



# **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**

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Huge Network Marketing Downline!”**

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## 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**

<b>Internet Marketing</b>	<b>Network Marketing</b>
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.)

**Distributor:** Here is our catalogue. You will be able to find it will solve all kinds of health problems. My contact number is here and you can also check out their website. You can really make lots of money in the health industry through this fantastic opportunity!

**Prospect:** Okay. Thanks. I'll give you a call once I look at it. I really gotta go now, see ya. (Trying to get rid of the distributor and the catalogue goes into the bin or somewhere he won't bother to look at it again.)

**Note:** The prospect is being sold to. I am not saying the distributor is not doing a good job. Maybe the prospect may be having a bad day or he had an argument with his wife. Now, let us turn the tables on him.

## **SCENARIO 2**

Here the distributor advertises a small ad in the newspaper where it talks about FREE information on health issues and displays the website address. He could even put an ad in Google.

Next the prospect looks up the ad and follows the link. He sees the information online and the LEAD CAPTURE PAGE request him to type in his e-mail address so he can get more 'expert' advice.

The autoresponder gives him an e-mail with details or reports of health in general and the prospect becomes more interested. The prospect becomes EDUCATED. Two things can happen here if he is interested.

He decides to purchase a small, detailed health manual to understand more about his body (which becomes a side income for the distributor) or he decides to purchase a trial pack of the actual product.

The prospect gives a call to the distributor who put up the website and asks him questions because he is interested. The distributor then shares the benefits of the product (now the prospect is not being sold to, he is interested in BUYING). The sale is done and he might even be interested in the OPPORTUNITY because he is so happy with the product.

**Note:** The prospect is actually the right buyer but he just doesn't know that this product is for him when he is being SOLD to. By selling to him, the opportunity to gain a new downline or customer might be lost forever.

The other possible thing that can happen is that he is financially constraint at the moment and didn't have enough time to digest all the information. The sequential autoresponder do the follow-up, giving him a series of e-mails to continually update the prospect. Later on he might either buy the product or contact the distributor for more details.

See how powerful tools can be in Network Marketing? And the best thing of all, you won't need to pester prospects like a beggar! You will be more like a field expert that is SHARING information rather than SELLING THINGS. This method is actually REJECTION FREE because the prospects come to YOU instead!

In the next page, we will talk about effective advertising and how to direct proper targeted traffic to your website.

## Effective Advertising

Most of the time, people advertise these kind of ads to bring in more prospects to sign up.

**WORK PART-TIME OR FULL-TIME  
ATTRACTIVE INCOME  
COMPANY WITH 20 YEAR HISTORY**

The prospect shows up expecting an INTERVIEW, but you SHOW THE PLAN instead. The prospect would either get angry that he has been fooled into a network marketing opportunity or be confused about the whole deal. It gets even uglier when he has to come out with his own money to qualify for the 'job'.

People are not stupid. Gone are the days of bluffing prospects into opportunity meetings.

Here is another one:

**NETWORK MARKETING OPPORTUNITY  
SMOKING HOT MARKET!  
COME JOIN THE FASTEST TEAM**

The prospect will think, must be one of those networking things again. If the prospect is already in a company, he'll think, "I am already in one. So what? Call up so you can sell me another opportunity?"

Not effective advertising also.

This next one was used many times also.

**NEW COMPANY LAUNCHING  
JOIN FOR ONLY \$30  
WE SELL FOR YOU**

If you tell your readers that no real work is involved, they will do just that – NO WORK. You will exhaust yourself with these guys and give yourselves even more work because you are attracting all the lazy free loaders out there.

**So what are the criteria for a good marketing ad?**

When a prospect calls up, some try to explain everything on the phone in an attempt to sell their opportunity or product. This is a big no-no because the prospect will get confused and he has the choice to say no and close the door.

**The goal is to GET THEIR CONTACT NUMBER or EMAIL!**

The goal is to get them to see your sales letter online.

If your company doesn't have a good online system, then I recommend you writing your own sales letter which will lead to the information you are trying to share. A good sales letter will sell for you 24-7 and you can tailor make its contents to bring the prospect to make an emotional decision (because most buyers buy on impulse or based on an emotional decision).

Your ad content should be structured to lead the prospect step by step. From acquiring the contact information (by giving away free information), to educating the prospect about the product (exposing their need or pain), and then RECOMMENDING the product via the website. Then later on UPSELL the purchase to give them more value (like being a member or distributor of the company).

Here is a simple example for a health ad:

**TIRED OF DROWSINESS?  
LOG ON TO (WEBSITE) FOR A FREE HEALTH REPORT  
ON HOW TO INCREASE YOUR ENERGY LEVELS**

Or another example:

**EXPAND YOUR NETWORK MARKETING BUSINESS TODAY  
LEARN THE SKILLS USED BY THE TOP IN THE INDUSTRY  
WITHOUT SPENDING A FORTUNE ON BOOKS AND TAPES  
LOG ON TO (WEBSITE) TO FIND OUT HOW TO DO IT!**

The second ad is good to get to know other people who are doing network marketing as well. GIVE or SELL low-cost, valuable information, and watch your prospects flood to you.

## Writing Your Sales Letter

Your sales letter must contain content that will take the prospect on an emotional journey. This is more of an art than a science because your sales letter has to hold the prospect's attention long enough until he reads till the end of the page and makes a decision or else you will have no new sign ups.

THE KEY POINT to remember is that in network marketing, there are millions of distributors in the same company. What differentiates YOU from other distributors? Why should the prospect join YOU instead of others? This is where the sales letter comes in. YOUR sales letter will differentiate you from the rest.

As a rule of thumb, your sales letter must have relevant content and write as much relevant information needed. Generally, longer sales letters are better than shorter ones because you are GIVING information away freely and you want the prospects to make a well informed decision.

Remember this KEY POINT as it will make or break your business.

You are NOT selling PRODUCTS or OPPORTUNITIES; you are selling SOLUTIONS to a problem or helping others to GAIN or PREVENT LOSS.

Here are 4 principles to remember as outlined by most top copywriters:

- (1) WHY SHOULD OR DO I WANT TO BUY YOUR PRODUCT IN THE FIRST PLACE?

**Expose his pain or concern. If you can't even answer this question, your chance of procuring the sale is ZERO.**

- (2) EVEN IF I DO WANT TO BUY IT – WHY SHOULD I BUY IT FROM YOU, AND NOT SOMEONE ELSE?

**Over here you may outline some of the benefits of joining the COMPANY, but most important of all, you should never forget to promote YOU. People join YOU and not the company. You must show him that you have the right credentials.**

- (3) OKAY, SO IF I DO WANT TO BUY IT FROM YOU, WHY SHOULD I PAY YOU AT THE PRICE YOU'RE ASKING?

**You must justify why the customer should pay you the price you are asking then you will have a good chance of a sign up. Try to show him that actually what you are asking for is much less than its actual value. (e.g would you rather spend less on supplements or pay more for dialysis or heart transplant?)**

(4) **WHY SHOULD I BUY IT NOW – AND NOT LATER?**

**Is there a good reason for your prospect to buy the product NOW instead of later? Chances are if he does not buy from you now, he will never buy it later. One way is to his immediate response is to provide him with bonuses or free training materials.**

Once you have answered all these questions, you will have a high chance to get a new customer or a new distributor. Then you can follow-up with him off-line and build the relationship with him and train him.

## Other Tools That Can be Used

There are many tools available on the Internet that will enhance your network marketing business. For example, you can use live video conferencing to send your message across to your prospects or downline.

One very useful tool that can be used for prospecting is Rich Media Advertising.

How does it work?

Basically, this is a more advanced way of using the Internet to 'show the plan'. They engage more of the 5 senses rather than focusing on using text and graphics in the sales letter alone.

It displays a video or animation that will take you through as though you are on a journey. The video usually has sounds or someone that will vocally (pre-recorded) explain the benefit of the product or opportunity. Music is also used to give the prospect a very dynamic feeling about the business.

There are usually choices that will strategically funnel the prospect to make a decision towards buying the product or joining the business.

The best thing about this tool is that it has customized features which will allow your newly signed up distributors or downline to DUPLICATE the system EFFORTLESSLY! A good example would be after they sign up, they can send the video to their own prospects but customize the system into changing the name of the prospect or distributor during the presentation (some of them even pronounce your name during the presentation).

Imagine, you won't need to learn how to be a super salesman or teach that to all your downline. Just learn to utilize the system and you can easily duplicate results in your team!

## Using Forums and Newsletters

How can you utilize forums and newsletters to your advantage? You can easily sign up and create Yahoo! Groups and get your members to come online for meetings and discussions.

Some of the usage of forums will include

- (1) Announcement of the next meeting at which premise
- (2) Information about the company
- (3) Welcoming a new member when he signs up to the forum (this will give him confidence and a feeling of belonging to the team)
- (4) Announcing the new achievers (thus giving tremendous encouragement)
- (5) Downloading of company brochures, marketing tools, training material
- (6) Photos uploaded that may showcase the new cars, recent achiever's vacation trips, team rallies and team member profiles

There are so many ways this can keep your team together. It is up to your creativity how you want to build your business.

Newsletters are also very good as it will update all the distributors on the events the company is having or the launch of a brand new product.

You can even use the computer to TEACH AND EDUCATE PEOPLE HOW TO CALCULATE THE COMPENSATION PLAN. Some compensation plans are very complex and you don't need to be a mathematics genius to calculate them because computer tools are easy to use and will help people solve complex problems very quickly.

## Registering a Domain Name

It is very important to own your own domain name. It gives you a way to increase your professionalism leaps and bounds and it costs way less than setting up an office. Domain names are you ONLINE PRESENCE and people will see that through your website.

Domain names are very crucial because it is like branding yourself and giving you self-ownership of your business. Most people will see you more professionally if you have a website like this (all links here are purely for illustrational purposes)

<http://www.HowNetworkMarketingWorks.com>

Imagine if your domain name is something like this

<http://www.mlm.blogspot.com>

or

<http://www.networking.aol.com>

Your prospects will think you are not professional enough because you are riding on the name of other bigger domains and it gives the impression that you are not really self-branding (or taking your business seriously enough).

Good domain names also enhances visibility online through search engine results, sets you apart from competition, leaves a strong impression in the minds of your prospects and get the most people to come to your site.

The same applies for e-mail. Which would you judge as more professional?

[mlmbusiness@yahoo.com](mailto:mlmbusiness@yahoo.com)

OR

[yourname@mlmsolution.com](mailto:yourname@mlmsolution.com)

If both would approach me to join their opportunity, I would rather join the second one. The distinction is rather obvious who is more professional.

One more important point to consider is the affiliate links. If your company offers you an affiliate link like <http://www.mlmcompanyname.com/?ref967> or [www.mlmshopping.com/yourname](http://www.mlmshopping.com/yourname), you are leaving a lot of money on the table.

Why?

You are losing business because people like to ERASE THE LINK at the end because they want to see the primary site or see the 'pure' site as it is. Sometimes people find it too tedious and just erase it because they know the information will still be on the primary site anyway.

The other problem is that nowadays people aren't so good at remembering numbers or they may spell names wrong sometime (that is why they record all the names and phone numbers on their hand phone and use speed dial). If I am advertising my website, I would want my prospects to get the website typed correctly the FIRST time.

How do you rectify this? URL REDIRECT. You can check the information of Google to set up these services. URL redirect will allow the prospect to type in one site and send it to the affiliate links instead of having them type the whole thing in.

This means instead of typing:

<http://www.mlmbusinessopportunity.com/?userid=967>

You can set up something like this:

<http://www.SpeedSponsoring.com>

And the prospect will be redirected to the first link. (you will have to search around for domain names that are still available)

## Teaching Downline to Utilize the Internet

People are normally petrified of change. When new technology pops up people fear becoming obsolete themselves. Let's face it; there are people who refuse to learn something new. Unfortunately change is inevitable just like death and taxes (or else people would still be riding horses instead of using cars today).

Most people have an e-mail address and you don't need to be an expert Internet marketer, web-designer or programmer to use all these tools.

The most important thing to do in order to duplicate Internet tools downline (which will help your group expand) is to EMPHASIZE on the COST SAVING and INCREASED SIGN UPS of utilizing the tools.

Most people purchase LEADS or pump their hard earned money into ADVERTISING and drive from place to place spending money on GAS and raking up a huge PHONE BILL. Some of them are already spending so much and they haven't even made their first check in their BUSINESS!

Internet advertising, emails and forums cost very little to almost NOTHING and you don't have to drive or make many phone calls. If a person is SERIOUS about building a long term network marketing business, there is no way he would pass up the chance to cut down all these expenses and get the chance to recruit more downline!

Furthermore it is easier to duplicate an online tool than to teach ALL distributors to walk and talk like the leader. Truth be told, not everyone can talk very well, so why not let the Internet do all the 'talking' for you?

## The Closest Thing to Networking Heaven

There is a formula that goes in network marketing:

### **SPEED + SIZE = MOMENTUM**

The Internet gives us prospecting speed. Reaching out to millions of targeted audiences rather than holding an opportunity meeting and many couldn't show up due to time constraints or being too busy.

Automated signups and registration processing helps a lot, rather than carrying a stack of forms driving up and down to the headquarters submitting them.

This is the age of information. It is not about just working hard anymore.

The most important thing to remember is that the Internet may automate all the tools for you, but in the end of the day it is you who must switch it on.

Here is a story that goes:

*There was a wood cutter who went to a store looking for an axe. The shopkeeper instead tried selling him a chainsaw and outlined all the benefits of saving time and effort and chopping more trees. He even gave him a money back guarantee if it didn't work out.*

*The wood cutter smiled with glee and bought the chainsaw.*

*3 days later, he came back to the shop. He was cut and bruised as though he returned from war. He said the chainsaw didn't work and was completely exhausted. He wanted his money back.*

*The shopkeeper then agreed to refund his money but before he did that, he pulled the string on the chainsaw to test it out. After he switched it on, the wood cutter shouted, "WHAT THE HELL IS THAT SOUND?"*

The moral of the story is you must learn to switch on the tools. Then you will be at the closest thing to Networking Heaven. **Good Luck!**

## Recommended Resources

### [How Network Marketing Works](#)

Your essential guide to Network Marketing success. This is truly the world's first and most complete online network marketing home study course. If you only need 1 course, then this is the one.

### [Opportunity PLR](#)

Get automated leads and prospects. Every month receive a set of articles, audio and video that you can use to brand yourself to get more mlm leads and prospects. The only PLR site dedicated to the Network Marketing industry.

### [Black Belt Recruiting](#)

If you haven't heard of Mark, then you are missing out. He has personally sponsored as many as 254 new reps in one year, consistently sponsors as many as 25 reps in a month, was his companies number 1 recruiter for 15 consecutive months, and has built an organization of over 10,000 reps in less than 2 years.

Watch this free interview where Mark share with you how to dominate the phone with your prospects and sponsor more people than you ever thought imaginable.

### [Building On a Budget](#)

Lack of funds to run your home business? Are your tired of running yourself in circles trying to building your home business? Spending more money than you are making? Check out these resources on how you can run your home on a tight budget.

### [Magnetic Sponsoring](#)

Discover how you can become the hunted instead of the hunter. Attract an endless stream of new distributors and customers to you, with credit card in hand ready to join. Say goodbye to chasing people down to join your business and actually make money from all the people who say "no" to your opportunity.