



**The Basics of Online Marketing for  
MLM and Network Marketers**

**By**

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## **Lead Generating Ads**

There are a couple of very effective methods that can be used to gain clients no matter what your product or service is in the horse industry. We want to reemphasize that these tactics should work no matter what your service is, be it vitamins, soap and detergent, or even if you are just prospecting people into your business. There are always a few people out there that will exclaim that their business is different and that these tactics will probably not work for them. This is not the case nor is it true. These types of techniques have been tested over many years by all sorts of businesses from high-end entrepreneurial courses to sea monkeys. The fact that they work can be seen by picking up any magazine at the store and looking at all of the ads in the back. Those people are paying big bucks to place those ads and they wouldn't do it unless they were making a profit

One of the quickest methods that you can use to draw attention to your business is through a method called "lead generation". Lead generation is a multi-step system that is very effective. We want to caution you here for a moment and tell you that most of these techniques will not work if you do not follow through with them and

remain persistent. Remember, these are multi-layered steps to a definite target market and you will have to take the necessary steps in order to follow up on your efforts.

Not only will you have to follow up on your ad's responses, but you will also have to track how well you are doing with your campaign.

The process in generating interest in your business is fairly simple, but if done improperly will result in failure and frustration. If you miss a step you can waste much of your time and money. To give you an example of how missing just one step of this can affect you we would like to tell you a good story.

### ***A Real Bone - Headed Idea***

Our company has a web design department, and we decided to target real estate sales people as our target market. Now, this was a real stupid idea that we had and we could have easily avoided wasting our time and money by taking the first step, which was to identify who our target market is. Because real estate sales people have their names and business address posted in all sorts of local publications, we thought that it would be very easy to create a direct marketing

campaign to them. Wrong! We completely missed the boat because we did not do our homework and find out as much as we could about our target market, which were real estate professionals. When we followed up, by actually contacting realtors on online in chat rooms and forums and by phone, we found that the average realtor only made \$30,000 a year and already had a website provided to them by their host companies. We also found out that because real estate sales people and professionals had their names and numbers published everywhere, they were inundated with junk mail and offers of every type. So, the competition to gain these real estate professionals attention was very great.

If you have already been operating a MLM or Network Marketing related business, then you already have a good idea who your clients are and what type of service they need. In other words, you have a tremendous advantage. The main idea here is to know one thing before you start; WHOM am I trying to influence or sell to? If your target market are older, retired people that take are just looking for a venture to get involved in, and then you may want to rethink your strategy and whom you should market to. Unless these are some of the affluent, they may not have enough money to spend on expensive

business systems. (By the way, I am just using this as an example. You can make a ton of money in many types of demographic markets if you do it right.) Answering the question of “who am I marketing to?” is far more important and too easy to overlook than you would think and it is a vital step in your process in acquiring customers.

**Step 1** Time to sit down and brainstorm. Write down a list of the types of clients and customers that you would like to attract. You have to consider what type of business that you have. An MLM business that is related to cell phones is going to have a much more different client base than a business based on health will. Once you have that list, you want to narrow it down as much as you can to create a focused group.

**Remember this rule: If I am marketing to everybody then I am marketing to nobody.** Specific targeting will save you loads of time and money.

Who am I marketing to? Write as many as you can think of.

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If I were to narrow this list down who would I have left?

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Congratulations! You have just completed a step that about 90% of the business owners out there are not willing to complete. You can easily see that if you take certain steps that everybody else won't take, that you can quickly and easily pull ahead of the pack. If you did not fill out the above sheet, then it's your problem. Go back and do it.

**Side note:** If you already have a list of customers and clients that you have been working with, you have a massive pool of money that you are leaving on the table. You can market back to these people over and over again selling them new products and services that you may have never thought of. (We include a massive list in our course.)

This will require that you think like an entrepreneur and invent or uncover new services and products that are related to your clients and customers. We just want to reemphasize the point that if you already have a list of customers then **THE LIST IS GOLD!!!**

Let us give you an example of how important this is. We have a client that wanted us to help him market his catering service and he had been operating it for about 10 years. Now, he had an excellent product and all of his business was generated by word of mouth. (An excellent way to promote your business but it should not be the only way.) He always had loads of customers, but his business had stagnated and he was just breaking even every month.

When we sat down to consult this man about his business we asked him if he had any client or customer database and he told us that he had not collected one persons name, email address or even phone number. All of this after being in business for 10 years!!! Big mistake!

Remember what we said before, THE LIST IS GOLD!!!!!! If he had collected addresses he could have sent out one newsletter a month to his customers, announcing specials for weddings, anniversaries, parties, etc. He could have also sent out St Patrick's Day cards, Thanksgiving Day cards, etc. All of them announcing products and specials that would have brought his customers back to him again and again.

If he had collected email addresses he could have sent out an email at least once a week letting his customers and clients know about products and specials he was having. He could have sent them coupons in the regular mail and also through email coupons and discounts for things like tailgate parties and a host of other events. He could have also sent out mail and email announcing his new website, where, by the way, he could have driven all kinds of traffic to his site where he sold anything related to his business, from cook books to his premium catering services. So, if he used these different methods, he would have been in touch with his clients and customer at least 60 to 70 times (email once a week times 52 weeks plus 12 newsletters per year – once a month, plus cards, coupons, etc.)

One of the key facets of successful marketing is to stay in the minds and hearts of your customers and potential prospects. You want them to feel like you are good friends because they know and trust you and your business. It is not a mistake that the McDonald's Corporation has marketed so heavily to the public that people think that eating there is a way of life. They are constantly on the TV, radio, and billboards. Now, these are expensive methods of advertising, but if you use all of these cheaper techniques a lot and effectively, then you should reap great results.

### ***Step 2 Your Unique Selling Proposition (USP)***

Once you have a clear idea of whom you will be marketing to, you need to uncover another part of the marketing puzzle in order to effectively write ads, create a web presence, and create a mail campaign. So, the next question that you should answer before you begin your marketing campaign is; why would somebody do business with me rather than my competitors? In other words what sets you apart and makes you better than the other horse related businesses in the industry?

Just to give you an example: The average person usually scans yellow page ads within 3 to 5 minutes. In that time, your advertisement has

got to grab your prospective client's attention and make them choose you over all of the other advertisers in your section of the yellow pages. There are six parts to this process of creating a USP for your horse related business that you will want to consider this as you create your own USP.

**1.** You want to focus on what your customer wants, not what you want. If you went into the beauty care opportunity simply because you thought it would be fun or something you might have an inclination to do, then that is not a good enough reason. The market place will not care about that. What it will care about is, "What can they do for me better than the stables down the street?" So, now that you have done the homework on your first step, which is determining "the who" of where your marketing is going to be focused on, now you have to know exactly how to present yourself in a way and manner that will clearly make you the best choice above everybody else.

**2.** Think about your niche market that you brainstormed on in the first exercise. As you consider your customer, you need to also think about the manner in which you will market to them. Remember, you need to come up with a benefit that they can see that will work for them that will help you promote your business. You basically are a problem solver, so keep that in mind as you develop your USP.

Example of how not to do it: "We have the best products in town!!"

Example of how to do it: "Your complexion will look and feel great all of the time!"

The first example talks about your business, while the second one talks about the service that you will provide to them. People are far more concerned about what they will be getting rather than what the features are.

TIP!!! If you go to the bookstore and buy publications on your industry, analyze the various ads that you see in the backs of those magazines. Many times, experts in the ad-writing field craft those ads. Many of those ads already have USP's that you can get ideas from and create your own USP from. You should also tear those ads out of the magazine and place them into a file so that you can refer to them later, because they will give you all sorts of ideas on crafting your own message later on down the road.

**3.** You need to craft your USP in such a way that it communicates an obvious benefit. If you look at some of the well-crafted commercials on the TV you will see examples of USP's quite frequently. Here are some of the most famous examples:

UPS: "When it absolutely, positively has to be there overnight"



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Now it is time to refine your USP. Here are a couple of tips that can help you refine the raw material that you have from above.

- 1.** Make sure that your USP focuses on what the customer or client is concerned with. If you write a statement like “We have the finest financial services in the industry” that may not be what people are looking for. You need to address what people are looking for in your particular market or industry. If you are selling a benefit to your customers would be something like “Our insurance will cover you even if it is your fault!” In other words what will you do for your client or customer? What is in it for them and are you targeting a specific niche or group of people?

**2.** Is your message easily understood? You need keep this message as simple as possible and try not to make it too long. United Airlines, years ago, had a commercial that was simple yet effective. It was "United Airlines - We Move Our Tails for You!" Of course, it carried a double entendre with it because naturally, they had a stewardess smile and say it, while flashing a picture of the tail fins of their aircraft into the commercial.

**3.** Your USP does not have to be catchy, clever or funny. But it should state the main benefit or purpose of your horse business. Here are a couple of very simple and short USP's that have become icons in American advertising. Notice how these USP's state the Main benefit of their respective products. GE has a simple one – "GE - we bring good things to light." 7Up the soda had a simple one as well – "7UP the Uncola". Here's one from FedEx – "When it absolutely, positively has to be there overnight."

**4.** One last thing you should consider when writing your USP is that it should not use terms or words that other people do not understand. If you have a school for teaching people how to ride a horse, then you may not want to include terms like "Half – Halt" or "Near Side" because most people will not know what they mean. Always use general terms when you are creating a

USP. Later on, when you are targeting a specific group, you can use these terms. Nothing makes a direct mail campaign really sing better than when you actually know what terms and ideas the target market is used to using.

**Note: Many of your MLM and Networking companies already have USP's however, you should create your own for your own downline organization so that your group will have a sort of a mini mission statement to help everyone in your organization stay focused on their goals.**

*Refining your USP*

Now, take the time to rewrite out some of the USP's that you wrote down. Try to keep a couple concepts that were mentioned above in mind as you go through this process. Remember the marketing principal "Marketing to everybody is really marketing to nobody."

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You have now completed two vital steps in the process of marketing your business. First, you identified your target market or groups of people that would be interested in the product or services that you offer for horses. Next, you then thought about, brainstormed and then wrote out some potential USP's (Unique Selling Propositions) for your business. **You have just completed 2 vital steps that about 95% of the people in most industries or businesses won't do.** In our opinion, it is a huge mistake to not do these steps and it will be one of the things that sets you apart from almost everybody in the MLM/Network Marketing industry

NOTE: Don't believe me? Go onto the Internet and look at many of the websites in your industry. You will notice that most of them have not developed a target market or developed a USP. Even the businesses that are big and seem to have large businesses don't have USP's, which are a fundamental and critical step in the marketing process. Just think of how much better off you are going to be than those businesses when you take these vital steps.

It should be noted at this time that this type of thinking and brainstorming should be an ongoing process. You will always be in a process of refining your marketing plan, USP, direct Mail letters, etc. No matter what you do in your marketing efforts, you should always

### **Using Internet Marketing Your Business**

We could literally write an entire book on the use of the Internet in marketing a network marketing related business. However, we had to consider a broad audience with this course and that most people in the horse industry may not have had the time and knowledge to fully understand the use and knowledge of the marketing capabilities of the Internet. So, having said that, we will attempt to tell you the most important ways to use the Internet even if you don't know anything about it. We will also show you how you can easily hire other people to do the work for you. Remember, you want to spend most of your time marketing your business, not doing the actual work (like actually building a site your self.) In the back of this manual is a resource directory that will show you who you can hire and easy systems that are in place if you want to build it yourself.

### **Email A Massive Opportunity!**

One of the best and cheapest methods of marketing that exists today is the use of email. Never has there been such an easy way to get in touch with customers and clients than with this great tool. If you don't already use email, you can easily go onto Google's Web site and set up an email account. Even if you have already been using email at home through your local Internet provider, you should still get a Google Account to use for your business. The main reason that we recommend Google's email accounts is that once you start doing business through email, you will eventually attract spammers that cultivate email addresses and try to advertise to you even though you don't want them. If you use a throw away account like Google's, then you will not have to worry about having tons of spam sent to your regular home email account.

To access Google's email you can go to Google's home page at: <http://www.google.com> and in the upper left hand side of the page you will see a "Gmail" link. Click on that and Google will take you to their email sign up page. All you have to do is follow Google's instructions on how to set up an email account.

Once you have an account you can start sending email to your customers and clients. As your list of clients to email grows over time, you will eventually want to invest in online email services, which will allow you to communicate with your customers as much as you want.

## **What is the value of Email?**

“Why should I invest the time or money into using email?” you may ask your self. Well, it is all a matter of consistently getting your name, business and offers in front of your customers as often as you can. Email has undoubtedly be one of the easiest and cheapest methods of delivering a message around today. Consider this, when you consider that you can reach your customers just about everyday of the week

TIP! If you have a long list of people to email Google’s email account will only let you send a certain number of emails a day. However, you can skirt around this a bit by using the BCC (Blind Carbon Copy) feature. As you look at your Gmail account (assuming that you have taken our advice and registered for one) you will see the small window at the top where you can insert an email address for one of your customers or clients. Below you will see a window that says, “CC” for carbon copy. What this means is that you can submit other email addresses into that slot using this format:

[joeblow@aol.com](mailto:joeblow@aol.com); [abbeynormal@gmail.com](mailto:abbeynormal@gmail.com); [armadillo@yahoo.com](mailto:armadillo@yahoo.com)  
(etc. You can put

as many email addresses in there that you desire as long as each email is separated

by a semicolon.)

If you look below the CC or carbon copy slot, you will also see a slot that says BCC which, as I said before stands for, "Blind Carbon Copy".

The beauty of the Blind Carbon Copy (BCC) slot, is that when you insert the email addresses into those slots, the email also goes out to all of the people that you placed in that slot. What makes this different than the CC slot is that when you place the email addresses in the CC slot the recipient of the email, can see all of the email addresses that the email was sent to. With the Blind Carbon Copy slot, the recipients can't see the other email addresses that the email was sent to. This is a cheap way of making your customer think that he or she is specifically getting the email without knowing that other people on your email list are receiving it as well.

### **The Use of Autoresponders**

If you are going to use email as a marketing tool then you are going to eventually need to understand and use a tool known as an auto responder. Despite the flashy high – tech name, an auto responder is a very easy tool to use and set up on your site. What an auto

responder basically does is sets up a method of automatically sending out a message.

Here is a simple scenario: You are going on vacation and you want people that send you email messages to know why you are not responding to your messages. An auto responder can send out an automatic email message to the people that just emailed you stating that you are away from the office.

Most of the time when we are considering marketing services or products related to the MLM industry, we will be using autoresponders as a marketing tool on several different levels. Auto responders and the services that produce them have gotten so sophisticated, that you could easily set up an entire marketing strategy based just on the use of them. As a matter of fact, many online businesses build their client lists very quickly and easily using autoresponders.

Let me give you a good example of how an auto responder can work for you. Let's say that you have a website dedicated to your business and you decide that you want to generate interest in your services.

What you can very easily do is place a little box on your web site that says something like " For a Free Report on How to Take Better Care of Your Family's Health, Sign up Here!" In that same box is a place for a person to sign up for the free report where they would put their names

and email addresses. When they clicked the “submit” button, their name and email address would automatically go to your email service. The email service’s autoresponder would immediately send them a copy of the free report (that you have already written) through an automatic email. Now, the recipient gets their free report and you have just gained another potential customer’s name and email address.

Remember what I told you earlier, “The list is gold!!!” You will now be able to collect a list that:

1. Is generated automatically – in other words, you are collecting potential customers email addresses and retaining this list automatically!
2. Is specifically interested in something to do with horses, which means they will probably be interested in what you have to offer.
3. Will know you and who you are whenever you email them.
4. People that you can sell your products and services over and over to.

***A Good way to find something out before you do it***

OK so, assuming that you now understand what an autoresponder is and how to use it, here is a darn good method that we use to determine if a product or service will work ***before*** we implement it. (That’s right, I said, “before”!) You see, it is a real good idea to see if

you have a market or crowd that is interested in your idea before you spend the time and money trying to make something like an idea work.

So, let us say that you have an idea to sell a particular type of cell phone service. Just for fun, let's say that you have a device that hangs on the side of the cell phone that looks as though it is part of the phone but it is actually a microchip. This microchip can be tracked easily over the Internet and is a security device that can tell you where the cell phone is over the Internet by accessing a Website. That way, if it gets stolen, you can always find out where the saddle is. Now, that sounds like a pretty cool idea, but before you spend loads of money on production, you make a couple of small ads that run in an industry magazine. The small ads do not cost that much to run and you would be well advised to run this ad in several magazines and to keep track of which ones people are responding to.

You can have the ad state that you are offering a free report on a new technological device that can track a cell phone on the Internet no matter where it goes. Now, you can find out one of several ways whether or not people are interested in this device or not. The simplest method would be to have a website already set up so that when you ran your ad you told people to go to your website and sign up for the free report. Once they read the ad and went to your website, they

would then submit their email address at your website, your auto responder would automatically send them the free report. Now, the reason this is so important is that if you have a load of people reading the ad in the magazine and then asking for your free report by giving you their email address, then you know that you have a bunch of people that will probably buy, or at least, be interested in your product. Not only would you be able to tell by the response, but you would also have a load of email addresses to send your offer to once you finish creating your microchip product.

There are other ways of doing this, but for this section, I have included this idea because it involves an autoresponder. We will talk about the other methods of doing this later in the course.

### ***Other dynamic ways to use email***

One of the best things that you can do within a marketing context is stay in contact with your customers. It is 7 times easier to sell someone a product or a service that knows you, reads your email and has some sort of communication with you rather than someone that has come in the door cold. If you use email just once a week to your list, then you have an opportunity to communicate to them at least 52 more times a year. The great thing about email is that it is so cheap and easy to use that anyone can use it.

One of the biggest mistakes that a marketer can do with this dynamic tool is to misuse it. Yeah, just like everything else you can use email in a way that can drive your customers away. If you send email out to your list and you are trying to sell or pitch something to them, then it will not be received very well. You want to use email to create friendly camaraderie and to develop a relationship. You can do this in several different ways.

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### ***The Power of an Online Newsletter***

Email can be used to create what is termed as an “online newsletter”. With the technology that is in place today for email, it is very easy to create beautiful full color newsletters on your PC or laptop and them out to your clients. The rules that apply to newsletters that you send in the regular mail can also apply also to newsletters that are sent through your email.

Here is an example of what an email Newsletter in your industry could look like:

FILM - DIGITAL - GEORGE - PERSONAL

# PhotographyBLOG

PhotographyBLOG Newsletter Newsletter #202  
13th November 2007

Hello Mark,

**In this week's issue...**

- [Panasonic Lumix DMC-L10 Review](#)
- [Latest Headlines](#)
- [Ricoh Caplio R7 Review](#)
- [Nikon D40x Review](#)
- [October 2007 Competition Winners](#)
- [Photo of the Week Winner](#)
- [Nikon Coolpix P5100 Review](#)

**Latest Headlines**

Here are this week's hot news stories from the world of photography.

**Microsoft** [JPEG iXK from Microsoft Approved](#)  
New standard approved by the countries participating in the Joint Photographic Experts Group.

[UK Thinks Printer Ink is a Rip-Off!](#)  
Almost half the people in the UK think the cost of printer ink is a rip off.

[HP Outsources Digital Cameras](#)  
Intends to outsource its digital cameras to a third party manufacturer

[£100 cashback on Olympus E-510](#)  
Buy the Olympus E-510 body, single lens kit or twin lens kit and Olympus UK will give £100 cashback.

**Ricoh Caplio R7 Review**



The [Ricoh Caplio R7](#) is an 8 megapixel digital camera with a 7x zoom lens equivalent to 28-200mm on a 35mm camera, yet it's only 23mm thick and weighs just 135g. A mere 6 months on from the previous R6 model, the Ricoh R7 adds more megapixels and a slightly tweaked user interface, whilst retaining the optical image stabilizer and 1cm macro mode of the R6. Does the new Ricoh R7 offer a better all-round package than the R6, and is it still our point-and-shoot camera of choice? Read our [Ricoh R7 review](#) to find out.

[Click to continue...](#)

**Panasonic Lumix DMC-L10 Review**



The [Panasonic Lumix DMC-L10](#) is a 10 megapixel DSLR camera with a difference - it's currently the only DSLR to offer a free-angle, swivelling LCD screen. Live View mode complete with focusing, metering and white balance adjustments, and Face Detection system.

Looking like a Panasonic DMC-FZ50 ultra-zoom compact on the outside, Panasonic have abandoned the retro look and feel of their first DSLR, the L1, and opted for a much more conventional design for the L10.

Based upon the Four Thirds standard, other significant features include the new Leica D Vario-Elmar 14-50mm F3.8-5.6 kit lens, Supersonic Wave Filter system to remove dust from the sensor, and full range of scene and more creative shooting modes.

If you want to really make your email newsletter effective, we have a special service listed in the resource section called **Aweber**. (Please see our resources section) We don't usually talk about services like this too much, because most of these types of services require good businesses to run them. However, Aweber is so well run and such a powerful system that we couldn't help but mention it in our course. Actually, it is hard to believe that anyone would try to have a viable marketing system without a method of sending out mass email or newsletters to their clients. You are leaving tons of money on the table

when you do not keep records of email and market back to your customers frequently. Aweber can make this entire process very easy. With this service, you can easily set up everyone on your email list and have massive amounts of email sent out to all of your customers and clients in newsletter format. There are almost 80 different templates to set up your newsletter with at Aweber, which makes it very easy for you to have beautifully designed newsletters that you can send out through your email service. Also, this service has very simple and easy methods for you to collect email addresses with. You can easily design an opt-in box for your Website and place it on your web pages. Aweber will then add those individuals and their email addresses automatically to your list and keep it in a database. That way, the next time you send out mass emails or newsletters to your horse client list, Aweber will have already added those names and email addresses automatically.

It is a super effective and easy way to manage, create and build your newsletter or email list. We have taken the care to put Weber's contact information in the resource section of this course. This service also has tons of great features such as timed sending out. In other words, you can write a ton of emails or newsletters and then have them timed to be sent on different dates and even times. So, if you

were going to go on vacation and you wanted to set up a bunch of email early, you could use Aweber timed services to have the messages sent out while you were on vacation! This is just one of the ways Aweber's powerful services can help you automate your business.

### **Automating Your Business**

We want to point out at this point, the importance of automating as many of your tasks as possible. The more that you can automate and have things done easily, the more time that you will have for other more productive tasks. The nature of an MLM or Network Marketing related business requires that you at least manage people and resources, so if you can automate much of your marketing, then you will be that much farther ahead of the game. There are a whole slew of things you can do in this vein (such as Aweber above) that will help you automate your marketing.

One of the chief concerns that we have heard in the MLM business over and over again is, "Hey, I don't know how to market a business or make a website! Even if I did I wouldn't have the time to do any of it!" My response is "Welcome to the 21<sup>st</sup> Century!" Because of the vast leaps in technology and especially communication, it is far easier now, to automate, contract and delegate out tasks than ever before. You say that you don't know how to build a web site? **Then hire**

**someone.** Hey, you are in business, you are not expected to know how to do all of this other stuff. But, you should have a solid marketing foundation so that you know how to direct someone to build one for you. (If you need a Web site with incredible marketing strategies that can easily help explode the profits of your horse business, then our Ellistrated Websites and Marketing services in the resources section of this course.)

### ***How to Automate Your Website to Maximize Profits***

#### **What you will learn in this module:**

- What 3 things that your web site should ***automatically*** do for you.
- How a "Squeeze Page" can help your Website.
- Why a Squeeze Page is important.

Your web site should be able to do at least 3 things for your business as far as a marketing tool is concerned. There are several ways you can market your business in this manner and in the next couple of sections we are going to show you exactly how to do that. Your Network Marketing/MLM related web site must convey professionalism and reassure potential customers and clients that you are a business with a purpose. Going back to our USP, we want to

make it clear that the purpose of filling whatever need or desire that your niche market has concerning your products or services.

Remember, you don't want to be a business for everyone, but a specific targeted niche that can easily focus on a particular type of client or customer base.

Second, a web site should be a way of automatically gathering names and addresses of people that are interested in your business and the things that you have to offer. Once again, we want to make sure that you understand that the names that you gather through an opt-in box must be kept on file. ***The list is your gold!!!*** So, you must design your site in a way that generates interest in what your horse business has to offer and then motivates people to take action by getting them to leave their email or regular addresses at your site.

### **The Squeeze Page**

One of the most dynamic methods of gathering email addresses and getting the clients that you desperately need for your business is to develop a simple device known as a "squeeze page" for your web site. As a matter of fact squeeze pages account for almost 96% of the methods used to generate sales on a site and can be a vital step in your overall marketing plan.

## **What is a Squeeze Page?**

A squeeze page or landing page is the web page or first page of your web site that you want your customers to go to. Unlike most “welcome to my site” types of pages, a squeeze page is designed so that a customer will have to fill out their contact information before being able to go to your site. In order for you to clearly understand what a squeeze page is, take a look at the Downline Online Generator site.

## **Why is a squeeze page so important?**

One of the best ways for a business to quickly develop a great relationship with their customers or clients online is to keep sending them messages by email. It is a 100% proven fact that people that hear from you over and over again are far more likely to do business with you and come back to do business with you again and again. By sending them good solid information about your MLM business or opportunity, it lets them know that you are knowledgeable, reliable and a professional worthy of their business. It also tells people that you care about their business and that you know the industry. Let's face it; with all of the web sites that are out there, people are going to very quickly go from one site to the next. It is for this reason that the Internet is not the best way to market your business. However, the

reason that this is so is because people market on the Internet the wrong way! If they use it correctly, (The way we are going to show you; the Internet is a vast goldmine of marketing opportunities!) they can utilize the Internet in ways to market and test marketing practices that were never possible before.

Another huge reason for growing a list using a squeeze page is because of competition. If a new network marketing business comes along that is in your niche and is now sucking up a lot of first time visitors that you used to get you will already have your data base of clients and customers that you can market back to again and again! Once you have your own list no other business can take it away from you! You can market to those people over and over again. ***Once again the mantra: The list is gold!***

Potential clients and customers on average will hang around your site for 8 seconds or less, so why don't you give them the opportunity to sign up for a newsletter or some valuable free information that will get them to sign up at your site.

Web Traffic -> Squeeze Page -> Web Site Sales page or Information Site --à Order Page or Contact Info

Direct Mail Letter → Squeeze Page → Web Site Sales Page or  
Information Site → Order Page or Contact Info

→ Squeeze Page → Web Site Sales page or Information Site --à Order  
Page or Contact Info

Coupon, Car Advertisement, Etc. → Squeeze Page → Web Site Sales  
page or Information Site → Order Page or Contact Info.

**Learn Massive Tactics that Will Propel Your MLM/Network  
Marketing business!**

**Order the Downline Online Generator Today!!!**

**Resources:**

### ***Email Services***

[Aweber](#) - This is one of those email/autoresponder/e-newsletter services that is essential to any online business. Actually I can't imagine any online business that would not have this service because it is absolutely a must - have service that allows you to send out emails en mass to your entire list. Fantastic service and value!

## ***Hosting Services***

**HostGator** – With their \$9.00 a month service, you can put as many web sites on this excellent hosting service that you want. With Hostgator's excellent customer support you will have your web site up and running in no time. I personally use this remarkable service all of the time and am very pleased with it.

**Site Build It!** – This will help you build a Web Page online utilizing a simple system that anyone can use. There are tons of free marketing materials that go along with this service; however I have seen mixed reviews on this. In my opinion, any online marketing system needs to be worked hard and even though Site Build It! Makes it simple for anyone to build a site, you still have to work your marketing plan every day.

**Elustrated Websites** – We have been building professional websites for years and you can email us anytime for a personal consultation. Please send us a brief email with your phone number. (Please include area code) We will pay for the call. If you mention our free report from the D.O.G. site we will give you a package deal for only \$300.00. Stop dreaming and take action! Email us today!

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