

# **The 6 Dirty Little Secrets They Don't Want You To Know About Network Marketing**

By Gavin Martin-Rentz

*A special thanks to my mentor Bill White. Without his on-going help and support, none of this would have been possible.*

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## Before You Read On

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### The Sad Truth About Network Marketing

95% of new network marketers will fail and usually end up worse off than before!

Now I don't want to scare you with that statement, because you don't have to be one of those statistics.

All you have to do to become one of the successful 5% is to arm yourself with the correct knowledge. I hope to give you at least a helping hand on your way to success with this ebook, but you have to be prepared to invest some time and effort to find a system that works for you.

A successful system does not just mean signing up to the right company. You can still have great success with a medium quality company, but a good quality company will allow you to achieve that success faster. I personally favour Success University. Find out more at <http://urs-gav.successuniversity.com/new>.

The main key to success is the system you use – strategies and tools. I was lucky enough to find a system before I made too many costly mistakes. You can grab a free email course on the system I use right here <http://urs-gav.magneticsponsoringonline.com>.

Before you start reading, I just want make sure you know that not only is this ebook a great source of information, it's also a marketing tool as well! If you read the notice at the top of this page you'll know that it comes with free redistribution/reprint rights. This means that you are free to give it away or even sell it if you like.

I hope you enjoy reading it as much as I enjoyed putting it together.

*To your success,*

*Gavin Martin-Rentz*

<http://youngmarketer.blogspot.com>

# A Successful Mindset

Having the correct mindset is an extremely important key to your success.

In fact, 90% of your success depends on thinking and acting the right way.

It doesn't matter how many strategies and techniques you know, they are practically useless without a successful mindset.

The perfect example is the lottery. Most people who win the lottery end up in a lot more debt and financial problems than before they won!

Now how could this happen?

Could it be that they don't know the first thing about handling sooo much money and it vanishes just as easily as it appeared?

They simply do not have the mindset of a rich person that enables them to use their money effectively.

Ok, so what is a successful mindset?

MACCAH™

Here is my MACCAH™ theory to a successful mindset:

- 1. Mistakes:** Embrace mistakes and learn from them. You need to have the ability to look at your mistakes and find out what has gone wrong. You should see each "mistake" as a stepping-stone to your success – after all, Thomas Edison tested thousands of different materials before finding a suitable filament for the incandescent light bulb. Each "mistake" brought him one step closer to the end result.
- 2. Acceptance:** When something happens (good or bad) you have to be able to accept it and move on. You will never get anywhere if you're always wondering what could have happened if you hadn't done this or if you had done that.
- 3. Confidence:** This is a very important one. You need to have total and utter confidence in yourself. Know beyond a shadow of a doubt that everything you do will always work out for the best, no matter what happens.
- 4. Constant Learning:** You should always be in a state of learning, keeping an open mind to new concepts and strategies. Never ever stop learning, keep on buying new books, courses, tapes, etc, even if you think you know it all, because you never will.

5. **Ask The Right Questions:** Asking the right questions will get you the right results. For example: instead of asking yourself “Why am I so poor?”, ask “What actions can I take to become wealthy?”.
6. **Helping Others:** The more people that you help to become successful, the more successful you will become. Always look for ways to help people, everything you do should be a win-win situation. Also I encourage you to regularly donate a percentage of your income to charity.

I just want to add one more thing:

You need to know what to spend your money on to make sure you don't spend it all on useless stuff. Become clear on the difference between an asset and a liability.

Author of Rich Dad Poor Dad, Robert Kiyosaki gives a very simple definition of the two.

An **asset** puts money in your pocket.

And a **liability** takes money out.

If you haven't read Rich Dad Poor Dad already, I highly recommend you rush down to the book store right now and pick up your own copy.

Assets are things that make you money, like a profitable network marketing business. And liabilities are the things that cost you more money than they make you, like a car.

Now I'm not saying that you shouldn't buy all those luxury items like sports cars, yachts and big TVs (I know I love these things), I'm just saying to make sure you have the assets to back up your lifestyle.

# Becoming A Leader

Now this is very important if you want to create a successful network marketing business.

You need to start thinking and acting like a leader.

People are naturally drawn to someone who can lead them.

Now I know what you're thinking; "That's great Gavin, but I'm no leader, I haven't had the success I want yet. Why should people listen to me?"

This is a great question, but easily answered with one sentence: Whether you think you can or can't, you are right.

It really doesn't matter what you think you can or can't do, if you truly believe that are a leader then you are!

Say this with me: "I AM A LEADER!"

Say it again and again until it's stuck in your head and say it with passion!

Ok, so now that YOU know you're leader, what can you do to make everyone else believe that you are too?

.....

Any ideas? You should know this stuff, after all, you are a leader yourself now. I can't do everything here, lol.

Well ok, let's make a list of all the things a leader is supposed to do.

- Help others achieve their goals
- Know their business inside out
- Have that successful mindset that we talked about in the previous chapter
- Look successful – now, you need to know that you don't have to be successful before you can become a leader, that will come soon enough, you just have to appear successful
- And most importantly, lead people.

So how do we show others this?

Well there are a couple of things we can do. Let's make another list, shall we?

- Write articles related to your business (the money making side and the product side) and post them to the article directories
- Write an ebook (like this one) and sell it or give it away

- Build a list and email them regularly
- Start a blog and post at least a couple of times a week.

I'll cover these in more depth in the Marketing chapter, I just want you to start thinking like a leader before we get into the nitty gritty of everything.

I highly recommend you pick up your copy of Magnetic Sponsoring, it'll go into a lot more than this short ebook. At least just sign up to the free 10 Day Boot Camp at <http://urs-gav.magneticsponsoringonline.com>.

# Who Is Your Real Target Market?

It's very important before you start marketing that you know exactly who your target market is, especially when you don't have a big marketing budget. You really need to be spending your money in the right places.

I believe there are two different markets to target when building your downline.

- 1. Loyal Product Buyers** – these are the people who absolutely love the product (e.g. a health drink) and keep on paying to get it whether or not they're making money with the business side of things. But don't give up trying to get these people to become re-sellers, just let them know that if they wanted to promote the product, they can get paid to do so.
- 2. Opportunity Seekers** – and these are the people looking to make money with your product. Even better than opportunity seekers are "opportunity buyers" who are already spending money (to find out more on targeting opportunity buyers, I recommend you buy the Magnetic Sponsoring book by signing up to the free 10 Day Boot Camp at <http://urs-gav.magneticsponsoringonline.com>). Being a leader is very important when dealing with these types, you need to be able to point them in the right direction and help them along the way as well.

So once you know who you need to be marketing to, you then need to know how, which brings us to the next chapter.

I apologize for this chapter being so short, but there really wasn't much more to go into.

This ebook highly recommends Success University as a great company to be with. Success University is a part of the billion dollar a year industry of personal development and self-help. With a great product and payment plan, it has already seen over 20,000 students from 150 different countries enrol with many more coming in every day. To find out more visit <http://urs-gav.successuniversity.com/new>.

# Marketing

We're going to cover a fair bit in this chapter, so just be warned.

Ok so what type of methods can we use to market our MLM business to both our target markets?

I like lists, so let's make another one for this.

- Use pay per click (PPC) advertising
- Write articles and submit them to the article directories
- Write an ebook or report
- Build a list
- Start a blog
- Use some of the free advertising systems

Ok so now that we have our list, let's go into each one in a little bit more depth.

## **Pay Per Click:**

This the quickest way to start getting traffic to your websites, but it can also be the most expensive if you don't know what you're doing. You need to use the right keywords and ads and make sure you watch your campaigns carefully.

If you don't want to spend the time learning how to write good PPC ads, there's a bit of software that will create ads for you! Make sure you check out [Adword Generator](#).

There is also another bit of free software that you can use to help you get a good list of keywords for your campaigns. Download it for free at <http://www.goodkeywords.com>.

The two giants of PPC are [Google Adwords](#) and [Overture](#). Then there are also [Miva](#), [Search123](#), [Kanoodle](#) and a whole heap more. Personally, I use Adwords.

## **Writing Articles:**

This is a great way to get free traffic. Write some articles related to your opportunity (remember to do the product side and the money-making side of it) and post them to the articles directories such as [Go Articles](#) (search [Google](#) for more articles directories).

In the "About the Author" section, include a paragraph on yourself and a link back to the website you want to promote.

Then, people looking for free content for their websites search the article directories and grab the ones they like.

It does take a while to build up a good amount of articles, but it is well worth the effort. The sooner you start, the sooner you'll get results.

Now, if you're thinking that you can't write any articles, lucky for you there is always somebody out there who can. Find a ghost writer at <http://www.elance.com> and hire them to write a few articles for you. The beauty of ghost writers is that you can even put your name as the author!

Again, post articles related to making money (e.g. marketing, goal setting, etc) and articles related to the product (e.g. if it's a health product – keeping a healthy lifestyle, eating right, etc).

### **Write Your Own Ebook:**

This is a great way to position yourself as a leader. Remember you don't have to write it yourself, you can hire someone from [Elance](#) to do it for you then put your name as the author. Also, you could put together the ebook with free articles from the article directories (just make sure you don't edit the articles and you leave the "About the Author" section in).

Within the ebook make sure you include links back to your website plus any affiliate links you have.

The easiest way to get your ebook out there, is to make it viral. Include free redistribution/reprint rights so that readers can give it away to others and they can give it away and they can give it away.....and so it spreads throughout the internet like a virus.

This ebook is a perfect example of this strategy.

Mike Filsaime is someone who really knows his stuff when it comes to viral marketing, so I recommend you check out his [Butterfly Marketing Manuscript](#).

### **Build A List:**

You may have heard that the money is in the list, this is especially true for network marketing. It's very important you start building your list soon.

To grasp the power you would have with a list, I just want you to imagine this scenario for a second:

You have built a list of a few thousand subscribers who all think of you as a leader in your area. You find a new MLM business that you like and you sign up. You then send one email out to your list telling them that you've joined this new company, and include your link. Within a day, you could have hundreds, even thousands of new members in your downline.

How cool would that be? One email and you get thousands of downline members.

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