



“CYBER” Sponsoring System

Work Shop 1

Hi, my name is Don Howsden and What YOU are about to discover is the people who understand the Internet will be unbelievably successful while those who do not know what to do are left guessing, probably doing the wrong things, and struggling month after month.

But not YOU, you will have the foundation which you can build upon. You will literally become an Internet Expert and on your way to “Guru” status with your upline begging you to let them in on your secrets! How are you dominating the Internet, enrolling record numbers of new distributors, and building your business at a break neck speed!

The Internet offers you a great opportunity to build your business, but it also offers you a way to waste hundreds of hours wandering aimlessly through cyber space. This book will keep you focused on the tasks at hand. It is the road map which will show you the way and keep you on the right roads.

So, Let’s get started, shall we?

The Internet Advantage

In the “old days” of Network Marketing everyone was pretty much tied to their local area promoting meetings where people (prospects?) could hear about their opportunity. Cross country promoting, because of the costs involved, was pretty much out of the question except for the “heavy hitters” of the company.

Well, the Internet has leveled the playing field. You can live in San Diego and sponsor someone who lives in New York. With the internet you can train that person and help them to become very successful, and do it all without having to leave the comfort of your living room! Imagine that!

The Internet has changed the face of Network Marketing. The old “Three Foot Rule” has been changed forever. Remember that rule? Anyone who was within 3 foot of you was considered a prospect. Well, with the Internet the whole world is within 3 foot of you—it is called your monitor!

The Internet now has the capability, with text, audio, and video, to completely captivate that audience—If you know how. Think about it. With email you have no postage costs and no delivery charges. You can contact your entire downline with just the click of a mouse. With audio/video you can train your new distributors just like you were there in

person, taking them by the hand and showing them exactly what they need to do!

Now we have covered the overall advantages of the Internet, let's get into YOUR Internet advantage.

Look at how most people promote their opportunity. First, they have to have a website. *Now, these people probably do not know how to create a website, they know nothing about FTP, or any of the other aspects involved in the creation of their own website.* So, what do they do? They pay for a website which someone in their upline provides—at a cost of usually between \$19.95 and \$47.00 a month.

You might have a similar site which you are promoting. Do you know what it is worth as a promotional site to send YOUR prospects to?

NADA — ZILCH — ZERO --- ELZIPPO

That's Right! It is Worth Absolutely Nothing!!

Your next question should be....

Why isn't it any good for promoting?

Before I answer that question I would like to propose to you who your prospects in your Network Marketing business really are.

Finding out who your market is determines your success as a Marketer. Period! This next sentence can change your life.

Marketing is not about creating a demand for a product but about determining where your product fills a demand!

Do you understand?

Here is an example. If you had the best hot dogs in the world, you could never create a demand for them in a vegetarian restaurant. It doesn't matter how great your marketing strategy is. Even if those people were starving—you would still never sell hot dogs to those vegetarians. But, take those same hot dogs to a base ball stadium full of hungry kids—and you would probably be killed by the stampede created by the kids who wanted to buy your hot dogs!

Determining where the demand for your product is, is where the fortunes in marketing

are really made.

So, who is your market? Simple, those who have purchased similar products or services before. In your case, Network Marketers and Internet marketers. Not Mom, not Uncle Joe, not sister Sue. Don't get me wrong, these people do have a place in your overall marketing plan which we will discuss in depth later. But they are not your target market.

The only people who are in your target market are Network Marketers and Internet Marketers. **From here on out whenever I mention just Network Marketers know I mean both Network marketers and Internet Marketers or people who want to start an Internet Business.** Either those who have been in Network Marketing before, those who are currently promoting a program, or those who are actively seeking and buying information about Network Marketing.

Consider these facts:

Network Marketers already believe in the business.

Network Marketers have already invested money in their business.

Network Marketers really want to succeed!

Network Marketers are willing to invest both time and money in anything which will help them to succeed.

There it is. Your Market is other Network Marketers. If you want to make your life easy, make a boat load of cash, and have the time of your life doing it, then market only to other Network Marketers.

Now you know your target market—other Network Marketers.

If other Network Marketers are your target market they probably already have a site similar to yours.

OK, so if they have a similar site, then it just becomes a game of “How about quitting your program and joining mine?” Sounds kind of silly when you hear it like that doesn't it?

**Yet that is exactly what almost everyone is doing—
quite frankly it's insane!**

Why is everyone doing it then? Because it is what they are all being taught! Join our group, get your own site and then send people to it and make your fortune. What a bunch of hogwash!

There you have it. The main reason why most people fail in Network Marketing today!

Now we can really get into the ONE thing which can make you successful beyond your wildest dreams!

Becoming the Prey!

Everyday millions of Network Marketers go on the hunt. What, you might ask, are they hunting for? Good question.

Network Marketers are always on the hunt for either new prospects who they can turn into distributors or information on how to acquire new prospects easily and effectively.

You are, probably, at this very moment one of those hunters. Now, however, you are going to learn how to become the prey. You will never again have to be in the pack of hunters but you will have the pack HUNTING and seeking YOU out.

The Secret To Becoming The “Prey!”

The secret to becoming the prey instead of the hunter lies in understanding the fact no one buys a tool because they want the tool. Think about this! No one buys a tool because they want the tool. What they want is the results the tool provides.

People do not want a drill—they want a hole!

People do not want a saw—they want boards cut to an exact length!

People do not want a car—they want transportation!

People do not want a house—they want the comfort and warmth a house provides.

So, there you have the Secret!

Marketing is not about selling the “tool,” it is about giving away information about how to effectively and efficiently (or should I say easily) use the tool to product the desired results.

You do not want to sell them an expensive drill—you want to give them instructions on how to make a hole—which will ultimately lead them to buy your expensive drill!

You do not want to sell them an expensive saw—you want to give them instructions to easily and safely cut boards to any desired length—leading to them buying your expensive saw.

You do not want to sell them a car—instead give them information on how they can easily go anywhere they want, even at two in the morning—which leads them to buy your car.

If you want to sell a tool, which is your opportunity or product, what should you do? Go out and spend hundreds of dollars advertising your opportunity is just starting momentum and now is the perfect timing, or your compensation plan pays the best, or your product is better and cheaper?

Of course not. People do not care about your opportunity, compensation plan, or your product. They just don't! What they want is money and what it can buy. They want financial freedom. They want a large downline of active distributors.

Stop wasting your time advertising what no one wants! Take your wagon load of hot dogs to a baseball stadium full of hungry kids and they will HUNT YOU DOWN!

That, my friend, is where the real money is!

Not in advertising your opportunity. Face it. Most Network Marketers fail because they run out of money advertising their program. They max out their credit cards HUNTING for people who do not want what they have to offer. It's just crazy but it is exactly what everyone is being taught. Advertise to get everyone to your "program" website. Buy "pre-enrollees" to your "program" website. Spend hundreds of dollars every month on Pay Per Clicks to get people to your "program" website.

The problem is your "program" website is selling the same old "tired" story which nobody wants to hear anymore! *If YOU want to build a massive downline of active distributors and make real money in Network Marketing then the first thing you have to do is QUIT advertising your business opportunity!*

Quit Hunting and Become The Prey!

You quickly become the prey by providing what people really want. Remember, people do not want a drill or saw (tool) they want the hole or cut board. Now your tool (opportunity) can provide them with the hole or board cut exactly to their dimension, but people really don't know if your tool (opportunity) will really work or not because they have never used one successfully before. So what do people really want? *They want the RESULTS which the tool provides!*

So, if you can't advertise or sell your opportunity (tool) then what should you do? How about creating a free series on "how to" quickly and easily acquire the results they want and inside the series it recommends your tool (opportunity) as the best way to get those results?

Brilliant! Now you are out of the picture. It's just the prospect and their instruction series

which recommends your tool (opportunity) as the best way to get the results they want. And you know what? Sometime during the series some of the prospects are going to decide they need your tool (opportunity) and give YOU a call. Why? Because what you have allowed the prospect to do is sell themselves—to let them think it was their idea!

The series should be in harmony with your opportunity. The content should not only be good and informative (contain real value and not just a sales pitch) for the person reading it, it should also serve your ultimate purpose, to build your Network Marketing business. To build leaders and acquire customers.

But,
and this is a real BIG but,
what about the people who do not join your opportunity?

I really mean it! Even if you are a super recruiter and have the most fantastic opportunity available on the Internet you are still going to have people who will not, for whatever reason, join your opportunity. Maybe they like the product their company provides, or maybe their Mother sponsored them. Who Knows? The fact is you will only sponsor a small percentage of the people who sign up at your website.

What I am about to reveal to you is not only going to change your attitude about the people who do not join your opportunity but it is going to OPEN a whole new World of opportunity to YOU!

You Are About To Learn A Million Dollar Secret!

You might want to read what I am about to say twice.

There is a LOT MORE up front money in the list of people who do not join your program than those who do!

HUH?

Believe it or not it is the absolute TRUTH.

You can make an immediate income while building your residual wealth. I bet you are wondering exactly how this works. Right? Well, let me explain.

I am marketing in such a way that everyone who signs up for this workshop can become my customer whether they join my program or not. Why? Because I am helping them—being their advocate instead of their competition. I am training them to be able to advertise their program and build their business.

You have already seen my One Time Offer when you signed up for this E-Workshop. Maybe you purchased it and maybe not. The point is a lot of people do and I make 100% profit everytime everyone does!

This package contains everything needed to promote any program through several different channels. It teaches them how to create an Opt-In page, how to advertise their page, what to do with the people once they opt-in, it even has a bunch of videos to watch and learn from. If they bought everything separately they would spend several hundred dollars. But, from me they can get everything for a measly investment of only \$4.99.

So what does this do for me and my group? It makes us all have an immediate cash flow! Let's take a look at how this works and why you will want to incorporate a similar proposal into your series if you decide not to join us.

The average Network Marketer has a site which they spend their time and money sending prospects to.

What happens?

Out of 100 prospects who opt-in they might get 1 or 2 to join their opportunity, and that is being very generous.

How much do they make?

Depends on their program, but probably only a few dollars.

What happens to the prospects who do not join their opportunity? Good-bye, so-long, hasta-la-vista!!

What a waste!

They spent all of their hard earned money to get these prospects and then just threw them in the trash!

Why? Because they were never taught to have their own opt-in page. They were never taught to BUILD THEIR OWN LIST! It never occurred to them they could make a fortune by helping these people to be successful even if they never joined their Network Marketing program.

The Fortune IS in The LIST!

The real secret is not in building your OWN List and then Marketing your opportunity to

100% of it.

The REAL SECRET is to market in such a way where a FULL 100% of your list can give you money without having to quit what they are already doing in order to buy whatever it is you are selling!

Please read that again! Make sure you understand what it is I just said.

Now, Let's take a look at how marketing to a list can change the results of the average Network Marketer.

With the same 100 opt-ins which they spent their money to acquire let's assume they still had the one or two people who joined their opportunity.

But, they were smart and had a funded proposal on the "back-end" which had a real value to their target market. Out of those 100 prospects they had another 10 who bought their product at \$4.99 each. I have kept the number really low because most of you have never been through a book like this before and don't understand the full power which a book like this creates.

So, this SMART Distributor made a few bucks on the couple of people who joined his program, BUT, he made an additional \$50 on the One Time Offer portion of his offer.

Do you think that will make him excited? You bet it will! Heck, he might even have enough left over for a dinner with his wife.

Plus, this SMART distributor has a e-zine which he can use to promote even more products to his list with!

The FORTUNE really is in the list!

A good quality series with a powerful Funded Proposal is literally a "License" to PRINT MONEY!

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Work Shop 2

There are two questions which you must absolutely answer or you will never, ever sponsor anyone into your organization.

Mind you—these questions are never asked-but they are first and foremost in your prospects mind.

Number One: Can I Trust You?

Number Two: Can I do This?

In this chapter we are going to teach you how to answer the first question. The second question is covered in another chapter.

Can I Trust You?

Trust is an amazing thing. If someone trusts you they will do almost anything you ask. On the flip side, if they don't trust you, you will probably not be able to get them to do anything at all.

Now trust is a funny thing—it has to be Earned!

Think about it. Imagine yourself in a dark alley—any dark alley will do. You are slowly walking along and suddenly there is a movement in the shadows up ahead. Immediately your heart starts to race and your senses go on full alert. Then you see him—a big hulking sort of a man in a large overcoat there in the shadows ahead. Your first reaction is to flee—to run as fast as you can.

Then the man calls out your name. It's just your companion wanting to know what is taking you so long to get to the car—he has been waiting and was coming to see if something was wrong.

What a sigh of relief passes over you. You are safe!

Well my friend, the Internet is a lot like that dark alley and you are the man in the shadows.

Until you get the trust of your prospects they are going to run away. Until they realize you are their companion who has been waiting for them their heart will not stop pounding.

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