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“MLM Marketing Strategies”

By Katie Ford of

<http://katieshomebusiness.eoltt.com>



About This Report

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Practice these advertising strategies on a hot new online opportunity.

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It's happened to the best of us. As network marketers, we are enticed by the sales letter of the hottest new mlm program. We read about the growing residual income we can build and we join a program, excited that we are finally going to earn a retirement income. Yet despite all the hard work and countless hours in front of the computer, we just can't seem to recruit the way that we were expecting.

Don't be frustrated by the lack of traffic to your site. This e-book will provide you with a few helpful tips on how to increase the number of visitors to your site and enroll new members, bringing you one step closer to generating the kind of income you deserve.

TRAFFIC EXCHANGES

Traffic exchanges are not the most effective manner in which to recruit new members to your MLM program, however you should be able to get new signups if you are willing to put in some time to surf.

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You will want to sign up for a handful of manual traffic exchanges, such as Trafficswarm. It is important to join manual exchanges rather than autosurfs, as manual surfing will yield better results. If you join as a free member, then I recommend that you surf for at least 2 hours a day. If you upgrade your membership, then you may be able to see results surfing as little as an hour per day.

BLOGS

Consider a blog your own personal advertising space on the net. Anyone is capable of creating their own blog and using it to drive traffic to their main website. Basically, it's like having your own free website that you can use to publish your thoughts.

You can write a small article and include a bio box at the end of the article containing a link to your main website. If you continue to add content fairly regularly, search engines may list your website in their directories.

There are plenty of websites that will let you create and publish your free blog, however I personally like blogger.com.

ARTICLES

I can't say enough about the power of article marketing. Writing your own articles and having them published all over the net will bring you free traffic forever. When writing articles, be sure to include a resource box at the end of your article. This will tell the reader a little bit about yourself and you can also include a link to your website.

If you feel uncomfortable writing your own articles, you can purchase articles from companies such as JustArticles. These articles will be professionally written for you and you can then include your resource box at the bottom.

Once you have your article in hand, start submitting to as many article directories as you can. Some of the larger article directories include EzineArticles and GoArticles. You'll want to write and submit at least one article a week.

If you feel as though the submission process gets tedious, consider purchasing article submitter software. Just Articles also has a submission service where for a fee, you simply have to email an employee of JustArticles your articles and they take care of the rest.

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