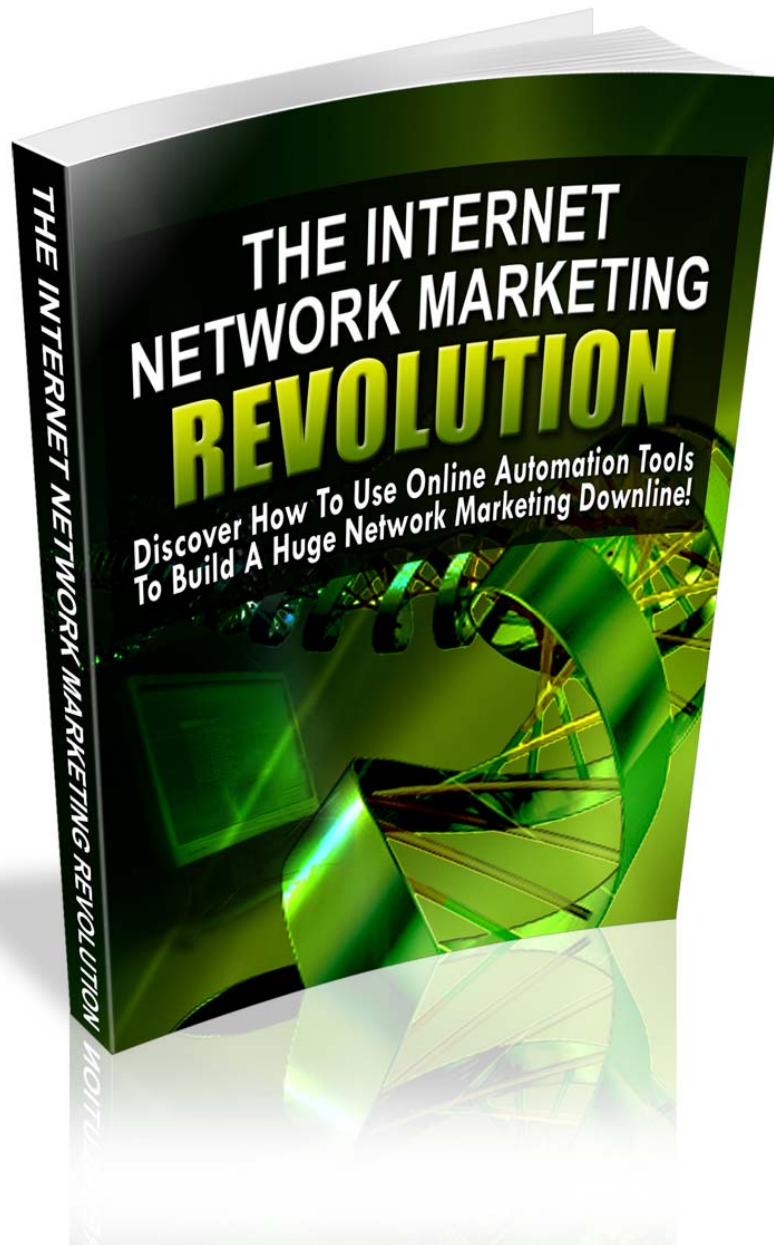


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The Internet Network Marketing Revolution

“Discover How To Use Online Automation Tools To Build A Huge Network Marketing Downline!”

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The Internet Network Marketing Revolution

**“Discover How To Use Online Automation Tools To Build A
Huge Network Marketing Downline!”**

Why is the Internet Revolutionizing Network Marketing?

In the fast paced time and era of the information age, people get ahead in life not by working hard alone – they must work smart!

The richest man in the world: Bill Gates has stated that the 3 most profitable industries in the world are:

- (1) Information Technology
- (2) Telecommunications
- (3) Network Marketing

Isn't it easy to see how a combination of the 3 largest business markets is going to help you achieve success beyond your wildest dreams?

What does the Internet have to offer?

Imagine:

- (1) Video Conferencing
- (2) Lead Capture Pages
- (3) Sequential Autoresponders
- (4) Rich Media Advertising
- (5) E-mail Blasting
- (6) Online Order Processing

And more...

These are examples of some tools on the Internet that can be used to your advantage in your network marketing business. I will explain that more in the later chapters about how each of those tools can greatly benefit your network marketing efforts in recruiting.

On the next page, I will give a general outline on the pros and cons of both Internet marketing and network marketing so you will be able to compare the various advantages and pitfalls. This will help you to evaluate and understand how to apply both to your advantage.

Comparison Between Network Marketing and Internet Marketing

Internet Marketing	Network Marketing
Little direct human interaction: Hard to build relationships over the net	Success depends on building relationships with people
No social skills required	Requires you to be good at talking to other people and good social skills.
No loyalty to the team because you don't really know them personally	Able to forge strong bonds with team because of working together
No premises to impress prospects. Prospects have little confidence because of lack of premises.	Able to build large buildings to give distributors the confidence of a long term business.
Requires online transactions and your acquiring your own e-currency. Merchant account charges and processing fees.	Cash business, check or credit card
Prospecting can be done ANYTIME	Only when distributors are awake
No need to drive to meetings	Meet online in the comfort of your own home
No need to wait for or collect products from the warehouse.	Line up long queues, parking problems and heavy loads to carry
Digital products. No waiting time, Instant customer gratification	Stocking, shipping problems
Does prospecting for you without you physically being there or calling your prospect	Prospect might choose not to answer your call or may be too busy to meet up with you
Follow-up done by sequential autoresponders	Follow up must be physically done by you or your upline
Online training available anytime	Need to meet together for training and follow available timing
No phones required	Phone bills cost a bomb
Little to ZERO overheads	Petrol, Phone bills, entertainment charges, premises
Little discipline. People are less productive at home due to distractions.	If you go to your office, you will be more productive compared to doing it at home.
Internet Advertising ranges from zero to minimal. Qualified leads are filtered for you.	Advertising can be very expensive and it is hard to gauge the response.

Automation: a Networker's Dream

In network marketing, people always talk about leverage. But what do we leverage on? People. Since the industrial revolution, people would leverage their efforts on other people. People from the past until now: slaves, serfs, laborers, employees, referrals, affiliates or downline. Everyone has only 24 hours and they use other people's time in exchange for something else.

Did you know that now you can take this leveraging factor one step further using the Internet?

All because of the simple e-mail.

Notice how a simple e-mail can produce a sale for you without making a phone call, looking for your friends, or driving all the way to Starbucks to buying your prospect a drink.

An AUTORESPONDER is a tool that sends a pre-written e-mail or script, tailored towards the prospect's details (Name, content, address and message) for him to be pitched about your product or your opportunity. Without getting out of your chair, you can set up a web page and anyone who requires more information can enter his name, email address and phone number.

You can get these leads by setting up a LEAD CAPTURE PAGE. These pages can be written in the form of a sales letter. They will do the selling for you 24-7 even while you are sleeping.

People who purchase your business or product online will be able to use the product IMMEDIATELY if it is a digital product. If it is a physical product, the network marketing company usually arranges shipping or delivery.

If they prospect doesn't purchase the product but instead enters his details in the webpage, the SEQUESTIAL AUTORESPONDER will send a series of e-mails to the prospect for two purposes: providing additional information and follow up. They will keep receiving these emails until they either BUY something from you or request the system to remove them off their mailing list.

Do you realize how POWERFUL using the INTERNET will help your network marketing business grow LEAPS AND BOUNDS?

Imagine. Most people will only be able to meet a limited number of prospects in a day (traveling takes time and people will only see you at their convenience). On the Internet, your potential clientele is approximately ONE BILLION!

And do you realize that since all the sales pitching, prospecting, and follow-up can be AUTOMATED by a few simple, pre-written emails, it will help save you so much time, you'll almost laugh yourself silly when you see all the money rolling in!

"This is too good to be true... What's the catch?"

Well, your networking business doesn't go on autopilot automatically. You will still need to interact with your downline (they are still your responsibility after all), guide them and most important of all, BEING THEIR FRIEND. No long term business can ever be established without building relationships. People build relationships with their customers (then they will get repeat sales), partners (so their vested interest will always be there), and resellers.

Utilizing the Internet basically takes the heavy load off your back. It is like plowing the field with a tractor instead using animals.

This will bring us to our next topic.

Why Cold Calling Strangers is Not As Effective Any More

Does your company or your upline require you to recruit like a mad demon?

Does GOING THROUGH THE NUMBERS guarantee that you will sponsor new people? If your business teaches you to call 50-100 people a day or shake hands with strangers, getting their phone numbers and then pitching them your opportunity one after another, AND, if this system is working out fine for you and your group, then DON'T CHANGE what you are doing.

But if you are looking for something else then we should explore why coldcalling strangers is not effective.

- (1) You can't sell. Even if you can, NOT ALL of your downline can sell like you.
- (2) People don't like being sold to! Do you like door-to-door salesmen? (Even if you are a door-to-door salesman, you won't like them coming to your house).
- (3) Cold calling strangers cause the one on the receiving end to bring up their defenses because they don't know you and they cannot see your face.
- (4) If you are a stranger, they might not buy from you because they will think you are trying to get into their pocket.
- (5) Cold calling requires posture which is something the prospect has the right to say NO to you and control the flow of the conversation.

If those reasons are not enough, think about your phone bill. Do you expect all your downlines to achieve success this way?

It is true that not all will buy from you even after you have done the perfect presentation. We all know that 'some will, some won't, so what?' But what if we can filter those who won't out, and focus on those who will?

Don't you think it will save you lots of time and money? Wouldn't you rather work with those who are willing to work rather than waste your time with those who aren't willing?

Buying Versus Selling

The Internet is designed more for the buyer's mentality. Why do I say that? The Internet gives its users privacy. They usually surf whatever they want by themselves and they can purchase their own goods without the need to meet with other people like in a supermarket.

Take the example of door-to-door salesmen or salesmen who go table-to-table. THEY approach you and you normally wouldn't want to buy from them. You would be thinking in your heart, "Why are you selling me something? If I wanted what you are selling, I would have bought it MYSELF already!" See the difference between buying and selling?

People love to buy. They don't like to be sold to.

On the Internet, don't focus on pitching the opportunity. Rather, pitch information on HOW TO or arouse the curiosity of the buyer. People will look for something to buy so they can SOLVE THEIR OWN PROBLEMS. By understanding this key point, you will see how to funnel targeted traffic or good quality prospects for your opportunity.

After a while, they will request more information or look in deeper on how to solve their problems. How do you work this out?

Take these two scenarios for instance:

SCENARIO 1

Distributor: Hi, I'm from ABC Company. We specialize in health supplements. Do you value your health in general?

Prospect: Of course I do (What kind of no-brainer question is that? Of course health is important to me).

Distributor: Great! Now our range of products help to solve high blood pressure, lose weight, relieve constipation, etc. Do you have any particular area of concern in these health areas?

Prospect: Err... yeah, kind off but not really a big concern. (What? Do you want me to imply that I am sick or something? I do have these problems but I don't think I want to share these with you because I don't really know you so well.)

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