

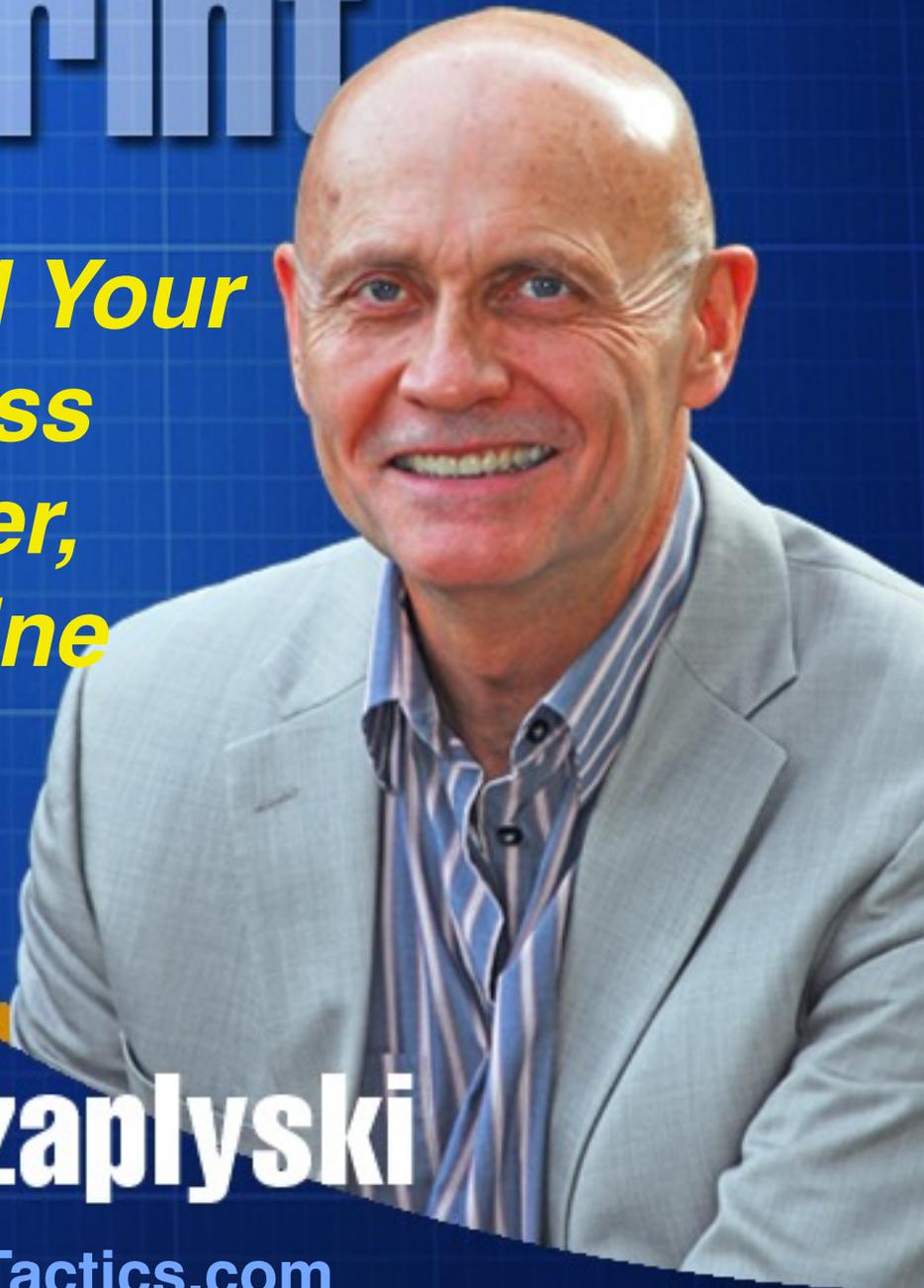
# The Network Marketer's Online Promotion Secrets Blueprint

*How to Build Your  
MLM Business  
Bigger, Faster,  
Smarter Online*

Version 1.0

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## INTRODUCTION

### Why Promote Your MLM Business Online?

I wrote this course to help network marketers like yourself learn to use the power of the Internet to grow your MLM business faster and easier than you ever could offline.

If you've been afraid to get started marketing your MLM business online because you think...

- ▶ **It's too complicated**
- ▶ **It won't work for your network marketing business**
- ▶ **It's way too hard to duplicate in your downline**

It's time to change your thinking, and fast.

Here's why...

Internet marketing is no longer optional if you seriously intend to grow your MLM business in a big way. The simple fact is if you're not marketing online you're leaving a ton of money on the table. That's because nowhere but online can you:

- ▶ **Generate an endless supply of hungry prospects for your business at little or no cost**
- ▶ **Brand yourself as an expert and leader who attracts prospects to your business**
- ▶ **Reach a much larger audience than you ever could offline**
- ▶ **Leverage automatic online "funnels" that once set up, turn prospects into distributors for you without you lifting a finger**



## INTRODUCTION

### ► Create entirely new streams of income in addition to your primary MLM business opportunity

If online marketing is new to you, this course will give you the overview you need to understand the right way to get started accomplishing these goals.

And if you've already begun marketing online this will give you some additional ideas for how to leverage what you're already doing and possibly avoid some strategic mistakes.

### Why "Old School" Methods of Promoting Your Business Don't Work

Network marketing has been around a long time, much longer than the Internet has been in existence. Consequently certain "We've always done it this way!" mindsets have evolved that didn't depend upon or even contemplate the power of the Internet.

One in particular unfortunately continues to this day, and for every success story it creates (and it has created many success stories) I'm pretty sure it ruins the chances for a hundred others who are just starting out in this industry.

And that is the old school "we've always done it this way approach" to promoting your MLM business.

Distributors continue to be told by their uplines that the smart way to promote their business opportunity is to create a master list of everyone they even remotely know, then approach them about their opportunity.

Family, friends, distant relatives five times removed, it doesn't matter. According to this approach, *any* warm body will do.

Never mind that "everyone you remotely know" doesn't qualify as a targeted market.



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If you're not sure what a targeted market is, accept for the moment that it makes more sense to market to people who already want what you offer or might reasonably be induced to want it.

So for example if you sold men's suits to a targeted market you wouldn't call everyone you know to tell them about your great suits. Instead you'd focus on advertising to men who might actually want or need a suit.

The idea behind this old school MLM prospect list "brain dump" approach is that *everyone* should know one (or two or three or ten) people that might be interested in their business, and by churning through your entire list of prospects, you're bound to eventually sign up some new distributors in your downline.

Does it work?

Yes, amazingly *sometimes* it does work for *some* distributors (although it doesn't for most).

Is it the best use of your time?

*Definitely* not.

This approach reminds me of some of the street merchants I've seen selling random items in places like Mexico City and some Central American cities. They'll stand on a street corner all day long selling pink pot holders or Crest toothpaste or flip flop sandals as traffic crawls by.

Once in a while they make a sale. But they could sell a whole bunch more if they only had a way to put their offers in front of a concentrated group of people who were actually looking for pink pot holders, Crest toothpaste or flip flops.

It's like digging for gold nuggets using a tablespoon. Of course you can find one now and then the hard way. But wouldn't it be better if those nuggets could somehow come to you without all that hard sweaty work?



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But that's how it is for most network marketers.

They're stuck with this old school "we've always done it this way" mentality even while much better ways have sprung up all around them.

After all that's just the way it is, right?

It doesn't seem to matter that this approach probably makes you really uncomfortable. or that you already know that most of your friends and family will not be even slightly interested in your business.

Or that it puts you at a classic disadvantage from a negotiating perspective with those prospects whose attention you do manage to grab somehow.

Or that it is extremely limiting in terms of finding new prospects once your original prospect list begins to peter out and run dry. (You better hope you've signed up *someone*, since you're going to need *their* prospect list if you hope to grow your business.)

So despite all these misgivings you dutifully start calling the prospects on your master list and suggest mysteriously that you have something they really need to know about.

You meet them at Starbucks or invite them to a home meeting and cleverly reveal your golden opportunity, only to be met in most cases with restrained, polite interest (if you're lucky) and a promise to get back to you that never quite seems to materialize.

But that's OK, it's a numbers game after all, (isn't that what your upline said?) And anyway, you have another 47 names on your prospect list, and that's not even counting your cousin Bo's third ex-wife in Arkansas.

Well yes, in the "good old days" that was certainly OK because most people didn't have a better way to find prospects.



# INTRODUCTION

But now you do, and it's called the Internet.

## The MLM Game Changer

Once you understand how to tap into its power you can have all the fresh prospects you'll ever need to build a great MLM business *coming to you every day*, willingly seeking out you and your advice.

And that will completely change the dynamics of your business.

Note that this doesn't replace the need for you to create relationships with your team. After all this is still "network" marketing.

What it does is give you a whole lot more choice about who you ultimately create those relationships with.

Using Internet marketing techniques you can actually attract streams of interested prospects who come to you *already wanting to learn about your business*.

This is MUCH better than constantly trying to break down walls of resistance between you and the people you "happen to know" who have NO interest in your business whatsoever.

Think about it...why try to force demand where it doesn't exist, when it's much easier to simply satisfy a pre-existing demand?

Plus using online "funnels" (a VERY big deal for your business, more on this later) you can automatically weed out a lot of the tire kickers and deadbeats with a "lottery mentality" who would otherwise be wasting your time and energy.

The good news is once you master some basics you'll never need to call your cousin Bo's third ex-wife in Arkansas to tell her about your business unless you really, really want to. (But since it's been 15 years since you last spoke I'm guessing you probably don't.)



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That and much more is what I want to show you how to do in this course. This isn't a "get rich quick" method because it will take you some time and energy to get all the moving parts working for you.

But considering the payoff waiting for you, I think you'll soon see it will be entirely worth it to you. Especially when you realize there are some great tools and shortcuts available to speed you along that I'll be telling you about.

And imagine how good it will feel to look back in a month, 6 months or a year and see the tremendous progress you made just because you decided to get started today.

All it takes is regular action and a plan to follow. I promise you that if you take the time to understand these simple concepts and put them to work, your business will start to grow in a way you never imagined possible.

So if you haven't yet been getting the results you want in your MLM business, let's change that, starting right now.



To Your Success,  
Vincent Czaplyski



## CHAPTER 1

### Chapter 1: Seven Keys to Promoting Your MLM Business

*Let's start by looking at some "big picture" concepts that I believe are fundamental to whether or not you succeed in this industry.*

#### 1: First Be a Leader and Offer Tremendous Value

Think about the person who attracted you to your network marketing business. Or if you haven't yet joined one, think of someone whose persona and advice you respect and admire in any field.

That person is a leader, and that's what you want to be in your marketplace.

Now imagine many people looking to you for guidance and ultimately for the solution to the problem they have, i.e. poor health, poor finances, want a better relationship etc. In other words imagine many people looking to you as their leader.

Imagine them seeking you out because they believe you hold the key to taking them from where they are now to where they want to go in some area or areas of their lives.

Do you see how this has completely shifted the dynamic from you "selling" them something to you helping them and "solving" something for them?

If you are the leader who can help them solve their biggest problem, you will have no end to the business you can develop.



## CHAPTER 1

By its nature “leadership” attracts followers, and followers are what you need to build a network marketing business.

Followers are much more valuable to you than “leads” or “hot prospects” because followers have already decided that you are worth investing some of their extremely valuable time with. You’ve managed somehow to break through all the competing distractions of modern life and begin a relationship with them.

As long as you continue to deliver value and are viewed as being able to help them achieve their goals, you will continue to be looked upon as a leader and someone of value to them.

Followers need leaders, not because followers are weak or unable to become leaders themselves, but because they happen to need the guidance you can offer them at that point in time and at that place in their lives.

We’ve all been followers and leaders at different times in our lives. In fact one of your most important jobs as a leader in your business is to help your followers transform into leaders themselves, so that in the future they can help others do the same.

### 1: How do you become a leader?

First, understand that you don’t need to wait until you’ve signed up “X” number of distributors or become the top performer in your company before you can legitimately be viewed as a leader.

Instead embrace this simple truth: People will believe about you what you believe about yourself.

So you start by first believing you’re a leader, even if you’ve only been in your company for a week and have yet to sign a single distributor below you.

Then you proceed to act like one.

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