

2011

Steps ² Success

Exclusive Report

This exclusive report is built on private training that was previously available only to our team. This is a comprehensive, step-by-step course that will give you the tools and knowledge to build a massive network marketing business online. Success has never been easier.

By: Dalas Mueller & Steve Hawk

Steps 2 Success: Exclusive Report

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About the Authors

Dalas Mueller

Dalas is a home business entrepreneur, specializing in online recruiting and training. After a few years of network marketing through the traditional "warm market" approach, she realized that the industry had evolved and, in order to succeed, she needed to evolve along with it. She completely transformed her business strategy, now working almost exclusively online. She has garnered a total of four years in home based business experience including: network marketing, affiliate marketing and direct sales.

It took Dalas years in this industry before she was finally able to develop her current marketing strategy and her mission is now to enable other entrepreneurs to succeed with that same strategy - minus the stress and frustration of starting from scratch. This report outlines the exact steps that Dalas took to go from a struggling network marketer to a successful business owner in less than two months.

Dalas currently lives in Fort Wayne, Indiana with her husband, Jake, who is in school to be a pastor, and her one year old daughter, Evangeline.



Steve Hawk

Steve Hawk, the No-Hype Networker, is a leader in the Network Marketing industry. He specializes in attraction marketing, blogging, and generating laser targeted traffic and leads using the internet.

Steve's mission is to help empower as many leaders as possible in ALL NETWORK MARKETING COMPANIES so that they can prosper and build their businesses in a way that is attractive, fun, profitable, and deeply satisfying. Giving someone the skills that they need to dominate their company and FINALLY break through to the success that they're looking for is one of Steve's greatest passions in life.



Introduction

Welcome to **STEPS 2 SUCCESS: EXCLUSIVE REPORT**. The goal of this report is to give you all the tools and information you need to get started making money in your home business right away.

Marketing online can be daunting at first and, I know when I first started out, information overload was a real motivation and momentum killer. In order to solve that problem I have come up with this simple guide that takes a step by step approach to establishing a positive and lasting presence online.

This report is based on a training course I use exclusively for my team. The course was meant to be done over a twenty day period so, if you take one section a day your business should be up and running in less than a month!

Learning how to utilize all of the available tools and resources online can be a daunting challenge. It is almost like learning a different language. So I have taken everything I have learned and put it into an easy-to-use guide so that you can be off and generating leads as quickly and effectively as possible.

My mentor and co-author of this report is Steve Hawk. He has had a solid marketing presence online for much longer than I have, and he was the catalyst that introduced me to the idea of attraction marketing – which is the foundation of my success.

You might be thinking that all sounds great, but why does it have to be so long? Well, when I initially began learning the ropes of online network marketing, I received multiple emails daily leading me to various websites and a handful of different training programs. Keeping up with all of them was confusing and exhausting.

There is a massive amount of information out there on network marketing and even more about marketing online. This is a huge industry, and there are a lot of ins and outs to learn about the business.

So, to make it as easy for you as I could, I created one, comprehensive training program detailing each step specifically and listing all your resources for you in one location. Of course, this is not meant to be an exhaustive resource by any

means, but what it will do is build for you a rock solid foundation centered on the philosophy of attraction marketing.

Make no mistake, this industry is a business – it takes real work. We don't deal in get rich quick schemes, there is no such thing as a business that will make you money without you having to lift a finger! So if that's what you're looking for you are in the wrong place.

But, if you are patient and actually *do the work*, this business will reward you! Most people quit shortly after they've begun, without giving themselves any real shot at success.

If you work your business as outlined here, and put in the effort, you're already ahead of the competition, regardless of your background or current knowledge. Utilize the resources and follow the steps and you will be well on the path to a successful career in network marketing.

To Your Success Story,

Dalas

P.S. - If you like what you see and you want to be a part of this amazing network marketing revolution and enjoy exclusive one-on-one training for absolutely free [Partner With Me](#) and my team as we sweep the industry!

Section 1: Getting Set Up

First of all, we are going to begin by setting up some very basic accounts as a precursor to actually creating your own website and advertising it. Before we do anything else we are going to begin by establishing an *online presence*, which is *essential to success* in this industry.

Without an online presence no one will know you exist, let alone know you have something great to offer them! These basic, and **FREE** accounts, will become great tools for both generating leads and organizing your business.

Step #1: Create Your Email Accounts

The first thing you want to do, after choosing your primary opportunity (or network marketing business), will be to create two email accounts that are separate from your personal email. I recommend using Gmail as your email provider as it works well organizationally and works best with most ad sites. Don't have a business? Find one [HERE](#).

The first email you want to set up is your business email, the one from which you will send and receive messages about your home business. This will also be the email you give out on business cards and for other advertising purposes. You want this to be something catchy, but also professional. You can refer to your primary opportunity if you like, but I suggest against doing so.

One principal you need to understand is that you are not primarily selling your opportunity; rather you are *branding yourself* and your expertise in the field. Also, because you will have multiple streams of income, you will want to be able to use this email for a variety of opportunities.

The second account you want to create will be used for advertising sites. Ad sites can be quite helpful in providing traffic to your website, but you also must realize that in order to use many of them you must agree to receive email from them.

And they will send you A LOT of email. You will be receiving thousands of emails each day, and you don't want that crowding your inbox. Go [HERE](#) to set up your Gmail accounts now!

Step #2: Create Your Twitter, LinkedIn and Facebook Accounts

Twitter, LinkedIn and Facebook are all powerful networking tools, in fact, they are three of the most powerful networking tools on the World Wide Web. You will do well to utilize these *free advertising opportunities*.

The reason why I want you to set these up now rather than later is because some of the services we will be working with later will have options to post directly to both Twitter and Facebook; in this way you can post on one site and updates will automatically be posted here. It is easiest to have these already set up beforehand. This will make advertising in multiple places both affordable and easy.

To maximize the viewing potential of these accounts you should “follow” (Twitter), “connect” (LinkedIn) or “friend” (Facebook) others to your account. When people see you have followed or friended them it may intrigue them to also add you to their account and they will receive regular updates about your training and opportunities as you post them.

Add a few people each day to your accounts and watch as your networks grow! But don't stress too much about implementing your campaigns just yet. We will go more in depth on these specific marketing options later in the report. To create your Twitter account click [HERE](#). To create your LinkedIn account click [HERE](#). To create your Facebook account click [HERE](#).

Step #3: Create Your LastPass Account

This is your final task for the day: Create your LastPass account. LastPass is a free service that automatically saves all of your usernames and passwords for every website that you visit. It is secure and you can choose for it to **NOT** save any websites that you prefer it not to save.

This is a powerful organizational and time-saving tool and is completely free. Eventually you will have thousands of accounts with advertising and other websites, and with LastPass you don't have to remember all of them or type them in each time you visit. Trust me, you will thank yourself later! Click [HERE](#) to set up your LastPass account.

Section 2: How to Build Your List

Now that you have gone through and set up your preliminary accounts (Gmail, Facebook, Twitter and LastPass) we can move on to setting the foundations for our online business. *If you have not created the accounts from the last section take a few moments and do that now!*

I know that you are sure to be very anxious to start generating leads, but before we do that we have to have somewhere to organize your leads so that you can begin building fruitful relationships with the people who take an interest in your opportunities.

This next step of the process can be a bit long, so have patience! When this phase of the process is done then we can start on the exciting step, generating leads! So just hang in there for today and let's get the initial legwork out of the way.

NOTE: The services and accounts you will be creating today are not free, however, they are ESSENTIAL for properly marketing your online business. Without them you will have no way to build a significant online following. The total monthly cost for your auto-responder and hosting is less than \$30 per month. If this is too much for you at this time, then I still advise marketing your replicated site, which I will show you how to do in the next section.

Step #1: Create Your AWeber Account

You are now about to get "AWeber." AWeber is an auto-responder that allows you to capture names and emails of new prospects. AWeber is one of the most important pieces to your internet puzzle. The overall power of your business will be found in the size of your AWeber list.

This will be that "LIST" that you've always heard about. I will teach you how to grow your list very soon. For now, the important thing is to get your AWeber. Once you've done that, watch these videos, courtesy of Steve Hawk, [HERE](#) to set up your autoresponder.

AWeber has extraordinary 1-on-1 customer service. They also have video tutorials that will teach you exactly how to do a number of clever things. I routinely call

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