanding of marketing are in for a long and bumpy ride. Many will make \$500 to \$5000 per month **if they are good**. But the real big money as a Top Income Earner comes from real database marketing; building relationships and ongoing follow up.

The people who make it big in MLM affiliate marketing all utilize some form of a Boomerang Sponsoring System and have a sophisticated database management system and auto responders in place to communicate on an ongoing basis with potential new partners and existing affiliates.

One of the most important things to remember when you are marketing yourself is that people typically want to do business with people who are either like them, or people who they aspire to be like. This is a proven fact!

So, fine-tune your story in such a way so that it attracts the type of person who you want to attract into your business.

You may have seen the movie called "The Secret" www.thesecond.tv that talks about the Law of Attraction. Use the Secret Law of Attraction to attract the type of people into your business that YOU want to work with. Get clear on the type of business partner that would work best with your personality type. Not everyone will be a fit for you. It's important to be aware of this.

You will most likely find that the people who respond best to your story are people who can relate to it the most. Most of them will have similar stories to yours that can see a lot of themselves in you.

Create a very detailed description of the type of business partners you want to attract to your business and put all of your attention on that. Just like the farmer who prays each day for sunshine, put that same amount of attention on attracting the perfect business partners into your business.

Here is an example of YOU FIRST Branding, it will give you an idea how powerful YOU FIRST Branding can be to help build your MLM Empire.

How a 29 Year Old Single Mom Went from Working Three Jobs Just to Make Ends Meet to Buying a Brand New Car and Putting Her Son into Private School Within 18 months!

You've reached the official MySpace Page of Jane Smith, from Vancouver BC Canada. I started this MySpace page for a couple of reasons.

First, to meet positive like-minded people: looking to take their lives to the next level. And secondly to help as many people as possible - get themselves out of what seems to be a never ending financial cycle that cripples most North American families.

Since the age of 12, I have always had dreams to live a life of financial freedom. My parents grew up poor and it was a hard stretch for us just to have two full meals a day and then leave the dinner table with a full stomach. Everyday I used

to pray to God that some day I would be able to live the good life and afford to travel the world.

I excelled in school as I thought it was the only way to make my parents proud. We didn't have many ways to entertain ourselves - no television or radio - so I put all of my focus onto schooling and rising to the top of my class.

At the age of 18, I found myself pregnant with my son Tom and before I knew it, there I was a single Mom in a poor family, with no university education and no hope of getting ahead. I worked three jobs just to make ends meet - two waitress jobs as well as tutoring two children in elementary school on evenings and weekends.

None of my friends were very successful so I didn't have any real role models going through my 20s. Then one day this woman named Barbara Thomas came into the restaurant I was working at. She was very well dressed and well manicured and from the first time I saw her, I said to myself...

"I want to be like her!"

At the time, I was just too shy to ask her what she did, so I just went on doing my job and minding my own business, making sure she had everything she needed. She paid her bill and said "Thank you so much for your excellent service. I will definitely be back!" Then she handed me a \$20 tip! The bill was only \$16. I remember standing there looking at that \$20 bill like it was made of gold.

For months and months I relived that day wondering what might have happened if I'd just asked her what she did. If I'd just had enough courage to say "Excuse me Miss, but can I ask you what line of work you are in?" I replayed it over and over like a broken record.

Then it happened. I remember standing at a table and I just finished taking an order, I turned around and the whole world seemed to go into slow motion. There she was walking right towards me. I felt like I was in a movie. She came right up to me and said "I hope I can get your section today!"

"Of course" I replied. "But I'm just about to take my break, if you don't mind sitting for a bit?"

She smiled and said that it would be worth the wait. I sat her in a booth near the back of the restaurant. She said, "Why don't you take your break here and I can get to know you better?"

Now was my chance! I had rehearsed this for months. I finally had the courage to say: "Just out of curiosity, what exactly do you do?"

She told me she was in network marketing and opened up her briefcase and pulled out a brochure that explained her business, her products and her compensation plan. Then all of a sudden, she closed her briefcase quickly and said "Never mind about all of this stuff, tell me more about you! We spent the next 25 minutes talking about my life and goals and by the time she left, I felt that I had a new best friend.

She said "Let's get together for coffee again some time. Here's my card!"

The card had her name, phone number, and web address on it.

"If you keep your options open" she said "and you're open to any additional streams of income, give me a call".

Options! I remember thinking. What options? You mean there are options? What did I know - I thought in order to make it big you needed a University Degree! Three days later we were having coffee again. Now I was really curious. What was network marketing anyway? Could I do it?

Over the next month, Barbara taught me exactly what to do to make my first \$500.

"What you have learned in the past month could literally make you a millionaire," she told me. Depending on how well you can build relationships and how well you can teach others this formula".

From that point on, I was hooked on network marketing. In the past 18 months, I have been able to buy a brand new car and put my son into private school. I would never have thought that this thing called network marketing could help to change my life so dramatically and help so many other people's lives in the process.

Barbara has now shared with me so many new and innovative ways to market myself - and my business. Now I share my story with others who are in a similar place that I was only 18 months ago.

Who would have thought that 18 months later, I am now the person who I've always wanted to become. I am now the inspiration to others - Thanks to Barbara for introducing me to network marketing!

Notice how this story takes you on a journey. Once you start to read it, you want to read the entire story. There's not a lot of hype or fluff, it just tells you the truth about Jane's life.

Do you think there are a few single Moms out there in the world that work two, or three jobs just to make ends meet who will be able to relate to this story?

You bet! Jane's phone will be ringing with INCOMING CALLS from people who want her to be their mentor. And have her show them what she did to turn her life around in such a short period of time. This strategy works! Just be honest and tell your story.

Chapter 15

3-Way Calling

A "Double-Edged" Sword!



Many traditional network marketers will tell you about the importance of using a 3-way call, to build your business. And people ask us all the time, what we think about 3-way calls and if they are successful at building a business.

Honestly, it's a good question.

So before we discuss this topic, something fundamental for any business owner needs to be addressed.

One of the most productive and effective things that you can be doing as a business owner is positioning yourself within your industry **as an expert** – regardless of what you're marketing. Isn't that what being a Top Income Earner is all about? **YOU are the expert.**

This way – others are approaching you. Not the other way around.

With that said – by nature, doesn't 3-way calling really position someone else and NOT you as the expert? Think about the psychology of this process for a second...

When you 3-way your prospect into your up-line (or any team member for that matter) who's building the credibility and who's being positioned as the expert?

It's certainly not you! Prospects and buyers in general would much rather buy from experts – who have established credibility because they are perceived to know what they are talking about.

The whole process of 3-waying someone else destroys your credibility and now someone ELSE becomes the expert instead of you. Who do you think they'd rather enroll with? A person establishing themselves as someone who knows what they are talking about? Or a person that had to call someone else for a better explanation of something because they weren't able to provide it.

It's kind of like buying from someone “in training”. Although we may do it, NOBODY enjoys it. Think about this the next time you're doing a 3-way call or leaning on someone else's expertise.

It's time for YOU to become the expert. Know everything you possibly can about your industry, comp plan, products, product history, founders and formulators of your product, etc.

Here is the double-edge sword of relying on 3-way calls to build your business and giving away the power to someone else. Who do all of your new affiliates call for their 3-way calls since you don't know the answers, your up-line?

And what happens when week after week, 20 affiliates are trying to reach the Guru. Pretty soon, no one can get a hold of the Guru and your business is flat-lined!

If they disappear or pull a “NO SHOW” for an important 3-way call (like most do at some point) it will not only reflect poorly on you, but it will take you out of momentum just as you think you are getting ready for lift-off in your business!

When the information comes from YOU and not someone else, you're now effectively positioning yourself. You're now the “go to person” – “the expert”. This establishes credibility and expertise, and as a direct result, creates more sign-ups.

So the one simple thing you can do immediately if you really want to become a Top Income Earner and you want to grow a massive organization . . .

GET EDUCATED and know everything about your business – SUCCESS FOLLOWS EXPERTS!

It may sound silly, but if you're relying on others to be your expert, or your “Go To person”, you are costing yourself product sales and distributor sign-ups every single day. You want others approaching you, so BE THE EXPERT YOURSELF!

When you position yourself in your online and offline marketing efforts and implement YOU FIRST BRANDING, people will be calling you. They're approaching you because they feel confident they're going with someone who knows “the ins and outs” of the business and they're confident you can help.

For that matter, when you do a 3-way call, does your prospect really have an interest in enrolling with you, or would they much rather enroll with the Guru? Who would you rather partner with?

We use 3-way calling as 3rd party validation testimonials, not to give away our power to a Top Income Earner, but to bring on a person who has just started and is already having great success working with your team.

We also use 3-way calls AFTER a person has joined the team as a way to introduce them to a number of their team members so they feel like they are part of a family.

We encourage people to be their own Guru in their business. STEP UP and take control of your own destiny. Now THIS is a great strategy! Don't give away your power to someone else.

Chapter 16

An Introduction to Lead Capture Pages

Corporate websites won't make you rich! But a lead capture page, an auto responder and database marketing will!

One thing that every Top Income Earner has in common is that they all use a lead capture, prospecting, squeeze or direct response page to promote their business. If they aren't using one of these, they are still in the dark ages and probably come from the traditional way of network marketing.

A lead capture page is typically a simple one-page website that may offer several generic advantages to owning a home based business. These typically include things like time freedom, flexible hours, no boss, work from home, more money etc. Or, the page will offer insider secrets on how to add 20 to 30 reps a week into your business; or information on how to generate thousands of leads for free, etc. You've probably seen these pages online before.

Usually the visitor is asked to fill out some basic information like their name, email, phone number and possibly some other details on the web form so that they will receive more information about working from home, a special free report or an e-book.

Lead generator companies typically run generic type ads on a mass scale and drive traffic to these lead capture pages, then sell the information off to many MLM affiliate marketers and make hundreds of dollars from every lead. They sell these leads repeatedly to generate revenues, so by the time these leads get to you, they are almost worthless.

After buying a few batches of these leads, you soon realize that most of them are “bunk”. The next thing that the eager MLM affiliate marketers does is buy “exclusive leads” or “video leads” **which you pay an even higher premium for!**

For the most part, from our experience, generic ads typically pull the wrong demographic. When you call this person back, you are perceived as a sales person, trying to sell them into your deal, versus them expecting a call from you when you use the strategies as outlined in this book.

Most of the people who respond to a generic home-based business ad are unemployed tire kickers looking for the next “big win”. Most of them are dead broke and have a lottery mentality. None of them understand that it takes real money to build a real company. These are not the type of individuals you want in your business and certainly not the type of people who are going to make you rich!

If you want your business to explode with momentum, you are looking for other MLM affiliate marketers who are already sold on the MLM affiliate marketing model. They are either searching for answers or for leadership.

This is why it is so important to learn how to

- a) Brand yourself FIRST (Before your product or company)
- b) Capture your prospects’ contact information to build your lead list by offering great content, special reports, e-books or the Boomerang Sponsoring System
- c) Receive email or SMS text notifications when someone is tracking on your website
- d) Learn how to ask questions to build rapport, TAKE NOTES and log the information into your database.
- e) Use an auto responder that will continue to market to your prospects long after their first exposure (Preferably with video email capabilities)
- f) Have web cast capabilities to cost-effectively bring people together from all over the world so you can further brand yourself as a leader.
- g) Use hotel gatherings locally in your area to bring business professionals together for social “meet and greet” networking wine and cheese events. Make the events more about helping your prospects fuel their core business than about promoting your opportunity. They will see the benefits of working with you from your level of professionalism and your vast array of contacts. The ones that like your product and leadership will get involved.

If you utilize this type of formula, you will generate an endless supply of leads for your own business. People will see that by doing business with you, they will gain valuable information on marketing and fuel their core business with new business at the same time. If everyone in your business is working this same formula, you will have a winning team.

You can target exactly the type of affiliates you want simply by modifying your own personal story. You will be the only person building a relationship with these prospects. No one else! Plus, you will be branding yourself as a Top Income

Earn in the industry from Day 1, by giving away or selling invaluable information.

Here's why corporate websites won't make you rich!

Most corporate websites do not give the viewer a guided path on what to read first or what order to read each of the pages. The viewer ends up more confused coming out the other end and has no real understanding of the opportunity or what's involved by the time they are finished viewing the website. There is usually either way too much information, or not enough information.

Either way, most corporate websites are not very effective at recruiting new affiliates unless you hold every single person's hand as you take them through the site. This can be very time consuming and won't bring the big numbers into your company. You need systems in place that do the majority of the heavy lifting for you. What you really want is INCOMING phone calls from people who want to do business with YOU!

With most corporate websites, there is no way of telling if a prospect has gone to your website. You will have to keep on calling your prospects again and again asking them if they have been to the website yet. A lead generator page solves this problem all together. You will be able to tell each time a person returns to your website to take your online tour. The system we use is called My Lead System Pro, and has all of these capabilities, plus a whole lot more.

Every Top Income Earner uses lead capture pages to promote their businesses. Often times they will use a catchy headline and some great sales copy to capture your interest, but they always offer something on the other side of the lead capture page that has such great, perceived value that people are more than willing to give their name, email address and telephone number to get it.

A lead capture page allows the Top Income Earner to easily monitor the success of any marketing and advertising campaign running at any given time. They can easily tell what their Cost Per Lead (CPL) is, simply by tracking how many leads their system generates over the course of a specific period of time.

When you use a lead capture page in conjunction with an e-book, or a software program that you market (some type of tool) each time someone purchases your product, you will receive commissions that you can put towards further funding your marketing and advertising campaign. If you continue to advertise with the concept of Boomerang Sponsoring, your database will start filling up with eager MLM affiliate marketers who you can start to build relationships with.

Imagine that for every 100 people who purchases affiliate products where you earn even \$20 each, you will generate \$2000 or more that will go towards your advertising budget. With this type of budget, to promote your lead generation strategies to others, you will be well on your way to becoming a Top Income Earner as an MLM affiliate marketer.

Continue to teach and train Boomerang Sponsoring and teach your new affiliates why it is so important to **BRAND THEM SELVES FIRST!** And your business will continue to explode into massive duplication because of these simple philosophies.

Remember - that all of the people coming into your database will be eager MLM affiliate marketers, looking for powerful new insights and leadership. No more people asking you if what you are doing is illegal, or if MLM is a pyramid scheme! Imagine that! What a breath of fresh air!

Lead generator pages are also a great way to filter out the “tire kickers” from the people who are really serious about building a business and creating residual income. Some people will input false names, emails and phone numbers into the lead capture pages, but they aren’t the ones you want to be talking to about your business anyway. So don’t even give that any of your attention or focus.

Just be happy that you’ve finally found a way to build relationships with other MLM affiliate marketers by providing invaluable information that will help them build their business.

One of the best investments you will ever make in your business is to master the skill of lead generation. In a perfect world, the objective is to be able to come up with many techniques and strategies that will generate hundreds, if not thousands, of leads for free.

Imagine if you had more people to talk to about your products and opportunity than you even had time for...

Isn’t that what every entrepreneur dreams about?

Well, if you apply the strategies laid out in this book, you will be pleasantly surprised at how fast that can become your reality. Certainly, there is going to be some work involved in getting everything setup. In fact, we’re not going to lie here. What separates the Top Income Earner from the rest of the pack is this:

“A Top Income Earner does what other people either can’t...or won’t”

So keep this in mind the next time you get your paycheck and it’s not a five or six figure check. The question is this: are you prepared to do what it takes to position yourself as a leader in the industry? Remember, it’s not for everyone. It’s going to take some work. There is no easy street to a six-figure income, no matter what your profession.

If you want to make big money as an MLM affiliate marketer and be recognized as a Top Income Earner, you’re going to have to roll up your sleeves and get busy.

Alternatively, for the corporate executive that has the money, but doesn’t have the time, hiring the people in each category of the implementation strategy is also a consideration. And many will do this.

By the time this is done, however, it will cost you between \$3000 and \$5000 to hire a team to do it. The more experience they have, the more it will cost you to complete each of the tasks.

If you have virtually no time and no budget, the other option is to do what we’ve done. Find a turn-key system where all of the work has been done for you and pay a nominal monthly fee to use the entire system without having to spend thousands of dollars to build it from scratch.

We wanted to find a system that anyone could afford and that would take away all of the excuses and reasons why it couldn’t be a reality for the “Average Joe”. We heard this statement a lot; “I can’t become a Top Income Earner because I don’t have the \$3000 to \$5000 to invest to get a professionally-branded lead capture page and an auto responder set up”.

Our goal here is to make the setup process to becoming a Top Income Earner as painless as possible. You won’t have to spend months coordinating it, or thousands of dollars to do it. We will also provide you with the basic education and understanding. So that if you do actually want to go out and do it from scratch, or hire someone to do it, you will at least know what to do. If you set yourself up properly, as we outline, and start to drive traffic to your lead generator page, you will start to see positive results almost immediately. **Are you ready?**

Chapter 17

Building Lead Capture Pages

Three Options to Consider

When you are building your lead capture pages, there are a number of options to consider.

- a) Build it yourself
- b) Hire a team to build it for you
- c) Find a turnkey completed system

OPTION A: Build it yourself

You can build it from scratch on your own. If you decide to do this, you would need the following:

- Your own domain
- Your own hosting account
- Some basic design software
- Some basic design skills to create the template
- Your own auto responder or paid service
- An FTP program to transfer files back and forth to your website

If you are like most MLM affiliate marketers, you simply don't have the time, knowledge or skill to take this on as a personal project, however . . . as a Top Income Earner, it is absolutely mandatory that you complete this process.

So, what do you do?

You will need to either hire someone (and buck up between \$3000 and \$5000 to get the job done) or do what we did and pay a nominal monthly fee for a system like My Lead System Pro.

Next, you will need to showcase your personal story on free social network sites like MySpace or Face-book with a link back to your auto responder. If you're building your business on a budget, like most people do, you will want to be as creative as possible like we've done.

You're probably asking yourself...

"Why would these guys use free social networks in combination with the Boomerang Sponsoring System?"

One simple word: DUPLICATION

We got tired of people telling us every reason why they couldn't become a Top Income Earner and the \$3000 to \$5000 system setup became their mental stumbling block. So we're showing you a simple formula that is so cost effective that anyone can do it.

Now... if you're a corporate executive and want to customize your own lead capture page system to your own specifications, you may want to try OPTION B:

OPTION B: Hire professionals

Professionals have done thousands of these pages with great success. They can do all of the work for you and eliminate a lot of the stress. You should budget between \$3000 and \$5000 to go through this process. Your budget will depend on the caliber of people you can hire.

The amount of experience your team has, and how professional you want your lead generator page to look, will weigh heavily on the price.

Although it may seem like a lot of money up front, if you take into account that 99.41% of the people in the industry never make any real money doing the TOP 100 lists of friends, family and business contacts, it is simply a cost of doing business and a write-off against your future income.

However, if you're like us and you know that most people just won't spend the time or the money to go through this whole process, even though it's absolutely necessary to becoming a Top Income Earner, go with OPTION C.

OPTION C: Pay a nominal monthly fee for a completed system:

When we started and we found out it was going to cost us between \$3000 and \$5000 to hire someone to set up this whole process, **we just about fell off our chair!** So we researched the Internet far and wide and found a system that has far exceeded our expectations with everything already completed!

Believe us when we say that it wasn't easy finding this! It took us months and months of research, a lot of coffee, and many sleepless nights surfing the web. The system is called **My Lead System Pro** and it comes with a highly sophisticated training system, video tutorials, auto responder, tracking capabilities, customizable video options and step by step instructions on exactly how to brand yourself as a leader in the industry from Day 1. This we like!

Anyone on the team can afford it and they get all of the benefits of being branded as a Top Income Earner from Day 1.

Also, since the auto responder system is included, you don't have to pay extra for it when you first get started. Although, we do recommend that if you want to always be in control of your list, you should set up an auto-responder with A-Weber or Get Response or something similar. Your list will become your hugest asset of all, so you really want to be in control of that asset. We were so impressed with the system that we hooked up our training manual – MLM Affiliate Magic to it.

The inventor will tell you that it took hundreds of thousands of dollars in development costs. And believe us... it's worth every penny and more! We haven't been able to find anything on the market that even comes close. So instead of paying between \$3000 and \$5000 to get setup, we paid a nominal setup fee and a low monthly fee to operate it. In fact, you can test drive the entire system for about \$29 for 30 Days.

This has become the winning combination that we attribute our top recruiting success to, each and every month. And it can work for you too!

Chapter 18

Building Your Own Lead Capture Pages

If you're looking for a challenge and you decide you want to take on the project yourself (and some do), here is what you will have to gather for your designer to make you shine as a Top Income Earner.

If you are a graphic designer or have a design background, all the power to you. Either way, here is what you will need:

- a) A domain name (yourname.com or whoisyourname.com)
- b) Basic ideas for text/wording (you can get a lot of ideas from your company's literature)
- c) Personal photos: These should be digital photographs done in a studio of you plus one or two lifestyle photos or family photos.
- d) Your own personal story (Who you are and why you are doing the business)
- e) Testimonials from other people about you or your information (Optional)
- f) Audio/Video: Helps to build credibility, trust and brand you further (Optional)
- g) A PDF file of your signature

Here is a little more detailed information on the list above.

Your Domain Name - we recommend that you use your personal name as your dotcom or a "Who is" strategy. Either will work. www.yourname.com, www.whoisyourname.com, or www.meetyourname.com.

Using this strategy, it will further brand you in the industry as a top leader and Top Income Earner. Remember that the first thing most people do is go directly to either Google or Yahoo and type in your name to see what comes up.

Using your name right in the domain name should pull you up onto the front page of either of these search engines. With some of the other strategies that we outline in this book there should be pages and pages of links with your name on them on both Google and Yahoo.

Your branded domain name is what you will use in all of your advertisements both online and offline as well as on your business cards.

b) Basic ideas for text/wording - Include some exciting selling points about your opportunity, e-book or special report. Most good designers can steer you in the right direction to a copywriter based on what you provide.

Make sure to get the information from your company website if you plan on talking about your company or product so that the information is compliant.

This is very important! Don't try and wing it. Many affiliates have lost their positions in companies by making false claims about their products and company or enticing people with copies of their paychecks and posting them online. Don't make yourself a casualty of the industry, especially if you want to become a Top Income Earner.

c) Personal Pictures - Preferably do some professional digital pictures in a studio and then also include a few lifestyle, family, or travel photos as well.

d) Your Personal Story - This should include some information about who you are, what you do, or what you did. It should also include why you wanted a home based business, how you found this business and why you ultimately decided to join.

Adding this personal touch will really set you apart from the rest of the people out there and it will make a huge difference in the quality of your prospects. Adding video or audio to your lead capture page will make it even more personal and will give you the opportunity to connect with people who can relate to you.

e) Testimonials - You don't have to be a multi-millionaire to have compelling testimonials. The testimonials could be about your character, or about how much you have helped another person succeed along their path in life. Here is an example:

"I have been very fortunate to work with NAME over the past few weeks. It is because of their hard work, dedication and commitment to my success, that I can honestly say I am now on the path to becoming a Top Income Earner in MLM affiliate marketing. This system really works. Finally! The answers I've been looking for. Thank you!" John Henry Washington, USA.

A completed sample design of the lead generator page might look something like this:



Make Money with Your Own Home Based Business

With the support of **Dani Johnson**,
the best trainer and coach in the home based business industry.

- ▶ More Money & Pay Off Debt
- ▶ Give Money to Charities
- ▶ More Time with Family
- ▶ Freedom To Do Whatever You Want to do

175,000 people this week will start a home business. Unfortunately most will fail due to a lack of knowledge and skill. Don't let this happen to you:

Get Started the Right Way!

Yes, I'd Like To Speak with One of Dani's Students Now & Learn About this Powerful Success System!

Fill Out Form Now To Get Your Free Information Today!

First Name *

Last Name *

Imagine the different quality of leads that this person will get using the formula laid out above, instead of the standard formula lead generated from a generic system like the one listed below.



Work from home!
Get more out of life!
Achieve your goals!

Make money your first week! Meet and exceed your financial goals and learn to be a leader!

Finally! A Rock-Solid, Debt-Free Company Unleashes The Internet's Most Powerful WORLDWIDE Marketing System That ANYONE Can Afford!

Take A FREE Test Drive Now

AN INSTANT FREE TOUR

Please Fill Out All Fields Below to Receive Info.

First Name:

Last Name:

Notice that the first lead capture page is a lot more personal and gives you the feeling that you are requesting information from a specific person. It connects people directly to you and/or a real family. This is what will attract the right people to call you about your opportunity, especially if they relate to your story and even more when the information that you are providing is of good value to them in building their business.

The second lead capture page is totally generic. These can work well also (if marketed correctly), but will not brand you upfront as a Top Income Earner. However, you can use your auto responder on the backend to personally brand you. People use either strategy with success so when it comes right down to it, it's really about your own style and personal preferences.

f) Audio and/or video: Adding audio, video or both to your lead capture page makes it even more personal. This will give people a chance to see that you are a real person, not someone hiding behind a computer screen. Keep in mind that the more you can connect with people and build a relationship **before you talk with them on the phone**, the more credibility you will have once you do.

g) Your Signature: Adding a signature to your site is a nice touch. It seems to give more credibility to the viewer. Don't use your real signature, as there are many people in the world that love to steal people's identities.

Another important thing you will want to take away from this introduction to lead capture pages is that every lead capture page contains the same parts and is focused on a SINGLE goal – getting the visitor to become either a subscriber or buyer.

These parts are as follows: an opt-in form (or sales prompt), a brief or lengthy introduction, a picture of the list/product owner, the signature of the list owner, and a call to action (or multiple calls to action).

Determining which model will work best for you can only be done simply through testing. While many boast a high conversion rate and attribute it to the shortness of their introduction (many will be one short paragraph), others will boast a high conversion rate because they use lengthy, thorough, and compelling copy.

If there is anything you absolutely must take away from an introduction to lead capture pages, it is that you cannot create a lead capture or squeeze page that isn't focused.

Chapter 19

The Importance of Follow Up

One of the most important things to remember about MLM affiliate marketing is that the fortune is in the follow up. Most people do not follow up with their prospects/ customers, and of the few that do, most of them don't know how.

This is the major reason that sales people have such a very high failure rate in the MLM affiliate marketing industry. Sales people expect that the first time they tell a person about their product or service, they should be able to make a sale.

If they don't...they get frustrated.

As soon as they do make the sale, they move on to someone else to try and make another sale. This type of salesman's mentality will cripple your business. In fact, you will never move into duplication until you understand that YOU MUST learn how to build long-term relationships to be successful in this industry. Take the focus off of you and onto your prospect.

Sales people do not understand that marketing is a process. Recruiting, like marketing is also a process, not an event; therefore, the strategic importance of following up on prospects.

This is what the National Sales Executive Association published on the statistics of follow up.

- 2% of sales are made on the 1st contact
- 3% on the 2nd contact
- 5% on the 3rd contact
- 10% on the 4th contact
- 80% on the 5th-12th contact

80% of all sales are made from the 5th through the 12th contact!

MLM affiliate marketing is much different than conventional sales. It is all about building trust and relationships NOT about hard selling someone on your company or product. It is about teaching others these same philosophies. And to become a Top Income Earner you will need to become good at teaching these philosophies and then at teaching other people how to teach these philosophies.

MLM Affiliate MAGIC!

“Work full-time on your job, while you work part-time on your fortune”
Jim Rohn

Teaching Boomerang Sponsoring will dramatically assist the speed at which your organization will grow simply because of the specific target market that it attracts.

When you start enrolling new affiliates, make sure that you connect each of them to your core leadership team within 24 to 48 hours. The company and opportunity needs to become much bigger than you.

Make sure that your new affiliates are having success; at least four levels down before you move your attention onto other affiliates. Lose sight of this one concept and your business will never move into real duplication. Plus, you will never create stability with your leaders, which is crucial to becoming a Top Income Earner.

Chapter 20

Keeping Track Of Your Communications

As a Top Income Earner, it is **EXTREMELY IMPORTANT** for you to keep track of the conversations you have with your potential business partners. We recommend that you take notes of your conversations and log them into your database for future reference. This will allow you to be able to refer back to them at a later date. This will separate you from the cold callers and people who run their business as amateurs.

In the process of building a relationship with your prospects, find out why they are involved in their business. Why did they get into MLM in the first place? What do they want to achieve from the industry? What successes have they had so far? What is working best for them in the areas of marketing and promotions? How are their recruiting numbers?



Ask your potential business partners a lot of questions about their likes, dislikes, their family, their passions and make sure to find out what programs they are currently in, or have been in, and what is working for them the best to promote their business. Always keep an eye open for the seasoned network marketer and be sure to position yourself as a Top Income Earner in the conversation.

Remember that you are selling YOURSELF as the brand, NOT your company, product or service. A seasoned network marketer will appreciate the fact that you have no intention of "pitching them" on your deal. You can always casually mention which company you are with, but don't spend much time focusing on it. Ask as many questions as you possibly can ABOUT THEM.

Take the focus off of you and onto the prospect. Listen, listen, listen and continue to take as many notes as you possibly can during your conversation. After the conversation, transfer your notes into your database and make sure to indicate the date of your conversation and the next time to follow up.

The people who make it to the top as a Top Income Earner in MLM affiliate marketing are people who have the best understanding of mirroring and modeling the prospects personality and can adjust to the vast array of personality

types. This will take a lot of personal growth on your part as well as a lot of practice to get good at.

Top Income Earners are willing to do the personal growth and break through any self-limitations that most people carry with them their entire lives. Look at any Top Income Earner’s library of personal development books, tapes, CDs and DVDs and you will notice one common thread. Their libraries are not only HUGE, but they continue to grow each and every month.

As in any industry, few people will actually put in the daily consistent action required to become a Top Income Earner in the MLM affiliate marketing industry. There will be many affiliates who come and go. The ones that end up making it big do not get there by accident.

Like any industry, the people who have the “do whatever it takes attitude” are the ones that cross the finish line and are there at the “celebration dinner”.

**Here is how the real numbers typically “shake-out”
In MLM affiliate marketing:**

- 85% of the people in your business will buy your products at wholesale and will be happy with \$200 to \$500 per month. These people are extremely important to the success of your business, because they make up 85% of it!
- 10% of the people in your business will start to catch the vision of the bigger picture of possibilities, but will be happy with between \$2000 and \$5000 per month. These people can easily jump to the next levels of leadership with the right coaching and guidance using the Boomerang Sponsoring System.
- 4% of the people will start to understand the importance of teaching, training and leading by example. They will earn between \$10,000 and \$15,000 per month if they’re good. Once they learn how to train the trainers, they can move to the next level.
- ONLY 1% of the people will do what it takes to become a Top Income Earner and a top leader to earn the \$50,000 to \$250,000 per month incomes. ONLY 1%! These are the ones that “train the trainers”, lead by example, brand themselves first - and have a “Do whatever it takes attitude”.

The question is: Are you willing to do whatever it takes?

As a Top Income Earner in the MLM affiliate marketing industry, it is important to keep yourself abreast of the Top Income Earners in each of the hottest companies. So when you come in contact with a seasoned network marketer, you can drop a few of the top names of people in the industry or ask them if they know these people as well.

This will position you as a person who is “in the know” and not a newbie to the industry. There are not a lot of companies in the industry that are doing over \$100 million per year in sales, so it won’t take a significant amount of time, energy, effort or research to find out who’s who, and who the Top Income Earners are.

Chapter 21

Why Continued Exposure Will Make You Rich

If you want to make it big in the MLM affiliate marketing industry, you will need to understand the importance of continued exposure. This one concept alone will make you rich. But only if you do it right!

How many times a day do you see or hear about Coca-Cola?

You hear Coke ads, see them on billboards, and you see them in magazines, on TV, on radio, and everywhere. Why?

You may already like Coke - you already know where to buy it - and you already know what it costs. So why is it, that Coca-Cola spends millions per month on advertising?

One reason and one reason only: To keep Coke on your mind as often as possible so you will be more likely to crave it, and therefore buy it. They want you to think of Coke as often as humanly possible! Are you getting the picture here?

Let's look at how they follow up. Do they call you repeatedly and ask if you've watched the DVD or seen the company presentation website, or remind you every time you see an ad that you need to come to a presentation meeting?

Of course not!

If they did that - you would hate Coke. Even if you enjoyed the taste, every time you'd see a bottle of Coke, it would remind you of the disdain you have because of their constant “Bugging you”.

Instead, they paint lifestyle images on billboards, TV and in your mind. Why?

Because they know that everyone dreams of lifestyle. And even though Coke can never physically take you to the place of your dreams, every time you drink it, it just makes you feel good. Why?

Because they associate lifestyle images with the cold refreshing taste of Coke, and that becomes the meaning of Coke. So you see it's really not about the

syrup, the sugar, and the carbonated water in the drink that makes a person try a Coke.

It's what Coke represents on a unique individual personal level to each and every person who tries it. That's the secret to recruiting in network marketing. You should consider marketing your products and services to your prospects in a similar fashion.

In this business, you can't play dirty and win. You MUST play the game correctly, consistently, persistently and with the utmost determination to succeed.

That means getting your message in front of the prospect in a way that has meaning to them, repeatedly over the course of time. If you don't do it, who will? Guaranteed it will be some other Top Income Earner that is more organized than you with compelling content that stays in the prospects' mind on an ongoing basis.

That Top Income Earner will be there when the time is right for the prospect. And you will have lost a sale because you failed to continually stay in front of your prospect. **The secret is in the follow up! And Auto-Responders are the key.**

Chapter 22

Auto Responders

A Top Income Earners Secret Weapon

Whether you are communicating with a database of potential affiliate partners or an existing organization of MLM affiliates, you will need to make sure that you have a database management system setup that is equipped with auto responder capabilities.

When most people start an MLM affiliate organization, no one tells them that the key to creating momentum is to stay connected with their affiliates, leaders and their prospects.

For this to happen, you need to be in direct communication with **three separate databases**:

- Affiliates
- Leaders
- Prospects

Each one of these databases will require different messages. Keep in mind that you won't be sending the same type of messages to affiliate/customers that you will to your leaders so keep each of the lists coded in your database.

Once your MLM affiliate organization grows beyond a few hundred affiliates, and your lead list grows beyond a few hundred leads, it becomes impossible to stay connected with all of these databases by phone.

Working with individual emails, or adding people one by one to an email, will take you forever. You need to be able to send out messages to each of these databases with the press of a button. This is why the auto responder system is so important.

When it comes to marketing your Boomerang Sponsoring System on the front end and your main business on the backend, keep in mind that very few people, (almost none), ever respond to any type of offer on their first exposure. In fact, studies show that it takes **a minimum of at least 3 to 5 exposures for a person to sign into a new program.**

Using an auto responder, you will be able to continue the relationship building process with your entire database. Plus, your MLM affiliate business can be run from anywhere in the world, and in a lot of cases it can be run on autopilot.

What does that mean?

It means that your business will continue to run and to communicate with every new person who opts-in to your system, whether you call them or not. This is great for the part-time person who has a full-time job and cannot respond personally to every new prospect that requests more information about their Boomerang Sponsoring System and MLM affiliate opportunity.

The part-timer can send out a weekly, bi-monthly or monthly newsletter to further brand themselves in the industry and give away more valuable tools, tips and tricks for recruiting MLM affiliate marketers.

Keep in mind that MLM affiliate marketing is about BUILDING RELATIONSHIPS, so if you are not prepared to pick up the phone to make new friends and build new relationships from all of the leads your system is generating, then this business probably isn't for you.

An auto-responder is basically the e-mail version of a fax-on-demand system. It automatically stores the person's email and contact information and sends them a series of messages over time. These messages are prewritten and stored in the system.

These letters can be set to go out at whatever intervals you select: every day, every week, once a month or whenever you like. Your auto responder system will supply you with opt-in forms for your site and lead capture pages. The auto responder will produce html code or java script which you then insert into your web pages, wherever you want to place your forms.

When you or someone sends an email to your auto-responder address or you enter a name into the system (your subscribe box), three things will happen:

- * Your first message will be sent
- * You will receive a notice that someone sent a message to your auto-responder
- * The person's name and email address are captured and added to your web based opt-in list, which is part of your auto-responder system.

Once the auto responder system is set-up; all you have to do is add names and e-mail addresses and load it with six or seven pre-written letters in your system. You will then be able to concentrate on building your list. Just be sure to subscribe yourself so you can see how your letters will look when they are sent.

The Auto-Responder is the MOST important tool in building your list. It keeps your product, service or program in front of the prospect so they won't forget you!

It provides your prospects with more information since studies have shown that people don't buy on the first contact. You have to build up trust with your prospect and then they are more willing to consider your offer/ product/program.

The fact that they have asked for more information means they are good-targeted leads - they are interested in finding out more - and they will probably buy when the time is right.

Your auto responder(s) does all this for you automatically.

Because it's so important, you need to have a good reliable auto-responder system. Here are some of the top trusted ones - these have been around for years.

<http://www.aweber.com>

<http://www.getresponse>

<http://www.officevp.com>

<http://www.bighitmailer.com>

A-Weber is the one that we use simply because it has the highest delivery rates out of all of the auto-responders on the market, and that's what's most important. There are other systems like the My Lead System Pro but we like the customizable features of MLSP then best.

The information you're reading now with the Sponsoring System came from My Lead System Pro and A-Weber. We have been using this system for quite some time and highly recommend it to anyone who wants to become a Top Income Earner in MLM affiliate marketing.

If you choose one of the other systems listed above - their set-ups are similar although they don't have as many bells, whistles as the My Lead System Pro System. When you first get started, you may just want to keep it simple.

Please Note: When you choose My Lead System Pro, it is a good idea to take advantage of their affiliate programs as well. Why?

Because each time someone else chooses any of the products offered by My Lead System Pro, you will make a commission on every product purchase. This starts to become significant when your list has been built up to 10,000 people or more.

In our humble opinion, if you are building a serious MLM affiliate marketing business as a Top Income Earner, every one of your leaders should be using an auto responder system in combination with My Lead System Pro. This is where the rubber really hits the road.

In addition to an auto responder, you will need to have an actual offer that people want to buy. You may want to develop a product yourself, such as an e-book or a special report that provides valuable tips, tricks or strategies. However, to save you a lot of time, research, programming, design costs and copywriter fees, we recommend that you start out with My Lead System Pro and just buy a copy of Mike Dillard’s Magnetic Sponsoring. This will allow you to put this model into action with all that you’ve learned from this book. The most important thing is that you can start profiting immediately.

With the Magnetic Sponsoring Book it sells for about \$40 and pays about \$20 to you for commission. All of the e-commerce and check-out integration is already done for you.

If you would like to have your own exclusive e-book, but don't feel you have the skills to write it - you can always hire a professional to do it for you through Elance.com or Guru.com.

In order to process credit card transactions, you will need a “check-out service” so that people can buy your product and you can get paid. You may want to consider Paypal or 2CheckOut. Both of these services will allow you to make transactions quickly.

Chapter 23

Driving Traffic into Your Lead Capture Page

Driving traffic into your lead capture page – it *sounds easy, doesn't it?* Well, it's not. And no matter how great your lead capture page is - it won't matter if no one ever reads it.

Furthermore, if everyone in the world other than your target audience reads it - It won't matter either. This is why you need to find media through which you can drive targeted visitors to your lead capture page.

One way in which you can drive traffic to your lead capture page is through natural search engine optimization. This is the slowest process, but it is also one of the best ways to ensure a **continually increasing** stream of traffic over time.

Natural Search Engine Optimization

Generating natural search engine traffic generally entails getting links to your site. While reciprocal linking was once the best strategy, experts now believe that major search engines are devaluing reciprocal links in favor of one-way links and triangular links (which search engines can't really detect).

We have had amazing success using a program called "Trafficgeyser" as well as press releases and e-zine articles to gain natural search engine optimization. Both of these areas are discussed further along in this book.

Another Way in Which to Get Natural Search Engine Traffic is by Optimizing Your Website for Certain Key Phrases

You can do this by creating pages that specifically focus on one keyword on your given niche. You can then set the page extension to that keyword and optimize the content at a 1.5% density for that keyword. You will also want to use it in header and title tags.

Now, in addition to building natural search engine traffic, you will want to consider using pay-per-click advertising. You can do this by opening an account with Google Adwords.

As mentioned earlier, successful Google Adwords campaigns do two things: they group keywords into multiple, small, related groups – and they send leads to multiple, tweaked lead capture pages.

This means you will have to start with some careful keyword research; and you will then have to alter your lead capture pages to match that research. These are some of the most commonly used tools for driving traffic to a lead capture page. However, they are not always the most effective.

Now, both of those methods can be effective, but they both usually have rather high barriers to entry and require a lot of work.

Luckily, you do have another option: human connections. And this is where most Internet marketers fail. They don't realize the power of human connections because they are so caught up in the idea of making transactions and collecting massive checks without having to deal with customers and clients.

Joint Venture Partnerships

One quick way to get traffic through human connections is a joint venture. You can enter into a joint venture by compiling a list of possible “partners” -- or people who might be able to assist you in some mutually-beneficial way. This list might include other list or site owners in your niche, and experts.

There's only one important thing you should keep in mind when contacting joint venture partners – and that is to make it as quick, easy, and beneficial for them as possible. If they have no incentive for doing it, they probably won't even reply to you. And if it isn't easy, they'll accept other joint venture offers over yours.

Blogs and Forums

Another way in which you can drive traffic to your lead capture page is through blog and forum posting; however, it is important that you do not spam, as many businesses do.

Instead, actually participate on the forum, provide people with something of value, and after a while, post your product in your signature – and try to network with people on the forum who work in similar fields.

Your approach to blog posting should be similar. Include a signature file that links back to your lead capture page, but don't spam. Instead, post useful comments. This is not only more ethical, but it is plainly more effective. Spam gets deleted. Good comments get praised, inducing people to follow your link and check out your products.

Online Social Networking... What is that?

The Internet is filled with millions of individuals who are looking to meet other Internet users and develop friendships and business relationships, too.

When it comes to social networking, websites are very commonly used. These websites are known as social sites. Social networking websites function like an online community of Internet users. Depending on the website in question, many of these online community members share a common interest such as hobbies, religion, or politics. Once you are granted access to a social networking website you can begin to socialize. This socialization may include reading the profile pages of other members and possibly even contacting them.

The friends that you can make are just one of the many benefits to social networking online. Another benefit includes diversity because the Internet gives individuals from all around the world access to social networking sites.

This means that although you are in the United States, you could develop an online friendship with someone in France or Switzerland. Not only will you make a new friend, but you just might learn a thing or two about a new culture or new language. And, learning is always a good thing.

As mentioned, social networking often involves grouping specific individuals or organizations together. While there are a number of social networking websites that focus on particular interests, there are others that do not. The websites without a main focus are often referred to as "traditional" social networking websites and usually have open memberships.

This means that anyone can become a member, no matter what their hobbies, beliefs, or views are. However, once you are inside this online community, you can begin to create your own network of friends and eliminate members that do not share common interests or goals.

We recommend using social networks like Myspace.com, Facebook.com, Twitter.com and other Web 2.0 social platforms to promote YOU as the brand. These are platforms that can showcase your story and give you the opportunity to connect with other like-minded entrepreneurs and MLM affiliate marketers.

Most of these sites have the ability to add people as friends. So when you get a friend request, your goal is to build rapport with that person right away. Ask them as many questions as possible about themselves and their businesses and get them into a conversation. Spend as much time as you can - talking about them.

The goal is to be able to get them offline and onto either Skype or on the phone in a person-to-person conversation as soon as you can. This will be the start of your relationship.

On your first conversation, don't start pitching them on your deal and try and take over the whole conversation talking about your product and your company. There's nothing worse than that! Spend the conversation focusing your attention on the other person and watch the magic start to happen!

We use a combination of MySpace and YouTube and drive traffic between these two sites. We have found this to be an excellent marketing strategy and a great way to further brand yourself as a Top Income Earner.

Friend Blaster Pro Software

Friend Blaster Pro is a great software program that can help build your business using MySpace. It is one of the products offered in My Lead System Pro. Once you identify other MLM affiliate marketers, or personal development coaches with a large database of contacts, you can set the program to find friends on their page.

They've already done a lot of the work to find potential prospects for you, so make use of their lists. Set the program to go find friends on their page. Once you have a list of a few thousand people, set the program to send out friend requests every 30 seconds.

Don't send out more than 100 friend requests per day. The pending friend requests should not get backed up to more than about 20 pages. If you have too many pending friend requests and do not monitor your account, you could risk your account getting deleted.

When a person requests adding you as a friend on MySpace, try to engage them into a conversation by asking as many questions as possible about themselves and their business.

Your goal is to get them on Skype or the phone to start building a relationship as soon as you can. Think long term. Not about making a quick sale as soon as you meet them. This is where most people go wrong. In order to do well in the industry you need to build the relationship FIRST!

The Importance of Using Skype to Build Rapport and Relationships

Skype is a free long distance computer-to-computer communications service. It is like having a telephone company as your business partner. It will allow you to make friends internationally and stay connected to your key leaders around the world FREE OF CHARGE.

You can really build a lot of rapport using Skype and we highly recommend that you make it part of your relationship-building process. Advertise your Skype address on your MySpace website as well as any other Web 2.0 platforms where you post on your YOU FIRST Branding page.

Skype has a message system like MSN messenger, as well as the computer-to-computer service, which makes it convenient to stay connected with your new MLM affiliate partners.

If you do not have a Skype address, go to www.Skype.com and get one now. It's free!

Using YouTube to Brand Yourself as a Top Income Earner

You Tube is one amazing strategy that you can use to brand yourself as a Top Income Earner. Why? One reason and one reason only: EYEBALLS!

Google bought YouTube for a staggering \$1.62 Billion for a good reason. Currently, an average of 100 million videos are viewed every single day on YouTube; almost 2.8 billion videos every single month!

This is definitely an area that you want to expose yourself, your products and services to the world. Don't be worried about getting your videos perfect! In fact, just be natural. Reality TV is the most popular form of television right now.

Just try and provide good quality content about things like leadership, generating leads, the Boomerang Sponsoring System, your opportunity and what makes you unique and special. Why should a person follow you?

YouTube can drive thousands of viewers to further brand you as a Top Income Earner internationally. If your content is good, a lot of those people will subscribe to your videos and forward your videos to others. Add a link to your MySpace page and encourage people to add you as a friend. Many will check out what products, services and companies you are involved with.

Either way, whether they join you in business or not, try to establish a relationship with them for the future. As you find new tools, systems and techniques that help you, share them with all of the people on your friends list.

Trafficgeyser Software

The fastest way to get on the front page of Google and Yahoo with key words is to use a program called Trafficgeyser. It is another product offered in My Lead System Pro.

Trafficgeyser is like a distribution portal into about 40 different distribution outlets for broadcasting your videos and podcasts. When you first get started, it will take you some time to set up an account on each of the websites. But once you are done, you basically have an online distribution portal that will distribute your video and podcast content through 40 different distribution outlets.

Using this strategy, you can normally get onto the front page of Google and Yahoo about your business opportunity within 24 to 48 hours. You will most certainly see your video and podcast content register **multiple times** within the first five pages using this strategy.

Check out www.trafficgeyser.com and watch the promo video. This software program is amazing. You will be blown away with what it can do for your business. The service costs \$97 per month and it is worth every penny.

Press Releases

Press releases can be a great way to drive traffic to your page. You will want to follow the trends and shifts happening in the market and put out breaking news that will drive traffic from a specific market sector.

i.e.) In the US, the mortgage industry is under some serious pressure. Mortgage brokerage firms are going under. Some mortgage brokers are finding it a tough go. Here is a headline that would get attention and attract people from that industry.

Mortgage Brokers Discover New Online Income Streams during Tough Times

If you use these strategies, you will want to build a simple lead capture page that is industry specific. For this example you would build the lead capture page around the mortgage broker industry.

Include some “industry language” and testimonials from mortgage brokers that are having success generating income from your online system, company, or products. This strategy can be used for any industry, from automotive to real estate.

There are a few “FREE” press release services available as well.

www.free-press-release.com
www.24-7pressrelease.com

We recommend at least paying the minimal entry amounts on each of these websites as you will only get away with a few totally free press releases before you get blacklisted and you’ll wonder why you aren’t getting any views.

We get the widest distribution and exposure from www.prweb.com and continue to use their services all of the time. If you want to use PR Web however, the distribution does cost money. Press releases run from \$80 to \$360 per release depending on the distribution.

We have had some good response running press releases with the free press services and paying the minimum amount, so don’t think you have to have a big budget to use this strategy.

E-zine Articles

E-zine articles are a great way to get exposure as a leader in the industry. You can write content-based articles yourself, hire a writer, or use other people’s articles as long as you give them credit for it.

If you are not the author of the article, it doesn’t matter. Providing content can be just as powerful. It will position you as a content provider and a leader in the industry. Since your name and website are listed in the contact information, if someone does a Google search, those links will appear as content links, making your image even larger as a Top Income Earner. We HIGHLY RECOMMEND this strategy.

At the bottom of the article you can write something like this:

About the content provider: John Doe is a leader and success coach in the MLM affiliate marketing industry. He teaches affiliates how to brand themselves internationally and how to GET PAID TO PROSPECT. For more information: visit www.yourwebsite.com

Some ezine sites will not let you post either your web address, phone number, or both - others will. Either way, your name is what counts. You will have to check this out as you upload each article. As people start searching for more information on MLM, your name will keep on appearing all over the web.

Business Cards

While business cards may seem old and traditional, they are still one of the most cost effective ways to network with other business professionals. Yet, you’d be surprised at how many people STILL don’t have business cards these days. Get in the habit of carrying at least 20 to 30 cards everywhere you go.

Print your cards on double weight stock to stand out above the crowd and get noticed. When you hand out your card with double weighted card stock, it will carry with it a certain amount of shock value. People will notice immediately and most will comment on it. This puts more attention and focus onto your card and what you do for a longer period of time.

Make sure that your business card highlights YOU, your website and your free report. Remember you are BRANDING YOU! Not your company or product.

Conventional Print Advertising

If you are going to buy conventional print advertising, you want to drive all of your traffic to your lead generation system/opt-in page NOT to calling you directly. This will screen out all of the tire kickers and you won't have to waste your valuable time talking to "lookiloos" that are not even qualified to take up your time.

Prospects need to qualify to get your time and if they aren't prepared to fill out the information request form, you don't have the time to talk to them. It's that simple.

Your advertising should be targeting MLM affiliate marketers*, so on your first call make it really casual and just a get to know. You want to come across as someone that is helping them with more valuable information. Take control of the conversation at all times.

If they have attitude, it usually means they aren't coach-able, so if you get someone that is being unreasonably difficult, don't be afraid to let the person go and move on. If they are challenging to deal with now, don't think for a minute it will improve further along the way.

*When it comes to print ads, we typically target the ads directly at home-based business owners and not the general public. We went through tens of thousands of dollars with generic business opportunity ads and found that they simply attracted the wrong type of person for what we were looking for. Most are anti-MLM and they will just waste your valuable time and make you frustrated.

So, if you are going to run print ads, try ones like these:

Add 20 to 30 reps to your home-based business every week and GET PAID to PROSPECT. Affordable turnkey system works like magic.

www.yourleadcapturepage.com

Only suckers buy leads! I can show you how to generate thousands of leads for FREE for your home-based business with my amazing system.

www.yourleadcapturepage.com

Tired of prospecting for your home-based business? Have people calling you with credit card in hand wanting to join your business.

www.yourleadcapturepage.com

Vinyl Vehicle Graphics or Bumper Stickers

You would be amazed at how powerful vinyl vehicle graphics and bumper stickers can be to promote your Business. Your vehicle is a moving billboard that goes everywhere you do. So why not make use of it?

People pay thousands of dollars each month for transit advertising for a reason. It allows you to hit a very wide demographic of people over a large amount of space - typically a 20 to 30 mile radius.

Consider tinting your rear window and using the window like a billboard to advertise your business.

People read bumper stickers out of habit, so never underestimate the power of bumper stickers to get your message across.

Also, if you check with your accountant, you can most likely write-off your monthly car payment as **transit advertising**. Good thinking!

The Importance of Labeling Your Literature and Samples

Always make sure to carry samples of your product and literature with you wherever you go. **ESPECIALLY IN YOUR VEHICLE!**

MAKE SURE that every sample and piece of literature is labeled with your website and contact information **AT ALL TIMES**. Also, do not give out samples and literature until you have asked enough questions to qualify a person to see if there is a problem that your product or company can help solve. Don't just be giving away samples to "everyone and their brother". Samples and marketing materials cost money. Make every one count!

MAKE SURE to get their contact information for follow up. Otherwise you are throwing money out the window.

Many affiliates have lost Top Income Earners in their businesses by handing out samples and information to prospects with no contact information on them. In addition, they also fail to get that person's contact information for follow up.

Who knew that person was a Top Income Earner MLM affiliate marketer!

Without a label or contact information, the prospect has no way of contacting you when they decide they want to purchase the product or enroll into the company. That person has no choice but to contact the company direct or do an online search for an affiliate in their area and bypass you even though you gave them the information and sample at your own expense.

Webcasts Vs. Hotel Meetings

Traditional MLM affiliate marketers used to call a list of prospects and invite them to come to a hotel meeting where a Top Income Earner gives a compelling presentation.

Prospects would have to get in their car and drive half way across the city through traffic, find parking, sit in a meeting for two hours and then get hard sold by the Top Income Earner as to why they should join the business. Then they would have to get back into their cars and drive through traffic to get home. Not to mention having to find a babysitter for the evening if they have children and scramble to organize dinner prior to the meeting.

Times have changed. Webcasts are now a much more time efficient and cost effective way of presenting. The prospects simply log-on to an Internet site, download some software and watch a live web cast about the product and opportunity. They don't have to drive half way across the city to a hotel meeting to hear about the opportunity.

When they realize how convenient the webcast presentations can be, they are a lot more susceptible to joining you in your opportunity.

Once a month, a wine and cheese social event can be used as a meet and greet to bring people together in more of a social environment. At these events, your prospects can network with other like-minded business professionals and get the benefit of helping to expand their core business while being introduced to your business leaders and partners. This combination of webcasts and social events in our opinion is truly the NEW ERA in networking.

Recommended Payment Processors

If you decide you want to write your own e-book or put together your own Boomerang Sponsoring System, you will need a payment processor. The two that we recommend are listed below.

[PayPal](#) – the most used and recognized merchant in the Internet marketplace.

[2Checkout.com](#) – start accepting credit card payments from customers from several parts of the world! If you are staying in a country where you cannot accept PayPal payments we recommend this.

Chapter 24

Applying the Principles Of MLM Affiliate Magic

OK...so you have A LOT of information in your head and you're probably wondering "What the heck do I do now!" Right!?

Well, we've made it as simple as possible for you to get started and get on track and on purpose so you can start branding yourself as a Top Income Earner in MLM affiliate marketing right away.

Here are the steps we recommend for you to get started:

Step 1

If you haven't already setup your My Lead System Pro, do that now. Start off by going through the tutorial videos. You will want to really understand the power of using your auto responder system and lead capture pages to start building a database of MLM affiliate marketers.

The system comes equipped with some sample videos with scripts attached. This will help you to customize your auto responders so you can personalize the system to you.

Remember that this business is about building relationships. The auto responders will allow you to build rapport with your potential prospects BEFORE you even talk to them. By the time they call you, they will feel like they are talking to a long lost friend. The system will work immediately with the preloaded videos that it comes with, but we recommend customizing them to make YOU the Top Income Earner!

As you start building your database, focus your efforts on building relationships and helping people. Get to know more about the prospect by asking a lot of questions, listening and taking notes. Write down every detail of your conversation so you can refer back to it in future conversations.

Step 2

Register your own dotcom name: www.yourname.com, www.whoisyourname.com, or www.meetyourname.com . We use

www.godaddy.com because of their 24/7 customer service. You can forward this domain to your personally branded website or blog.

Step 3

Spend some time developing your personal story. Remember to be as honest as possible. Since 99.41% of the people out there are failing, write a story that people can relate to. When you write your personal story, include a few links in the copy back to your auto-responder. This will drive more traffic back to your lead capture page to generate targeted leads for your business.

Step 4

Set up a profile on a few social networks like Myspace.com, Facebook.com, Twitter.com and your own YouTube.com channel to showcase your story and profile. Start to attract like-minded people to you by giving away valuable information for FREE.

The My Lead System Pro works well this. You can also give away other FREE tools and tips now that you understand MLM TARGET MARKETING techniques. Take the time to review the four free bonus videos on “How to set up your MySpace.com webpage” and get started setting it up right away.

Step 5

Spend some time putting together and completing your vision board. Make it something to be proud of and that anchors you to your preferred state. Once it is completed, you will want to spend between 5 to 10 minutes a day visualizing everything on the board to be in your reality now. Focus on gratitude as you do this.

Step 6

GET EDUCATED on everything to do with your company, your products, compensation plan, the founders, the formulators, the industry and the Top Income Earners. Stay focused on the \$500 per month millionaire mindset. Know exactly what you want in the BIG PICTURE, but also find out what your five people want to achieve from this business and help them to get it.

Study your marketing plan THOROUGHLY to establish exactly what you need to do to earn \$500 per month in your business. Then learn how to teach others this

formula. This is the foundation of your business, so get very clear on this one point.

Step 7

Get a professionally done “studio shoot” of yourself. This is very important as you will need these photos for all of your communications materials, emails, lead capture pages etc.

Step 8

If you have not done so already, register for Skype. This will allow you to start building relationships with MLM affiliate marketers around the world without having to incur long distance charges. A great way to stay connected for FREE!

Step 9

Purchase FriendBlaster Pro software. This will help you to develop a network of friends using MySpace.com. Remember to ask them a lot of questions to start the relationship. Your goal is to get them on Skype or the phone as quickly as possible. Offer them something of value that is either FREE or a paid product that you know will benefit them immensely.

Step 10

Purchase Trafficgeyser software at www.trafficgeyser.com . This will help you to get thousands of links with your name as well as a host of other key words and positioning for your products and opportunity on both Google and Yahoo. Make sure to watch the tutorial videos that will explain how to maximize the program.

Step 11

Stop selling and start helping as many MLM affiliates as possible. If you want to attract the one, be the one. The more you are a leader, the more leaders you will attract. Promote your business, product or service AFTER you have developed a strong rapport with your prospect and you feel that you have built a relationship. If you use the MLM Affiliate Magic strategy, you will always be “filling the funnel” with more MLM affiliate marketers and building rapport LONG TERM.

Step 12

Start using press releases, e-zine articles, blogs and forums to drive traffic back to your lead capture pages. Your goal is to get as many pieces of quality information with your name attached onto the web as possible.

Step 13

Stay connected with your three main databases:

- 1) Prospects
- 2) Affiliates
- 3) Leaders

Step 14

Have each of your new affiliates read MLM Affiliate Magic and work with them in the areas of YOU FIRST BRANDING, MLM TARGET MARKETING and BOOMERANG SPONSORING so you are building a team of professional marketers who are all recruiting MLM affiliate marketers into your business.

Focus all of your advertising efforts on attracting people who are already sold on the network marketing business model. Use BOOMERANG SPONSORING strategies and YOU FIRST BRANDING to make these people want to call you!

Step 15

Print some business cards on double-weight card stock highlighting your name in the domain name and offer something for free that specifically targets MLM affiliate marketers.

Step 16

Make use of your vehicle and get some vinyl graphics done or use bumper stickers. You will be surprised at how many people will read your message and visit your website or call you! If you put a phone number on your advertising, you are best to drive the calls to an overview recording of your offer and then back to your website lead page.

In a few short generations, a virus population can explode.

Viral Marketing Defined:

What does a virus have to do with marketing?

Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence. Like viruses, such strategies take advantage of rapid multiplication to explode the message to thousands, to millions.

Off the Internet, viral marketing has been referred to as "word-of-mouth," "creating a buzz," "leveraging the media," "network marketing." But on the Internet, for better or worse, it's called "viral marketing." While others smarter than I have attempted to rename it, to somehow domesticate and tame it, I won't try. The term "viral marketing" has stuck.

The Classic Hotmail.com Example The classic example of viral marketing is Hotmail.com, one of the first free Web-based e-mail services. The strategy is simple:

Give away free e-mail addresses and services, Attach a simple tag at the bottom of every free message sent out:

"Get your private, free email at <http://www.hotmail.com>" and, then stand back while people e-mail to their own network of friends and associates, who see the message, "Sign up for their own free e-mail service", and then propel the message still wider to their own ever-increasing circles of friends and associates.

Like tiny waves spreading ever farther from a single pebble dropped into a pond, a carefully designed viral marketing strategy ripples outward extremely rapidly.

Elements of a Viral Marketing Strategy

Accept this fact. Some viral marketing strategies work better than others, and few will work as well as the simple Hotmail.com strategy. But below are the six basic elements you hope to include in your strategy. A viral marketing strategy need not contain ALL these elements, but the more elements it embraces, the more powerful the results are likely to be.

An effective viral marketing strategy:

- *Gives away products or services
- *Provides for effortless transfer to others
- *Scales easily from small to very large
- *Exploits common motivations and behaviors
- *Utilizes existing communication networks
- *Takes advantage of others' resources

Let's examine at each of these elements briefly.

1. Gives away valuable products or services

"Free" is the most powerful word in a marketer's vocabulary. Most viral marketing programs give away valuable products or services to attract attention. Free e-mail services, free information, free "cool" buttons, free software programs that perform powerful functions but not as much as you get in the "pro" version.

Wilson's Second Law of Web Marketing is "The Law of Giving and Selling" (<http://www.wilsonweb.com/wmta/basic-principles.htm>). "Cheap" or "inexpensive" may generate a wave of interest, but "free" will usually do it much faster.

Viral marketers practice delayed gratification. They may not profit today, or tomorrow, but if they can generate a groundswell of interest from something free, they know they will profit "soon and for the rest of their lives" (with apologies to "Casablanca"). Patience my friends!

Free attracts eyeballs. Eyeballs then see other desirable things that you are selling, and, presto! You earn money. Eyeballs bring valuable e-mail addresses, advertising revenue, and e-commerce sales opportunities. Give away something, sell something.

2. Provides for effortless transfer to others

Public health nurses offer sage advice at flu season: stay away from people who cough, wash your hands often, and don't touch your eyes, nose, or mouth. Viruses only spread when they're easy to transmit.

The medium that carries your marketing message must be easy to transfer and replicate: e-mail, website, graphic, software download. Viral marketing works famously on the Internet because instant communication has become so easy and inexpensive. Digital format make copying simple.

From a marketing standpoint, you must simplify your marketing message so it can be transmitted easily and without degradation. Short is better. The classic is: "Get your private, free email at <http://www.hotmail.com>." The message is compelling, compressed, and copied at the bottom of every free e-mail message.

3. Scales easily from small to very large

To spread like wildfire the transmission method must be rapidly scalable from small to very large. The weakness of the Hotmail model is that a free e-mail service requires its own mail servers to transmit the message. If the strategy is wildly successful, mail servers must be added very quickly or the rapid growth will bog down and die.

If the virus multiplies only to kill the host before spreading, nothing is accomplished. So long as you have planned ahead of time how you can add mail servers rapidly you're okay. You must build in scalability to your viral model.

4. Exploits common motivations and behaviors

Clever viral marketing plans take advantage of common human motivations. What proliferated "Netscape Now" buttons in the early days of the Web?

"The desire to be cool"

Greed drives people. So does the hunger to be popular, loved, and understood. The resulting urge to communicate produces millions of websites and billions of e-mail messages. Design a marketing strategy that builds on common motivations and behaviors for its transmission: and you have a winner.

5. Utilizes existing communication networks

Most people are social. Nerdy, basement-dwelling computer science grad students are the exception. Social scientists tell us that each person has a network of 8 to 12 people in their close network of friends, family, and associates. A person's broader network may consist of scores, hundreds, or thousands of people, depending upon her position in society.

A waitress, for example, may communicate regularly with hundreds of customers in a given week. Network marketers have long understood the power of these human networks, both the strong, close networks as well as the weaker networked relationships.

People on the Internet develop networks of relationships, too. They collect e-mail addresses and favorite website URLs. Affiliate programs exploit such networks, as do permission e-mail lists. Learn to place your message into existing communications between people, and you rapidly multiply its dispersion.

6. Takes advantage of others' resources

The most creative viral marketing plans use others' resources to get the word out. Affiliate programs, for example, place text or graphic links on others' websites. Authors, who give away free articles, seek to position their articles on others' web pages.

A news release can be picked up by hundreds of periodicals and form the basis of articles seen by hundreds of thousands of readers. Now someone else's newsprint or webpage is relaying your marketing message.

Chapter 26

Making Your Dreams Come True!

We hope that by reading this book it has inspired you in some way and that you now understand more about the BOOMERANG SPONSORING, MLM TARGET MARKETING and YOU FIRST BRANDING.

We also hope that you have learned a few new concepts and ideas about MLM affiliate marketing and what it takes to become a Top Income Earner in the MLM industry.

Remember that there are more ways to do this business than there are people in the business. We have found that the Boomerang Sponsoring System works best for us and we hope that you will experience similar results using this type of system as well. If you use these strategies effectively with proper follow up and relationship building, you too will become a top recruiter with your organization.

Have an amazing day! And thank-you for taking the time to improve your knowledge, your skills - and for helping to make the MLM affiliate marketing industry something to be proud of!

And remember...

Persistence and determination will always get you to your dreams!

We look forward to meeting you in person one day!

Live long and prosper!



MLM Affiliate MAGIC!

“Work full-time on your job, while you work part-time on your fortune”
Jim Rohn



Darren Little and Dennis Compo
Co-Authors of MLM Affiliate Magic

About the Authors:

As a contributing author to “Chicken Soup for The Network Marketers Soul”, Darren Little has 20 plus years in the marketing and advertising industry where he has branded and launched over 30 products and services into the marketplace from a variety of industries.

Little has retained the position of Vice President of Marketing for numerous public companies and by the age of 35 became a dotcom millionaire. His campaign strategies raised millions of dollars and were responsible for as much as \$70 million in trading in a single day.

Coming from a background in sales and marketing - Little thought the same principles would apply to MLM affiliate marketing, not realizing that the model revolved around relationship marketing NOT SALES. He spent thousands of dollars in books, CD's and training programs trying to understand the network marketing industry both online and offline.

After four years of only modest successes - Little discovered the concept of the Boomerang Sponsoring System using YOU FIRST Branding - and Database Marketing to help take his career to the next level.

It was on this quest that he met contributing author Dennis Compo, a 25 plus year veteran in the Music Business. Compo's company mastered the booking of entertainers around the world by having his office “touring system” completely computerized in the early 80's.

Dennis also produced 10 - one hour television music specials and produced, booked and managed some of the longest-running stage products on the Las Vegas Strip. Developing talent in the music business brought Compo to develop leaders in the MLM Marketing Business. Now, with 25 years of experience in MLM affiliate marketing he has been in the top income positions with 4 network marketing Companies.

Together Darren Little and Dennis Compo have set out on a mission to take their proven marketing experience and principles to the world. Their goal is to help teach and train one million entrepreneurs around the world the principles of BOOMERANG SPONSORING, MLM TARGET MARKETING and YOU FIRST BRANDING and what it takes to become a Top Income Earner in MLM affiliate marketing.

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Darren Little and Dennis Compo

MLM Affiliate MAGIC!

“Work full-time on your job, while you work part-time on your fortune”
Jim Rohn

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