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Introduction

Greetings And Welcome To How Network Marketing Works!



My Name is Jaz Lai and if you are like me, you would know that network marketing is not an easy industry to be in.

I've been in this industry for the last 5 years and I've seen a lot of changes in the way that network marketing is done. If you are **new to network marketing or are still struggling to find success in your home business**, then this would probably be **the most important book you've ever read** about network marketing and you owe it to yourself to read every single line in this book.

What I'm about to tell you may *shock* you or even seasoned network marketing reps that've been **sold the lie** that they should always follow the old '*system*'.

You've Been WARNED!...

I've witnessed first-hand how the Internet has turned this industry upside down and the state of the industry has shaken even the *veterans* in the industry to reevaluate their strategies not only for themselves, but for their entire teams as well. This sort of restructuring has only just recently begun and its uprooting is evident from the emergence of the Internet.

And to think that most people in the world today are still employing 'dinosaur' old prospecting methods that are rendered obsolete by technology!

I mean, *come on!*

Prospecting methods such as cold calling, strong arming your prospects (or tricking them) into your hotel opportunity meetings and endlessly pestering your friends and relatives into 'supporting' your network marketing products are so out dated, it's no different that watching someone use a VCR, cassette or wear bell bottoms out on the streets!

You see, the mind is like a parachute... it only works when it is OPEN.

You may find that the contents and the concepts taught in this book to be going against the grain of what 99% of network marketers know. But in reality, that is the reason why 99% of all other network marketers are getting mediocre results!

The rest of the other 1% are employing strategies that many have not even heard of! And you know what the dirty little secret is?

They KNOW that the majority will not accept this and may even shun these strategies... and that is why they are selfishly making an obscene amount of money under your noses!

Me? I don't care what others think of me. I'm willing to share it with you and if you can't stomach the information, then it's your mindset that you will need to wrestle with. I'm just giving you the information on how the elite ALPHA networkers make a fortune on the Internet and in network marketing.



(Image Taken From A Scene In The Matrix)

Just like *Neo* in the *Matrix* had to make a choice between taking the red pill and find out the truth, or take the blue pill and go back to a normal life. The choice is YOURS as well. You can be like the rest of the 99%, take the blue pill of ignorance and be like the rest of the others, or satisfy your inner curiosity and read on.

If you are ready to find out how deep the rabbit hole is then get ready for the ride of your life!

Internet Network Marketing - The New Age Network Marketing Problem?

The Internet – Your Ally Or Your Enemy?



The Internet has drastically changed the way how network marketing is done. Let's take a look at social proof.

Social Proof No.1 – The Social Networking Phenomenon:

In just a few years, the website FaceBook has generated more traffic than most other huge companies combined. The rise of their popularity is staggering and the estimated price of the network is estimated in the BILLIONS.

(Note: There are network marketers out there who are making a killing with FaceBook today)

Social Proof No.2 – The Uprooting Of A Government Establishment

In the country of Malaysia – a democratic country, the ruling political party has never failed to secure a 2/3 majority of votes in their general election.

The opposition coalition, a conglomerate of ethnically and socially diverse groups who are facing a disadvantage in terms of government funding, political muscle and mass media support, has completely turned the tides of the general elections by **breaking the 2/3 majority** (has never happened for almost 50 years!) using a campaign fueled by **Blogs, YouTube, Email Marketing, Viral Marketing And so called ‘underground media’**.

(Note: Lots of networkers are turning to blogs, email marketing, viral marketing, social networking and many others to generate endless leads and cash flow into their network marketing businesses!)

Social Proof No.3 – The New Corporate Direction

Today, many large corporations are turning to the Internet to drive traffic and ‘touch base’ with their customers and prospects. A lot of companies have allocated massive advertising budgets to restructure their web presence and brand themselves using newsletters and blogs!

Here is the million dollar question:

Is The Internet Working FOR YOU Or Is It Working AGAINST YOU?

Let’s be brutally honest with ourselves here.

The Internet has completely changed the way network marketing prospecting is done and if we don’t keep up with the times, we will be left behind as everyone else is moving forward – with or without you.

Busting The Myth Behind Passive Income

You've heard the speeches and you've been SOLD the dream. If you've been involved in network marketing in the past but you've yet to achieve the results you've dreamed off, don't fret - it is definitely not because you don't have enough motivation...

Most network marketing reps who use old school dinosaur methods like writing a name list of their friends and calling dead beat leads are fishing without a bait (definitely nothing to do with motivation if you are fishing without bait)...

You are not getting residual or passive income because you are **not employing the RIGHT methods** when it comes to 21st century prospecting!

In reality, there are hundreds, even thousands of network marketers building their business on the Internet and generating thousands of dollars literally on autopilot!

So what remains is a not a question of whether passive income is possible, but a matter of HOW QUICKLY can someone generate rate passive income using the Internet.

Therefore, you can rest assured that by following the techniques in this book, you will be able to create walk away income even if you have given up on that dream a long time ago. If you've lost faith, then it's time to rekindle the flame.

Don't Leave Money On The Table!

People are mostly motivated by fear of loss then the prospects of gain. If you are truly serious about network marketing, then here is a picture of someone generating 2,851 leads on the Internet in less than 2 weeks, turning more than half of them into their downline - personally sponsored!

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