The New Era Of Networking
Enough With The Bullshit.

Author of Breakthrough Network Marketing Strategies for The Internet Age

DAVE VASS
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INTRODUCTION

What Is This Book About?

"Don’t tell people how to do things; tell them what to do and let them surprise you with their results.”

- George S. Patton

This book is NOT a manual on how to build a network marketing business. I’m not here to teach you how to recruit, how to make a presentation, or how to do an opportunity meeting.

There are plenty of other books written on the science of network marketing that go into detail about how to perform the fundamental tasks of network marketing. If you want a blow by blow account of the technical process behind marketing, there is a plethora of information out there for you.

This book is more about the art of network marketing than the science. I firmly believe what George Patton said in the above quote. I’m here to simply tell you what you need to do - actually doing it is up to you!

Once you have learned what you need to do, I believe that you will make the rest happen. How you make it happen is entirely up to you. And I’m certain that you’ll find a few gold nuggets hidden in these pages that will help you make more money in network marketing.

Because we live in a day and age where the Internet is a very big part of our lives, I’ve also dedicated a fairly large portion of this book to discussing what you need to know about effectively using the Internet to build your business.
Who Is This Book For?

This book is intended solely for those network marketers seeking to cut through all the crap on the Internet to clearly understand what they need to do to build a large business that pays them residuals for the rest of their lives.

I wrote it for people who haven’t yet experienced much success in network marketing, but are hungry to learn what to do. You could be new to the business or been dabbling in it for years - the main thing is that you haven’t struck gold yet and are ready to open yourself up to the next step.

To be honest, it doesn’t matter if you’re a new recruit or a seasoned pro; if you are seeking the key to success then I’m confident you’ll find it within these pages. There’s too much bullshit on the Internet – people pretending they know what they are talking about it. In this book you’ll learn what works... period!

My goal is to simply explain what you need to do in order to build a network of more than 10,000 people who are buying your product or service. This is NOT a theory. My brother and I built a team of over 13,000 people from scratch (no previous downline) in less than two years, and everything I teach in this book is what I’ve learned through my own experiences in network marketing while building a business in the 21st century.

How much would you make from your company if you had 10,000 distributors on your team (not all from one leg)? My guess is that you’d never have to worry about money again.

The good news is that in the 21st century, building a team this size is not only doable but it can be done faster than ever before!
NETWORK MARKETING IN TODAY’S WORLD

How Has Network Marketing Changed In The 21st Century?

“I’m a great believer in particularly being alert to changes that change something, anything, by an order of magnitude, and nothing operates with the factors of 10 as profoundly as the Internet.”

- Andrew Grove

Perhaps I’m getting ahead of myself. In order to know how network marketing has changed or if it has even changed at all, we must clearly define what it is.

Network marketing is a unique distribution model whereby individuals are rewarded financially to refer the products or services of a particular company to others.

Simple yet brilliant!

Every product or service needs a distribution channel. Network marketing is brilliant in that it cuts out the “middle man” and allows individuals to make money directly, simply for referring the product and building a team of distributors. In essence, you and I become the distribution channel.

Network marketing is a very effective and efficient business model. Word of mouth marketing has always been the best way to promote any product.

So how has network marketing changed in the 21st century?

Actually, the fundamentals have never changed. Network marketing is still built around individuals sharing a product or service with other individuals (referred to as word of mouth marketing).

However, with the dawn of the Internet this process has been amplified.

Fifty years ago people didn’t have cell phones, email, websites, Twitter, Facebook, blogs, or other social media. In order to build a network marketing business you had to meet someone and talk to them face to face about your
product or service.

Today, ideas spread with lightning speed. If someone is excited about a product or opportunity they can post a link to their website on Facebook; they can send out an email to hundreds of people all at once; they can pick up their cell phone and call their best friends; or they could even post a review on their own personal blog.

The potential is mind-boggling. This is the biggest reason why so many companies in the last nine years have become wildly successful in an extremely short time period. If a company has the lead on a great product that creates a lot of excitement then it can spread really fast.

This is good news for you, if network marketing is where you plan to make your future.

The Internet has leveled the playing field, making it easier for newcomers to climb the ladder quickly. It no longer takes ten years to build a significant residual income. If you do it right, it can take you only a few short years to get the big fat residual checks rolling in every single month.

The Internet is what allowed my brother and I to build an organization from scratch; we took our company from the two of us to over 13,000 people in less than two years, and we did while making very good money and driving BMW’s that our company paid for.

In this book you will learn everything I’ve learned in the last two years of doing network marketing full-time. I’m going to help you understand how to actually take advantage of living in the 21st century by using everything available to you to grow your business to levels you only can dream of.

A lot of network marketers are still living like they’re in the 20th century. By doing so they are missing out one of the most amazing time periods in network marketing history. The time is ripe for another explosion of marketing possibilities on the Internet, and this puts you in the hot-seat - are you ready to take advantage of this event?
If so, then congratulations! You are embarking on the biggest, most successful venture of your life. However, before we dive into various tactics and strategies that you can use to build your network marketing business in the 21st century, we first must learn the art of network marketing... and this has never changed.

The 80/20 Rule Still Applies Today

"Insanity: Doing the same thing over and over again and expecting different results."

- Albert Einstein

It doesn’t matter how advanced technology gets or how powerful the Internet can be, 20% of the people will still make most of the money.

Why?

Because most people are lazy. Most people do not have the drive to achieve. They settle for remaining stagnant and not going anywhere in life. So when they join a network marketing company they do it as half-heartedly as everything else in their lives and end up never going anywhere.

The '20%’ers’, on the other hand, have it easier in the 21st century. They have the drive and belief to be successful no matter what, but now they can leverage the Internet and other tools to get to their destination even faster.

The point is that if you are content with being “average”, and are not willing to go above and beyond everyone else and do more than what most people are doing then nothing in this book will help you.

However, if you are driven and highly motivated to succeed, and are willing to do whatever is necessary, then this book will help you reach your goals that much faster.
You need to decide right now if you are going to be in the top 20%. It’s your decision.

The top 20%’ers have the following characteristics:

- **They have unwavering belief in themselves, and trust that they will accomplish what they’ve set out to do.**
- **They do NOT blame anyone or anything. They take responsibility.**
- **They are very passionate.**
- **They emit a positive energy.**
- **They surround themselves with like-minded people.**
- **They are driven to succeed.**
- **They have fun.**

In contrast, the other 80%’ers have the following characteristics:

- **They doubt themselves.**
- **They live in fear and can’t make decisions.**
- **They blame people and things for their lack of success.**
- **They suck the energy out of others.**
- **They complain.**
- **They are depressed.**
- **They lack inner drive.**

You have the power to choose your attitude. It’s your attitude that makes all the
difference in the world. Have a positive one, and all things are possible; have a negative one, and your life never will get any better.

Success is found within you. No amount of knowledge and strategy can change that. You need to first become the right person on the inside, and then work to match your exterior to whom you have become.

**Does Network Marketing Really Work?**

“If it really was a no-brainer to make it on your own in business there’d be millions of no-brained, harebrained, and otherwise dubiously brained individuals quitting their day jobs and hanging out their own shingles. Nobody would be left to round out the workforce and execute the business plan.”

- Bill Rancic

The other day I was having coffee with a business partner. We were sitting in a nice little coffee shop and passionately sharing with each other the exciting things that were happening in our network marketing business.

I tend to talk a little loud when I’m excited about something. (Okay, maybe really loud.) A gentleman sitting next to us overheard us talking. After about ten minutes of my friend and I conversing with each other, he walked over and interrupted us saying, “Whatever it is that you’re talking about, I want to be a part of it!”

Amazing! Just our passion and enthusiasm alone was enough to spark the interest of this very successful person—who actually ended up joining our opportunity. (Later in this book, we are going to talk about how your passion and belief affect your results more than anything else.)

Back to the story. The gentlemen proceeded to ask the question, “Does network marketing really work?”
I thought to myself, “What a funny question to ask!”

That’s like asking, “Does golf work?” Of course, golf works! All you have to have is determination and the willingness to build up your skill level. Network marketing works the same way. If it didn’t work then it wouldn’t have lasted over 65 years, or manage to produce over 100 billion dollars in annual revenue resulting in thousands of self-made millionaires.

In reality, the question wasn’t whether network marketing works or not. Like most people who pose this question, what this gentleman was really asking was: “Will network marketing work for me?”

That’s the real question, isn’t it? People are afraid that network marketing might not work for them. Maybe they’ve even tried it and failed, or seen someone else fail. Maybe they think it can work for some people but not for them - and they explain this line of thought away by claiming that the successful marketer is different than them; that he or she possesses a special set of skills or superior knowledge or a certain personality that is the secret to success.

My answer to the gentleman in this case was simple. I responded with, “Yes, I believe network marketing will work for you. But ultimately, only you can decide if it will.”

That’s right. It’s a decision. We hate to hear that, because then it becomes our responsibility. We can’t blame our lack of success on something outside of ourselves.

Let me ask you something. If you have never golfed before and decided to pick up some clubs and go golfing and it turned out to be a disaster, does that mean that golf doesn’t work?

No, of course not. It also doesn’t mean that golf won’t ever work for you. It just means that you need to learn how to golf and believe you can! Anything can be learned if you really want to do it.
Network marketing is no different. If you truly want to be successful then it is simply a matter of deciding to learn how to do it, and believing you can get it done.

Do you remember when you first learned how to ride a bike? You saw someone else riding a bike and it looked so easy, but you soon discovered that it wasn’t as simple as it looked. You tried and tried and tried, and kept on falling.

Did you ever stop believing that you could ride that bike?

No. If you had stopped believing then you would never learned how to do it. Instead, it was your belief in yourself and the surety that it was possible that made you get back up and keep trying. You were determined to make it work.

And therein lies the truth and answer to the question, “will network marketing work for me?”

In the same manner, network marketing most definitely will work for you, if you are determined to make it work and never stop believing that it will work.

My question to you is, “How determined are you to make this work? Are you going to give up and quit after falling a few times - or are you going to keep learning until it becomes as easy as riding a bike?”
“Finally A Marketing System That BRANDS YOU With A Fully Customizable Professional Website, And Let’s You Promote Your Primary Network Marketing Opportunity With Ease!”

Introducing A Revolutionary Marketing system that:

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- Sells your primary opportunity (no matter what you’re in)
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- Easy to use (even if you're brand new to the Internet)
- Pays YOU on a two-tier commission structure for referring it to others
- Let’s you customize your own version that you can give to your team for 1/100th the cost of any other system!

Most marketing systems are nothing but glorified affiliate programs that brand someone else!

It’s about time that you finally had access to a truly duplicable marketing system that rewards YOU for referring it to others!

In essence, you can OWN your system! Tired of seeing everyone else on the Internet benefit from marketing systems? Isn’t it time you got in on the action?

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THE KEY TO SUCCESS - BELIEF

What Must You Do To Make Network Marketing Work?

"Keep your dreams alive. Understand to achieve anything requires faith and belief in yourself, vision, hard work, determination, and dedication. Remember all things are possible for those who believe."
- Gail Devers

Let’s be very clear. Network marketing is not rocket science. It’s simple... you must sign up new people who will not only order your product every month, but who are also willing to sign up other new people on their own.

That’s it. Nothing more, nothing less. Don’t try to over complicate it.

That is the basic building block upon which everything else is built.

So what is the secret to signing up people in your opportunity? Is it the tool you use? A magical system or powerful sales letter? Three-way calling? Or maybe the secret is in having a great upline?

No. The secret is within YOU! It’s summed up in one word, belief. Your belief is the most powerful element in getting results.

Your belief is directly correlated to people signing up in your opportunity. You’ll never find answers if you are trying to figure out why you’re not getting results by looking outside of yourself. You are only wasting time if you say to yourself, “If only I had a website like that!”, “If only I could be like him or her”, “If only I had a product like that, or a tool like that”, etc.

Stop for a moment, and answer a question for me.

On a scale of 1-10 how would you rate your belief in the following?

- The network marketing business model
- Your opportunity
- Your product
Look at your answers. They will tell you exactly where your weak spots are!

**Believing In The Network Marketing Business Model**

You can’t build a successful network marketing business without being convinced that it is the most brilliant business model in the world. You need to believe 100% in the model. It should make you so excited that you want to tell everyone about it.

The most successful people in network marketing have always believed with all of their heart in network marketing. They have complete faith in its power to transform and change lives.

They have no doubts concerning its legitimacy and brilliance.

If you doubt that network marketing really works then you will have a very difficult time signing anyone up. Without your wholehearted commitment, any efforts you make to grow your business will be in vain.

I’ve had people say to me, “Dave, I’ll believe network marketing works when I see results”.
They don’t understand that they’ve gotten the entire concept backwards. You won’t get any results until you believe. Period.

**Believing In Your Opportunity**

Do you believe in your opportunity? Do you believe you have one of the best opportunities on the market? Or are you going to be onto a “new” deal next month? Your level of belief will transfer to your prospect.

I’ve never signed up a new distributor that has a higher level of belief than I do. A new recruit might occasionally match your zeal, but they will never have a higher level of belief - and if they do, you need to re-examine your own belief in your opportunity.

More than anything, network marketing is about transference of this belief. If you believe in your opportunity with all your heart, then so will others. It is your belief that paves a path and makes it easier for others.

You can’t rely on your sponsor’s belief. It has to be yours. Likewise, your recruits can’t simply use yours - they have to come into the opportunity as believers.

**Believing In Your Product**

Some people say that it doesn’t matter what you sell, because ultimately you are selling an opportunity. I disagree whole-heartedly. Without a great product, network marketing is nothing more than a Ponzi scheme, an unstable pyramid with a shaky foundation.

You must find a product that you LOVE! It needs to be something you can get passionate about; something you can believe in and honestly recommend to others. When you love your product or service it will come across in all of your dealings.
Believing In Yourself

You need to have a clear destination in mind; a mental picture of where you want to go. Do you see yourself making $50,000/month? This can’t be just a wish or a desire. It has to be an unwavering belief that you will get there and that it’s only a matter of time.

Doubt is like cancer. It eats away at you until you fall over dead. Doubt has killed the entrepreneurial spirit in many unsuspecting, well-intentioned network marketers.

I used to play competitive basketball in high school. Do you know what separated the best players from the mediocre? It wasn’t necessarily their skill level. It was their belief that they could make things happen.

I was one of the best shooters on my team, simply because I believed in myself (and practiced a lot!). I always knew I could make the shot. In fact, if for some reason I missed, it made me want to shoot even more - because I believed so much that I could make it.

You possibly grew up in an environment that hammered any trace of belief in yourself right out of you. You would hear your parents or teachers say, “You can’t do that...” - and you would believe them.

The truth is empowering. You can do whatever you believe you can! You are only limited by your belief in yourself.

Henry Ford put it best when he said, “If you think you can, you’re right. If you think you can’t, you’re right!”

Believe you can.
Believing In Others

Would you hire anyone you didn’t think was competent to do the job you hired them for? Of course not! You need to believe that they will be able to succeed. Likewise, how do you expect to sign anyone up to build a business if you don’t believe they can really do it?

I struggled with this early on in my network marketing career and it really affected my results. When people gave me excuses about why they couldn’t do it I believed them.

I would hear people say, “I just don’t have any money”, “I’m just not good at this”, “I don’t have time”, “I can’t find anyone to talk to”, and so on - a million different excuses.

I actually believed them! I thought to myself, “Yeah, you’re right. You can’t do this business. You’ll never succeed. You probably shouldn’t even sign up, because I know it won’t work for you”.

It crippled my ability to grow a team, and even dealt blows to my own belief in myself.
Talk about being powerless! I finally discovered that true power is when you learn to believe in others; when you can look them in the eye and truly believe they can and will be successful.

You’ll be amazed at how many people you can sign up when you start believing in them! This could be one of the greatest “untaught” secrets in network marketing - and it all starts with you, by believing in yourself!
Dispelling 5 Common Network Marketing Myths

Myth #1- Network marketing is a pyramid scheme.

You know how many times I’ve heard this? Give me a break! The only reason someone would say this is because they are ignorant as to what network marketing truly is and they’ve never taken a close look at the business model.

As mentioned earlier, network marketing is nothing more than a unique way of distributing a product or service. Instead of paying all the middlemen (as in a conventional retail distribution model), it pays you and me for distributing the product.

In a normal network marketing company, around fifty percent of all profit goes to paying distributors like you and me. That means if a company is generating $100,000,000 in revenue a year, $50,000,000 is being paid out to everyday people like you and me!

And if you join a company with a good compensation plan you should be able to have the chance of making more money than your sponsor! Yes, that’s right! There are many people in the company that I’m a part of that make more money than the people above them.

Surprised? You shouldn’t be. Network marketing is capitalism at its best. You get paid according to your productivity. In corporate America that isn’t the case. I’ve never heard of a blue-collar worker getting paid more than their CEO, or the CEO making more money than the President.

Corporate America is the true pyramid. Any good network marketing company should allow you the opportunity to rise to the top. That is what
makes network marketing so special and unique.

**Myth #2- Most people fail in network marketing.**

I love this one. You go on the Internet and find these guys who throw around all these stats and make it seem like having success in network marketing is akin to winning the lottery.

This is very misleading, and designed to tap into your fear. More than likely, they want you to join something else that they are pitching!

Anyone who has ever done network marketing understands that people join network marketing for all kinds of different reasons:

1. They want to take a good health supplement at a discount price
2. They want to use a home-based business as a way to save on taxes
3. They want to feel like they are a part of something bigger than themselves
4. They want recognition
5. They want to make a little extra money
6. They want to start a real business and make a lot of money

Now, if you lump everyone together and then make a proclamation that most people fail in network marketing than you haven’t taken into consideration all the various reasons people join.

Here’s the truth from my experience. Anyone who really wants to build a viable business in network marketing, who is teachable and willing to be coached, who puts a lot of effort into it, and who never quits usually becomes successful.

Take me as an example. I had never done network marketing. To compare my success to winning the lottery is offensive to me. I have worked harder than ever before in my life to get where I am today! It is not “luck” that made me successful. Actually, this book is a blueprint of my success... and you’ll notice that luck is not one of the ingredients.

The reason most people don’t start any business is because they are afraid they might fail. Many business opportunities require specialized training, a huge financial investment, or some other factor that makes many people hesitate.
Network marketing allows anybody to start their own business regardless of their background or income.

Should we penalize a business model that gives everyone a chance? Think about it. Since network marketing allows anybody to start their own business with unlimited income potential, it would make sense that there would be a lot of people doing it with no prior business experience, right? Usually if they fail it is NOT because of the fact that they chose network marketing, but because of their lack of experience!

**Myth #3 - Network marketing is a get rich quick business.**

Ha! Nothing could be further from the truth. Network marketing is about building long-term residual income. It has nothing to do with making a lot of money fast and upfront. It has to do with making a little more money each month over a long-term.

I didn’t join network marketing to make a lot of upfront money. I joined to create a business that would pay me for the rest of my life whether I worked or not - and that is exactly what I got.

The business model isn’t designed for making quick money. It is designed for long-term financial freedom. I didn’t make very much money that the beginning. In fact, I was living off credit cards. There was a time when we didn’t have enough money to even buy groceries! Yet through all of that I had my eyes fixed on my destination. I knew the payday was coming. I could see my checks growing every month. I was patient and persistent, and it paid off over the long-term.

Don’t join a network marketing company if you are looking for a quick fix. It is not a get rich quick program. Don’t get me wrong, I can teach you to fast track your success; but it still will take some time. Retiring in 2-5 years is better than in 20-40 years, right?
Myth #4- You have to be a good salesman to succeed in network marketing.

Most people think of salespeople as pushy, manipulative, and greedy. The idea that you need to be like this to build a business is very discomforting to most people as it should be.

The good news is the most successful people in this industry are NOT like this. They are teachers, mentors, and coaches. They genuinely care for others and want to see them succeed.

Don’t get me wrong, learning how to talk with people and getting them to join your opportunity is still critical to your success. You can generate all the leads in the world, but if you can’t sign them up then you aren’t in business!

The key is to be yourself and keep practicing. The more you talk to people the better you’ll become at signing them up. And always remember it is your belief and passion that make all the difference in the world.

Myth #5- You can build true network marketing residual income without investing time into building relationships.

You’ve seen it on the Internet, “Learn How To Make $10,000/month In MLM Without Ever Needing To Call A Single Person Or Go To Any Meetings”.

Uh, no.

Those people are making their money selling YOU on the idea that you can do this. They’ve never really built a viable income in network marketing - because if they had, they wouldn’t be saying this.

The truth is that network marketing is all about relationships. One of your main objectives is to find and cultivate leadership in your group. Fact: Leaders are born out of relationships. There is no easy way around this.

If you try to short cut this principle of building relationships then you will find yourself on a leaky boat. You will always have as many people leaving as coming in. It is only when you establish true leaders through relationships that you will have a sturdy foundation. After all, you want to build a business that
5 Reasons People Fail In Network Marketing

First Reason: They quit.

This is probably the number one reason most people fail at anything in life. They quit before they even have a chance to succeed. I haven’t met one person in network marketing who wasn’t tempted to quit at the beginning. Heck, I even wanted to quit at times. But, one thing is for certain... it is only the ones who persevere that end up finding true success.

In his book, My First Year In Network Marketing, Mark Yarnell says that 90% of people who don’t quit in network marketing end up becoming radically wealthy.

So why do people quit?

The biggest reason people quit is because of unrealistic expectations. People join network marketing thinking that they’ll get rich quick, recruiting will be easy, they’ll retire in six months, or they’ll be a rock star that walks the stage at convention.

Most people have absolutely no idea what it takes to run and operate a business. They aren’t prepared for the emotional roller coasters. They don’t realize the obstacles they’ll have to overcome.

This means that when the first sign of hardship appears they quit. The quitters are usually the ones that give network marketing a bad name. They quit and then blame their failure on everything but themselves!

Bottom line: DON’T BE A QUITTER! Have a very clear vision of where you want to go with your company and nothing will deter you from getting there!
Second Reason: They lack basic skills and knowledge.

There are certain skills that you need to acquire in network marketing in order to rise to the top. You need to learn how to:

- a. Promote your business- build your list
- b. Build relationships
- c. Cultivate leadership
- d. Create momentum

If you learn these basic skills then you will do just fine. In this book, I’ve provided you with all the knowledge in order to learn these skills. However, you must go and apply this knowledge for you to really develop these skills. Practice makes perfect!

Third Reason: They fail to cultivate leadership.

Even though I included this in the skills section as well as devoting a chapter to it later in the book, it needs to be a point all on its own. If someone were to ask me, “Dave, in one sentence, tell me what it takes to succeed in network marketing”. I would reply, “To learn how to find and cultivate leadership - and then help them do the same”. I can’t make this point often enough.

When I first started network marketing I didn’t really understand the importance of cultivating leadership in my group. As a result, my team wasn’t very stable. Duplication wasn’t happening the way I really wanted it too. Sure, I was signing people up left and right but I wasn’t truly seeing the kind of duplication that makes network marketing so powerful. It wasn’t until I started to really learn how to cultivate leaders in my group that I started to see massive duplication!

Most people never learn this lesson. They go years without truly understanding what network marketing is all about! Network marketing is simple. You are looking for a few key people to spend 90% of your time with and cultivate them into true leaders.

Basically, you are looking for 3-5 generals who will lead your army. If you understand this you will no doubt see huge success.
Fourth Reason: They join a dead end company.

Timing is everything in network marketing. If you want to find potential leaders for your business then you must be part of an opportunity that is very attractive for most entrepreneurs. Your opportunity needs to have momentum. Momentum is your best friend in network marketing. Without it, you’re lost. With it, you can see your checks double every month!

Note: Do not mistake momentum with hype. There are many start-up companies that are all about hype and seem to have momentum. This is a false momentum and won’t last.

Fifth Reason: They stop believing.

I’ve already discussed with you the importance of belief. As soon as a distributor stops believing then failure is sure to follow.

I’ve seen way too many people bounce from one opportunity to another because they stop believing. You CANNOT be successful bouncing around. You must choose one company and stick with it!

The 5 Psychological/Emotional Stages Of Network Marketing

In his book, “The E Myth Revisited”, Michael E. Gerber states that entrepreneurs typically face four stages: excitement, fear, fatigue, and depression. While these stages hold true for network marketing, I would suggest that there is a fifth stage: realization.

If only someone would have told me the different stages I would go through as a brand new network marketer, I could have prepared myself and avoided an emotional roller coaster!

I’m going to do you a huge favor right now by helping you understand the psychological/emotional stages you
will go through in network marketing. Albeit, everyone will go through these stages in varying degrees.

Let’s explore all 5 stages from a network marketing perspective:

**Stage 1: Excitement.**

You know the feeling you get when you come across an opportunity that seems so amazing, like it’s the answer to all of your problems? An opportunity that awakens those dreams of grandeur? The feeling that this is “it”?

The first stage of network marketing happens immediately after your initial belief in the opportunity. This belief in your opportunity creates a genuine feeling of excitement and anticipation as you look forward to what the future holds in store for you.

Everybody goes through the excitement stage. After all, why would you join a network marketing company unless you were excited about the possibilities? The key is in understanding that the excitement is only a feeling and will not always last.

Think of network marketing like a marriage. When you first meet the girl or boy of your dreams you are infatuated with them. This infatuation gives you feelings of euphoria but over time those feelings don’t always stick around.

People who get addicted to this initial feeling of euphoria always seem to be jumping around from relationship to relationship trying to keep the feeling alive. It’s the same reason why you’ll see so many people jumping around from one opportunity to another- they never seem to get past stage one.

**Stage 2: Fear.**

This stage is where fear begins to set in and you start to doubt yourself and your opportunity. Doubt is like cancer to success. If you don’t cut out the cancer sooner rather than later, it will begin to spread. Once fear and doubt start to spread it’s hard to ever recover. The good news is that this is a normal stage. Everyone experiences fear and doubt to a certain degree. Don’t think you’re abnormal for going through this stage.
The important thing to realize is that you don’t have to let fear ruin your life! Fear happens when you begin to imagine all the negative outcomes. Your initial belief starts to be eaten away by the inner doubts you have about your ability to achieve your dreams.

A whole book could be written about this topic alone! But, the bottom line is that you choose to either (A) allow those thoughts of doubt to control you or (B) think positively and strengthen your belief in yourself and opportunity.

It comes down to a choice.

The people that move past this stage weren’t immune to fear or doubt. They just didn’t let it control them. If you let fear control you it will rob you of the joy of life!

**Stage 3: Fatigue.**

Once you get past the fear and doubt stage you move into the mundane. The mundane is the phase where you are actively working your business on a consistent daily basis, but nothing seems to be happening.

It’s all the little things you realize need to be done in order to build a business. As a mother that works from home you begin to experience fatigue when you are doing the necessary things to build your business as your children scream in the background. It’s when you have been calling people for three months straight and haven’t found one good leader to work with.

Sometimes this stage strikes hardest when you have been doing meetings for six months and they aren’t any bigger than when you first began. You get tired. It just doesn’t seem to be going anywhere.

The mundane settles in with the million and one little things that wear you out and leave you exhausted; you start wondering if there is any light at all at the end of the tunnel.

The good news is all successful network marketers have gone through this phase. In fact, you will experience this phase on and off all throughout your
career. There will be days of triumph where you feel like you’re on the highest mountain top and then there will be days where you’re burnt out and feel like quitting.

The key is to just keep going.

If you’re feeling really fatigued take some time to relax and recoup so that you can hit it hard again. Here’s a little saying that keeps me motivated during the times I feel tired and fatigued: It is the ordinary things you do on a consistent basis that produce the extraordinary results!

Stage 4: Depression.

Depending on your personality, depression may happen to you more naturally than others. Depression occurs when you start to encounter obstacles or challenges in your business that you did not expect and don’t feel like you can overcome them. It can also occur as a result of not properly dealing with your fatigue (i.e. getting some rest and relaxation).

This is the stage where a lot of people quit. You might experience this stage within your first ninety days of being in the business. Or you may experience depression five years into the business. The point is you are never totally immune from this happening to you. The key is in understanding the obstacles and challenges you will have to face so that you are not surprised when you go through them.

As mentioned earlier most people quit when they face their first set of challenges in any type of business. It’s not entirely their fault either. Most of the time they aren’t taught what to expect. There would be many more success stories in this industry if people were prepared for all the obstacles they are going to need to overcome.

Not all obstacles are the same. Some people might experience different challenges than others. I have listed all the major challenges and obstacles I had to overcome in my first year of network marketing:

- Investing time and money with no immediate return on investment. This is very hard to get used to especially if you approach it from a direct sales perspective. Not seeing a tangible return on your investment can be
disheartening to say the least. But it is usually right about the time that you are going to give up when you find that amazing leader that changes your business forever!

- People quitting. Man, this is hard to get used to. You spend all this time teaching and coaching people, and then they quit. I had a hard time with this because I used to blame myself. I thought I wasn’t doing something right. I couldn’t understand why someone would quit. Finally I realized it had nothing to do with me... some people are just quitters and there isn’t a damn thing you can do about it. Don’t sweat over the little things. Just keep focused on those who want to run with you.

- Your spouse doesn’t support you. Yep, this can be the ultimate deal breaker. If at all possible, get your spouse on your side from the very beginning. I’ve seen so many potential leaders fall to the wayside because their spouse didn’t support them. There is nothing worse than someone who constantly magnifies your downfalls. It’s hard enough to survive in business without someone reminding you of your weaknesses everyday. So either do whatever it takes to get them on board, or choose to do this on your own and don’t expect their support.

- Small checks at the beginning. Remember I said network marketing is NOT a get rich quick scheme? Well, expect your checks to be small at the beginning. Small checks at the start are normal. I don’t know of anyone who started network marketing with HUGE checks rolling in from the very beginning. Keep reminding yourself of your long-term vision of creating walk-away residual income.

- Family and friends making fun of you. Come on, we all go through it. You need to get a whole lot tougher if this bothers you. People are always going to criticize the ones who actually step outside the “norm”. They don’t want you to succeed because that weakens their own justification for playing it safe. Don’t pay any attention to them. They will never experience the true adventure of life because they are always playing it safe.

- Feeling tired and exhausted. This is a very real feeling that you most definitely will experience if you stick around in network marketing. Building a business is NOT easy. However, eventually the sweet taste of
victory quickly erases all memory of the hardships you endured to get there. Sure, everyone has to put their time in. Just remember that when you feel tired and exhausted, we’ve all been there. Take a break. Regain your strength. Then jump back in and persevere.

Credit card debt. My brother and I were joking the other day about how hard it would be to build a business without credit cards. Now, I’m not suggesting you go into debt - but let’s face reality. If you are going to use credit cards for anything wouldn’t it be best to use them as a way to invest in your business? Yes, it is a risk, but buying “stuff” is a far greater risk because “stuff” will never pay you back. Believe in yourself, and as you rack up the cards just remember you’re in good company. Have faith my friend! You will soon reap a harvest.

The company messing up shipping or anything else. You will inevitably experience your company messing something up. It happens to the best of us. Get used to it. Don’t give it a second thought. Just press on and don’t let it bug you. There is no such thing as a perfect company.

Distributors who won’t stop complaining. Just ignore them.

Emotional roller coaster. Welcome to the highs and lows of business. You are going to have times of euphoria and times where you feel like sticking a dagger through your foot. Feelings come and go... they change with the wind. Don’t let them rule you. You will never succeed in network marketing if you live by your feelings.

Thinking the pasture is greener on the other side. Don’t be tempted. You will have all kinds of opportunities that cross your path as you build your network marketing business. Once you’ve committed to a good company don’t look back. The pasture is NEVER greener on the other side.

There you have it. These are just a few of the obstacles you may have to overcome in network marketing. If you expect them and are prepared it will be that much easier to be victorious!

Sometimes you might wonder if it is all worth it. I mean, when you look at all the challenges you’ll face it might make you question whether or not the payday is worth the crap you have to go through. Let me answer that question for you
with a resounding, YES, IT IS WORTH IT!!

How can you put a price tag on staying home everyday with your family, going on vacations on a whim, buying your dream house or dream car, traveling the world, meeting new friends, and making more money than you could ever dream possible?

Trust me, it’s worth it.

If building a business were easy than everyone would do it. Heck, the fact that it is hard gives you an advantage! Most people quit because they don’t expect any of the obstacles. You will go in expecting and prepared for them, which means you won’t quit! There isn’t very much competition when you rise to the top and simply overcome all the challenges you face.

This brings us to stage 5...

**Stage 5: Realization.**

This is the best stage of all! It’s when you finally begin to realize and experience all the benefits of building your network marketing business. It’s what I like to call, “payday”. You reap the harvest you’ve been so patiently cultivating for months (sometimes years).

As mentioned above, when you experience this stage and taste the sweet victory of success you’ll never doubt yourself or your opportunity again. You have to realize that there is no short cut to this stage. Everyone goes through the four stages above in a varying degree before entering into the final stage of realization!

**Choosing The Right Company - The 5 Key Factors**

Before you invest all of your time and money into building a network marketing business you should make sure you are part of an opportunity that will be worthwhile and be around for a long time.

There are many reasons why someone might choose one company over another,
and there are many great opportunities out there. Sometimes the available choices can be overwhelming!

I’ve found from experience that there are five key ingredients that a company should have in order to give you a chance to create walk-away residual income. I have a leader in my organization that has created three six-figure incomes from three different network marketing companies! He looks for these five ingredients before he starts building any of his businesses.

1. **Timing**- We’ve already touched on this but it is a very important ingredient. If you want to make the big checks in network marketing then you need to ride the wave of momentum. Look for a company that is expanding. In other words, they are planning on opening up in multiple new markets (countries) over the next five years.

2. **Financial Stability**- If you are looking to get in early with a company then you need to make sure they will be around long-term. I prefer a company that has no debt. Investigate and find out if the owner(s) can support the growth over the next five years. What kind of experience does the owner and management team have running a company? This leads us to the next ingredient.

3. **Strong Management Team**- A mismanaged company is one of the biggest reasons it can go belly-up. Spend time getting to know the management team! Fly into the corporate office if you have to. If you are serious about building a six-figure residual income then you need to do your due diligence. You won’t regret it!

4. **System**- Many people don’t realize the importance of being part of an opportunity that has an effective system in place that you can plug anyone into. Network marketing is built around duplication. Systems are duplicable but people are not!

5. **Product**- Having a great product is essential to long-term success and high retention. You want to have a product that has strong emotional appeal for your customer. However, it is not always the best products that win at the end of the day. Do you think you could cook a better hamburger than McDonalds?
Of course you could!

Then why do they sell more hamburgers than anyone else in the world? Because they are brilliant marketers and have a good system in place for duplication. Having a good product is still a critical ingredient but it should NOT be the only reason you join a company.

**Oh, There’s One More Ingredient - The X Factor!**

This is the one ingredient that is not talked about in network marketing very often, and which I refer to as the X Factor.

This phenomenon becomes apparent when you find a company that has one of those “stop you dead your tracks, attention grabbing” stories. You see, network marketing is really a business of story telling. The ‘sexier’ or more exciting your company’s story is, the faster your business will grow.

An attention, grabbing story can be about many different things. It could be a product that has never been seen before, and its benefits are revolutionary. It could be an endorsement by a doctor, movie actor, or athlete. It doesn’t really matter what your hook is - as long as the story has huge appeal to the masses!

Note: As I’m writing this book about four new mlm companies have sprung up. Each one has their own special twist of creating hype by telling people they will get rich without having to do hardly anything.

Anytime someone tries to convince you to join an opportunity solely based on the compensation plan and people being put in your downline – STAY AWAY! It will NEVER last!
LEADERS AND MOMENTUM

The Two Most Important Skills You Must Learn To Have Network Marketing Success

We’ve established that the basic building block of network marketing is signing others up and teaching them to do the same. The thing that influences people the most during the signing up process is your belief - in network marketing, in your opportunity and product, in yourself, and in the people around you.

Beyond that let’s take a closer look at two specific tasks you have to accomplish when signing people up. If you master these two things, then there is no limit to how large of a place you can make for yourself in the world of network marketing. The tasks are simple:

1. You must learn to cultivate and find other leaders and teach them to do the same.
2. You must create momentum.

Cultivate and Find Leaders

“A leader is someone who faces challenges, obstacles, trials, and impossible situations with a mindset of victory. They do not waver in their belief that they will accomplish whatever they set out to do.

As they believe in the midst of unbelief, they inspire thousands of others to follow them.

A leader feels fear but chooses courage.

A leader feels doubt but chooses faith.

A leader feels disappointment but chooses to SEE their dreams as reality.

A leader feels fatigue but chooses endurance”

- Dave Vass
Remember the 80/20 rule? The top 20% of the people will make 80% of the money— that’s true and they will also do 80% of the work. These top 20%’ers are the people we refer to as “leaders”.

Leaders either have the characteristics of the top 20% from the beginning, or they are driven to learn them from the moment they are recruited.

Your job when building a network marketing company is to identify the leaders or potential leaders and work with them. Identifying leaders is a skill that you will get better at over time, so don’t expect to be an expert at the beginning.

However, do expect to improve! As you continue to sign people up in your opportunity you will start to spot the difference between the top 20% and all others. It will become apparent, as the characteristic of a leader is one you should know well; the most obvious sign of a leader is their belief!

You will also learn how to identify potential leaders. These are people who need you to believe in them at first. When you do, you plant a seed; and over time the belief you have for them will translate into their own belief in themselves. If they’ve never had someone believe in them before, they will be fertile soil for your belief!

In time (some grow quicker than others) the seed of belief you planted in them becomes mature and they become a great leader themselves. Remember, all results come back to your belief!

When I first started doing network marketing full-time I tried to work with everyone. That was my first biggest mistake; I have the tendency to want to make everyone successful. If you are like me, you’ll pay close attention and learn from my mistakes!

The 80/20 rule does have a downside for those who aren’t in that top 20%. You can’t make everyone successful. You can only help those who are already in the top 20% to get to where they want to go a lot quicker; and you can help those that are in the 80% but have a burning desire to change to become 20%’ers.

If you try to make all of the 80%’ers successful you’re wasting your time. Your energy and ability to have a positive effect is multiplied hundred fold when you work with leaders.
One more time, for emphasis: Do not spend your time with whiners, complainers, doubters, and negative people. Instead, spend your time with people who are motivated, dedicated, hungry, and positive.

You are in a leadership business. Become great at both developing leaders and working with them, and you will assuredly build a great team.

**Create Momentum**

"The most important thing you can do to achieve your goals is to make sure that as soon as you set them, you immediately begin to create momentum”

- Anthony Robbins

What exactly is momentum, in the context of network marketing? It’s easiest to describe it, to give you a picture of how it looks and feels when you achieve it.

Momentum is when you wake up one morning and see that your group has grown by 50% in one month! Next you realize that your check just doubled in size.

There’s no better feeling in the world. You feel ecstatic, light-hearted - like you’re ready to take on the world.

Sadly, very few people get to experience this feeling because they never get any kind of momentum going in their group.

Momentum is constant activity in your group; you can see the enthusiasm spreading and your team keeps growing on its own. It’s as if the energy in your group is being multiplied every day through all the activity and excitement!

Whatever you do in network marketing, you MUST at all costs create
momentum. Otherwise there is no point in building a network marketing business. Momentum is everything!

Why do most network marketers never experience momentum?

Because they don’t understand the basic premise behind momentum. Momentum is like a ball of energy, rolling downhill with a backwind. As it goes, it picks up speed and power - the energy it started out with is multiplied by each passing second.

There are two strategies you must apply to creating momentum:

Strategy #1: The Hard Push (using a large mass of high focused energy to generate lots of sign-ups within a short period of time)

Strategy #2: The Deep Build (learning to establish teams and stack leaders within your network to create synergy and lighten your own load)

The Hard Push

Most people start off their network marketing business with very little focused energy; or, if they do have energy, it dissipates before they have a chance to experience momentum.

Ever tried pushing a big boulder up a hill? At first, it seems extremely hard. You put everything into it and it moves very slowly. You have to keep pushing with all your might, because if you stop for even a second, the boulder rolls backwards and all of your work is undone.

However, if you maintain and focus your energy and work very hard to get the boulder to the top of the hill, what happens on the other side? The boulder picks up momentum and you can’t stop it!

That is probably the best analogy I can give for creating momentum in network marketing.
The 80%’ers can’t manage the hill. They won’t commit. They push the boulder with half their energy and then say, “this is too hard, it doesn’t work”, and give up.

The 20%’ers put all their energy into it. They understand if they get the boulder to the top of the hill, it’s all downhill from there. They put everything (and I mean everything) into pushing that boulder; they never rest until they get it to the top and it begins rolling down the other side.

How does this specifically and practically translate into creating momentum in your network marketing business? In my experience, what you do in your first three weeks will determine everything.

Yes, that’s right. You can change your life in three short weeks. Three weeks is all it takes to create momentum!

That’s just twenty-one days of giving it all you’ve got. Everyone I know who has been wildly successful can trace back their initial momentum back to a three week period of intense work.

Now, that doesn’t mean you’re doomed if you’re reading this and you’ve already been building your network marketing business for longer than three weeks. On the contrary, you can begin your twenty-one day blitz at anytime!

Start today.

You can’t give it 80% in your first three weeks. You must give it 100%. You need to sign up as many people as humanly possible in the three weeks. You can’t rest…. even for a second. You must go, go, go.

No excuses. It’s do or die.

What can three weeks of intense activity do for you? It can eventually create a residual income of $30,000/month for the rest of your life like it did for my brother and I (actually, our income keeps growing).

This could be the greatest kept secret among successful network marketers. They know how to create momentum. They hit it hard (and I mean hard) for a
sustained, short period of time.

But wait - there’s more. They don’t stop after three weeks! They move into the role of showing their new people how to do the same thing! They become a coach and a teacher. They infuse their own energy and belief into their new recruits and teach them how to create momentum. Basically, they learn how to multiply their energy (referred to as duplication).

Before long, you will have checks rolling in every month and you won’t be able to stop smiling.

And to think it can happen from just three weeks of hardcore, intensive, high-energy work ...

Do you believe that?

It wasn’t long ago that my brother and I started our network marketing career. A friend of ours told us about an exciting opportunity involving a world famous doctor and we decided to check it out.

So we flew down to Salt Lake City (the unofficial ‘home’ of network marketing - or at least it seems that way) and met the co-founders and CEO of the company. We asked them some important questions and felt really good with their answers.

At the time I was twenty-five years old and my brother was twenty-eight. We both knew this was our chance to really show what we were made of, so we quit our jobs cold turkey to put everything into our new business. We had enough savings (we hoped) to live off of until we generated enough income from our business to support ourselves.

Keep in mind, we did NOT have a previous downline, and we didn’t even have an established upline (in fact, our upline was the master distributor - who didn’t help us at all).

Can you imagine? We both had families and mortgages... yet we stepped outside our comfort zone, took a huge risk, believed it was possible, and set out to make a fortune for ourselves.
The company we joined marketed a liquid nutritional, and they had never sold an ounce of juice before we joined. We simply saw the vision, laid hold of it, and made it our own. We believed in the impossible, and went to work.

We told the “powers to be” that we would have 3000 people signed up within three months. I know they thought we were crazy! They were probably thinking, “Who are these young, punk kids from Canada?”

Guess what?

Three months later we had 3150 people on our team! That’s three thousand, one hundred and fifty people in just ninety days - and remember, we started from scratch!

What’s even more amazing is that my brother and I personally signed up 26 people in the first three weeks. That is what created our momentum to get us to over 3000 people.

It took three weeks of working harder than we’ve ever worked and never even doubting it was possible to achieve our goal. That is all. The rest is history.

Author’s Note: I’d like to say here that three weeks is not a concrete time period. It could be one week, four weeks, or ten weeks. In my personal experience it seems like three weeks is the magical number. It’s far easier to build this business quick then to build it slow.

Also, remember I’m not saying that you only have to work for three weeks. I’m saying that initial momentum can be created in a very short time period. After that, you simply keep the momentum going.

The Deep Build

If only I had known these little secrets about creating momentum when I first started my network marketing business, I would have been making double what I make today!

There’s no better way to really gain long-term momentum then by creating a team atmosphere within your group. It’s actually really easy to do, and some
compensation plans force you to do it naturally.

Let’s say that your compensation plan requires you to build three legs (some may only require two). Most people think that it is better to keep your business builders close to you, focusing on one or two leaders at the top of each leg.

I disagree. I mean, I agree with the idea of having several legs (or lines, as I like to call them), but you shouldn’t just concentrate all your initiative at the top.

You want to stack your leaders one on top of the other. Don’t worry if one leader happens to be 10 levels down. That leader will lock in the rest of the line and create a lot of energy; boosting the moral of everyone above them. If you keep recruiting and looking for leaders to install at each level, it will ensure long-term momentum.

Your goal is to get leaders working with each other in the same line! This is the key to momentum and a “hands off” business. You don’t want to have to be the one person that everyone goes to for support, do you? Instead, build teams of leaders within your different lines. This will enable you to step back and watch your network grow.

To get your leaders to work with each other simply get them on the phone with each other. Make sure they know they are all working together. Get them to discuss their goals and vision with each other, and make sure they share their contact information!

The best-case scenario would be to have those leaders stacked in the same line from the same geographical area. It makes it even easier for them to build together and feed off each other’s energy if they live close to each other.

The better you get at creating synergy and teams within your organization the faster your group will grow!
CONQUERING YOUR FEAR

"I must not fear. Fear is the mind-killer. Fear is the little-death that brings total obliteration. I will face my fear. I will permit it to pass over me and through me. And when it has gone past I will turn the inner eye to see its path. Where the fear has gone there will be nothing. Only I will remain."

- Frank Herbert

At this point we need to talk about the one thing that holds most people back. Usually, it’s not that you don’t know what to do... it’s that you are afraid to do it.

If you allow fear to control you then it will rob you of your life. Life is too short to play it safe. In fact, in this new economy we’re living in, playing it safe is the biggest risk of all.

Anytime you try something new it feels awkward and a little scary at first. Don’t worry; it’s totally natural! It’s when you let those feelings get the better of you and you do the “safe thing” by quitting that fear can hurt you the most.

I’m going to go back to the illustration of learning to ride a bike. Do you remember when you first learned how to ride a bike? Do you remember how unnatural it felt, and how scared you were?

What would have happened if you had given in to that fear and quit? You’d have never learned to ride a bike! How pitiful that would have been! Unfortunately, many people start their network marketing business and soon quit because it feels unnatural and scary.

Let’s face it. Nobody is used to relying on his or her own productivity to get paid. They are used to jobs where you clock in, put in eight hours and clock out. Production is secondary to simply showing up. With network marketing, if you
don’t produce, you don’t get a check.

That can be a little scary.

Likewise, not many people are used to prospecting. It feels awkward and unnatural at first.

The trick is to push back these feelings and set your sights on the goal. You must learn to step outside your comfort zone and push yourself. If you don’t... well, quite frankly, you’ll never experience success.

I had a guy come up to me when I was doing a network marketing training in Phoenix, AZ, and he confided how afraid he was to talk on the phone with prospects. He said that he literally couldn’t get himself to pick up the phone to talk to people about his opportunity!

Much to his surprise I let him know that I started off my career the same way. My first job out of university was in Oil and Gas. I followed my Dad’s footsteps and became a Land Agent.

A Land Agent is the liaison between the oil company and the landowner. A Land Agent’s job is to negotiate on behalf of the oil company to acquire surface leases and right of ways so that they can drill for oil or gas and transport it.

In Canada most of the landowners do not own the mineral rights. The oil company owns the mineral rights and according to the Canadian law they have the right to extract those minerals.

This means that the Land Agent has the delicate job of building a relationship with the landowner and getting them to agree for a fair sum of money to allow the oil and gas company to come and drill on their land.

When I first started it was my job to call the landowners and get their permission to allow the surveyors to survey their land.

I was so scared.

I had no idea what I was doing. I felt sort of stupid. I mean, how hard is it to ask a person for survey permission, right? Well, that didn’t matter. The palms
of my hand were full of sweat and my voice was shaky as I began dialing the numbers of the landowners.

About a third of the way through the list of landowners I was supposed to call, I dialed a number and forgot whom I was calling. I was that nervous! The phone was ringing and I was frantically running my finger down the list, trying to find the name of the person I was calling.

A man answered, “Hello”.

Frantically, I searched for the name on the list - and found it! I quickly read the name and said, “Hi, is... er... is A-Dam-Son there?”

The man on the other end of the phone started to laugh so hard that I thought he was going to have a heart attack.

He finally found enough breath to squeak out the words, “I sure do have a damn son but he ain’t here right now!”

Man, I felt so embarrassed. Of course, now that I wasn’t in a state of panic, I quickly realized I had pronounced his name wrong. His name was Adamson.

I’ll never forget that incident. I could have easily quit... but I didn’t. I kept calling and calling and calling. Slowly but surely, it started feeling more natural - almost as natural as riding a bike.

When I quit my Land Agent job to do network marketing full-time it was the same type of feeling. Everything was completely new to me, and I had that same feeling as when I started my first job. I felt really awkward and scared about prospecting people.

I didn’t quit, though. I never gave up! I did what was necessary and before long I was a pro. It took time and I had to step outside my comfort zone first. You’ll never see any kind of advancement or success in your life unless you’re prepared to step outside your comfort zone.

Face your fear. Learn to overcome it and never let it get the better of you!
GETTING STARTED

The Three Business Building Phases Of Network Marketing

In my experience there are three natural phases that most successful networkers go through when building their business. It is important that you understand each phase and never skip any of them.

**Phase 1:** Creating Your Core Group

**Phase 2:** Launching Your Business Together - Your Initial List

**Phase 3:** Growing Your List

Before I go into detail on each of these phases it is critical that you understand where your initial momentum will come from.

Momentum begins with Phase 1 and 2. I’ve seen so many people try to skip Phase 1 or 2 and try to start building in Phase 3. This never works because they don’t have that all-important momentum (I’ll explain why later). For now, understand that you must follow the natural sequence of phases laid out in this chapter in order to succeed in growing a big team.

**Phase 1: Creating Your Core Group**

Here’s my greatest piece of advice for you when starting your network marketing business: Don’t go at it alone!

Do you remember going to College or University? Did you ever take one of those classes where your professor gave you a HUGE project that made you feel sick to your stomach because you didn’t think you could do it?

I remember clearly what that was like. I remember thinking, “Crap, I have no idea how I’m going to do this.” It felt very overwhelming and it gave me a knot in the bottom of my stomach from the sheer anxiety of it all.

But, I also remember the feeling of relief when my professor announced, “And
this project will be done in groups…” Whew! All of the sudden I knew that everything would be okay.

The power of a group!

Anything feels doable when you have other people working beside you to accomplish the task. It’s amazing how a group can make all the difference in the world.

In network marketing some people refer to this as a “mastermind group”. I really don’t care what you call it. You just need to get at least one other like-minded person to build your business with.

It could be your spouse, brother, sister, best-friend, co-worker, etc.

It could be more than one. In my case, I started my business with my brother and my dad. If it hadn’t been for them I would be nowhere today. What a difference my Core Group made in my success!

So who is your Core Group going to be? This is your first step to success. Don’t do anything else until you decide whom you are going to work on your business with. Once you have your Core Group established you are ready for the next phase.

**Phase 2: Launching Your Business Together—Your Initial List**

Ever heard the phrase, “the money is in the list”?

Well, regardless if you have or not, it is the truth. It doesn’t matter what business you are in, the money is in the list.

What is a list?

A list is a database of people you know, either directly or indirectly, which contains their contact information (i.e. phone number and email).

When you first start network marketing you are encouraged to write out the list
of people you know with their email and phone numbers. This is the most critical step in launching your business.

You can’t build a business without exposing the product and opportunity to others; and the only way you can expose it to others is by having a list of people to go to.

This means it is absolutely essential that you sit down with your Core Group and build your list together. You can help each other out by giving each other ideas. Make it a competition to see who can build the biggest list!

Here’s a common objection I have heard time and time again, “I don’t know anyone. How can I do this just using the Internet?”

Baloney!

If you don’t know anyone then you are in the wrong business my friend. This is “network” marketing. If you don’t have an existing network then you have a lot of work to do.

The good news is that everyone has an existing network. Usually, they’re just too scared to approach them. Remember the section on fear? It feels awkward and they get scared.

Sound familiar?

Let me tell you something. Your initial momentum will be created by your existing network.

There’s no way around it. Face your fear and get over it. There are leaders on your list waiting for the right opportunity - but if you don’t sit down and make it you won’t ever find them.

Are all lists created equal?

No. The more trust you have with your list, the easier it is to expose them to your opportunity and product. Have you ever wondered what makes someone more influential than another? They have influence because they have gained the trust of many people.
That’s why it’s only natural to assume that the BEST list is your existing network. Their trust should already be high and they will listen to what you have to say.

If you are a dishonest person and people don’t like you... well, you need to change who you are first before you begin building a business.

It’s been established that the money is in the list. It’s also a fact that the more trust you have with your list the more responsive they will be to your offer.

This means that your primary job is to build your list, keep it growing, and find ways of increasing trust with the people on it. Trust cannot be bought; it must be earned. It is only earned when you take time to invest in other people’s lives.

Once you have created your initial list from your existing network and exposed them to your opportunity and product, the next phase is to learn how to keep your list growing.

First, however, a word of encouragement: Some of your family and friends may ridicule you for stepping outside the box. They may even (consciously or subconsciously) want you to fail so they feel justified in not taking risks and doing things differently themselves.

They’ll watch for you to hit a bump, and spring up to say, “I told you so”. Don’t pay attention to them. After all, you chose a different path to get different results, right? Remember, never stop believing. Stay away from people who make you doubt yourself!

**Phase 3: Growing Your List**

It’s only natural to assume that if ‘the money is in the list’ then the larger your list is the more money you’ll make, right?

It comes back to trust. You can have a huge list put together of everyone you’ve ever met, but if the trust isn’t there you have nothing. I’ve seen many people buy a ‘lead list’ with 10,000 names on it. Even though that is a big list, it is not very responsive at all and is very ineffective due to a lack of trust (the leads on the list have no idea
who you are- there’s no previous relationship!)

Always look at your list as your network. We’ve already discussed your existing network; now it’s time to learn how to grow your network. You have to recognize the importance of increasing your sphere of influence.

This is where most network marketers hit a roadblock. They start their business off with a bang by going to their existing network, but then things start slowing down because they don’t have any expansion.

It’s unfortunate that so many network marketers are not taught from day one to keep their list growing and how to do it. Let’s say you find one really good leader from your existing network that produces momentum in one leg. That’s great, but it won’t pay you very well.

In most compensation models you need at least two legs. That is what trips so many people up! You may have experienced it yourself - you seem to be able to get some momentum but you can’t seem to find enough leaders to keep it going.

In my opinion, you only need to personally sponsor three really strong leaders to get you to the top. That’s it. That’s how valuable one good leader really is! However, you MUST keep your list growing to find those good leaders.

This is where the power of the Internet comes in!

Before the age of the Internet it was a rather tedious process to keep your network growing. You had to go out and meet people at business functions, networking events, seminars, etc.

Now you can easily use online resources to keep your list growing and maintain a high level of trust at the same time. As your list grows your chances of finding another strong leader get higher and higher.
GROWING YOUR LIST

7 Free Ways To Meet People On The Internet

"The Internet has been the most fundamental change during my lifetime and for hundreds of years. Someone the other day said, "It's the biggest thing since Gutenberg," and then someone else said "No, it's the biggest thing since the invention of writing."

- Rupert Murdoch

Are you intimidated by using the Internet to prospect people for your business? Here’s a list of things you can do on the Internet (for free!) to meet new people and keep your list growing.

1. Blogging
2. Social Networking
3. Forums/Discussion Boards
4. Twitter
5. Skype or Instant Messaging
6. Article Marketing
7. Video Marketing

1. Blogging

Everyone in the 21st century needs to have his or her own blog. Starting a blog is extremely easy to do, and is a fast way for you to communicate your thoughts and ideas on the Internet for others to see.

A very popular blog service that is really easy to use is www.Blogger.com. Personally, however, I would recommend you start your own blog on
www.FanzU.com. It is the official online network marketing community. By being proactive and posting good content on your blog you can actually create a following of other network marketers!

Don’t be lazy! Make a decision to start a blog today, and make sure you write a post at least once a week. This keeps people coming back on a weekly basis, and if you keep them interested they’ll tell their friends and colleagues to come and check you out!

Here’s a great example of what a good blog looks like www.http://davevass.typepad.com

Hot Tip: Run polls on your blog to get people involved, or have a tip of the week that is really helpful and keeps your readers coming back. Have an RSS feed they can sign up for that sends a snippet of each blog post right to their email, so they can click straight through to your blog and read it every week.

2. Social Networking

Ever heard of www.FaceBook.com? What about www.MySpace.com? These are called social networking sites. They’ve become extremely popular over the last six years, as a way for real people to connect and share information.
Social networking sites have provided many ways for people to spread the word about their opportunity, expand their marketing base and grow their network. You can upload photos or videos, post comments, form groups, start discussions, etc.

People love to be a part of a community, and the Internet has made it extremely easy for you to be part of a community that has the same interests as you do.

I call this “Inter-Net-Working”. You’re using the Internet to network with other like-minded people. Of course, one of the best communities you can join is www.FanzU.com since it is specifically geared towards network marketers.

Just be careful not to use social networking sites solely as a way to pitch your opportunity to others. That is NOT a way to build trust. You need to find ways to build a relationship with people first.

If you start using social networking sites as a cheap way to pitch your opportunity then people will get annoyed with you and you lose all credibility. You don’t want to be the guy at the party who shows up just to try and sell everyone Amway!

Don’t be lazy, shortsighted, and cheap. Spend quality time with people, and get to know them. You’ll be amazed at how open people are when you take a real interest in them.

**Hot Tip:** Make sure you present yourself on a social networking site as a REAL, GENUINE person. This isn’t the place to use your business name and logo. Upload your picture and take time to fill out your profile page. You can add a link to your website on your profile page for others to see!

**3. Forums/Discussion Boards**

A forum is a place where you can have discussions with other people about specific topics. The greatest aspect of a forum is that it is very interactive and easy to use. Anyone can start a discussion on any topic.

There are forums addressing nearly every interest you can imagine, including internet marketing, network marketing, work at home moms, home business
opportunities, health, gardening, and so on.

Just do a quick Google search on the phrase, “Discussion boards” and you will find a list of various forums. Add “+ (your interest)” to the query and find other people interested in the same things you are!

Usually you are required to become a member of a forum before you can contribute to a discussion. In most cases, becoming a member is free and takes only a few minutes.

www.FanzU.com, the official online network marketing community, has a forum that you can post discussions to. There are many more other network marketing forums on the Internet as well.

Don’t underestimate the power of “Forum Marketing”. By contributing to discussions on relevant topics related to network marketing you are able to present yourself as credible and build a lot of trust.

In addition, your posts stay on the Internet forever! Most forums are indexed, so five years from now someone could be searching for the answer to a question online and be presented with your post explaining how to do that very thing! Do you realize the power of that? Talk about leverage! This is why it is so important to get involved in forums and add value to the discussions.

**Hot Tip:** Some forums allow you to have a profile where you can tell people a little bit about yourself and upload a picture. Make sure you take the time to do this, and always include a link to your website. You’ll be amazed how many people will click on your profile to read more about you, and end up following your links all the way back to your site!

### 4. Twitter

What a phenomenon! I have to include this entire section devoted specifically to www.Twitter.com because of how popular it has become.

So what exactly is Twitter, and how does it work?

Twitter is a service for friends, family, and co–workers to communicate and stay
connected through the exchange of quick, frequent answers to one simple question: What are you doing? You only have on 140 characters (letters, spaces and punctuation) to tell everyone what you are doing.

The real advantage to Twitter is the ability to start ‘following’ people (adding their ‘Tweets’ to your real time update log) - and more importantly, the ability to build a following of people who are tracking you.

I had a friend of mine who told me the other day that they signed up for Twitter and within just a few months had a following of over 1,000 people! Celebrities on Twitter have followers numbering a million or more. (Example? Try Ashton Kutcher - the acknowledged King of Tweet!)

Wow! We aren’t all celebrities, but that’s the beauty of Twitter - you don’t have to be a movie star to build an incredible network in a very short period of time.

I know, it almost sounds too simple; it is extremely popular, however, and people love it! This isn’t just a Gen X thing, either - I’ve met a woman who is in her sixties and having a complete blast with Twitter! It just goes to show that it is never too late to learn and take advantage of the Internet!

🔥 **Hot Tip:** Ask people if they are on Twitter, and offer to follow them if they will follow you. Merge your social network contact lists and keep growing!

### 5. Skype Or Instant Messaging

Here’s the thing. If you don’t have Skype, then go download it right now for FREE from [www.Skype.com](http://www.Skype.com). I mean, like, now. Yesterday would have been better.

Skype is the best communication tool I’ve ever seen... and what is the fundamental building block of any relationship?

Communication!

Skype allows you to communicate with other Skype users for free. You can chat with them, call them through your computer and even use your web cam to see them while you are talking to them!
When I go traveling I use Skype to call home. It’s great because my kids can see me while I’m talking to them and I can see them. It’s truly amazing.

Every time you connect with someone on the Internet you can get them to “Skype” you. It’s free, and it makes your relationships so much more personal when they get to hear your voice and even see you!

**Hot Tip:** You can also search for other Skype users according to categories! What a great way to find other like-minded people and build a relationship with them by starting an online chat.

A very good friend of mine uses Skype quite a bit to find new people, and he’s become really good at it. He’s met some very influential people through Skype and some of those relationships have paid off big time! It’s all about who you can get to know.

### 6. Article Marketing

Article marketing is the simplest yet most powerful way of creating content on the Internet. Informative, helpful content acts as a magnet for attracting quality prospects to your website and brands you as an expert at the same time!

I realize writing content on the Internet is not the most exciting thing in the world... but it works. Nearly anybody can do it and it doesn’t matter if you know html or not; all you need is the ability to type - and to string sentences together into coherent thoughts. By writing good quality content and posting it online, you can essentially own a piece of the Internet!

Pretty cool, huh?

Who doesn’t want to own a piece of the Internet? It is virtual real estate and I’m showing you how to get it for FREE!

How does article marketing work?

Think of it this way. Have you ever read an article in a newspaper before? Usually those articles are written by a third-party who simply wants to gain attention by giving the newspaper good content to publish.
It could be a dentist writing on how to keep your teeth white, or a painter giving tips on how to make your paint last longer.

The common thing about all articles is that they usually contain good content on a specific topic that is of interest to the reader. The author of the content gives it away for free to a publisher with the goal of gaining publicity for his name or company.

If a reader likes what they’ve read, then they’ll pay attention to the bio at the end of the article. A good article can generate a lot of new business for the author!

There’s only one problem. It’s pretty darn hard for you and me to get an article published in a major newspaper. So how can we get similar exposure without having to worry about being an expert author?

Fortunately, there are outlets for content on the Internet called article directories!

Article directories are online warehouses where anybody can post an article with good information on the Internet without having to pay any money. The article directory will host your article for you so that the search engines find it.

The best article directory in my opinion is www.EzineArticles.com. If you do a search on Google for “article directories” you will find hundreds more.

When someone types in the main keywords that your article is written about into the search engine, then your article can be retrieved from the ‘warehouse’ and it comes up in the organic listing!

Jackpot.

You’ve just captured the essence of SEO without having to build a website or know anything about html. Most SEO companies would charge you over $1500 to get a good organic ranking on specific keyword phrases. I just showed you how to do it without it costing you a dime!

When someone types in certain keyword phrases that are relevant to your
article, they will find it on Google and read it. If it contains information that they’re looking for (in other words, they like it) then they will more than likely read your bio at the end of the article.

Your bio is where you leave a link to your website.

You’ll have very happy people who already feel like they know and trust you clicking on your link to visit your website. Isn’t that what you need to keep your list growing?

Just in case some of you might be a little skeptical that this strategy actually works or is worth spending time on, let me tell you about my personal experience with article directories.

I had never written an article in my life before I joined my first network marketing opportunity. After writing a little over twenty articles and posting them to online directories, I had over 7600 people read them and over 1000 people visit my website in just a 9 month period!

Each article took me on average twenty-five minutes to write. I still get prospects every week from effort I put in only once. And yes, many of those visitors turn into distributors!

Now that is what I call L-E-V-E-R-A-G-E.

I own a piece of the Internet, and it wasn’t even difficult to achieve. Make a commitment to yourself today that you will write 2-3 articles a week. I guarantee you that if you do this it will help you attract hundreds of people to you!

**Hot Tip:** When thinking of an article to write always begin with the keyword phrase that you want to target. Choose a keyword phrase that is not too generic but still relates to the field your writing about (i.e. “network marketing” is way too generic).

For instance, the title of one of the articles I wrote is “How to Use Pay Per Click Advertising to Generate Leads for Your MLM Business”. Notice how the title is the one and the same as my keyword phrase!
Make whatever keyword phrase that you are trying to target the title of your article. Remember, if your keyword phrase is too generic then your article won’t show up on the first page of the search results (which is ultimately what you want).

However, if it is fairly specific/narrow then your article should show up on the first page of Google. Just don’t make it too specific so that nobody ever searches for your keyword phrase! There are great tools online that can help you do keyword research and find good ideas for things to write about.

7. Video Marketing

I once heard a statistic that over 60% of online traffic is devoted to video watching. Whether that figure is true or not, videos are definitely a huge part of the Internet.

Ever heard of YouTube? YouTube is an online library collection of homemade videos. It was created by some young visionaries who eventually sold it to Google for over a billion dollars!

Now, why do you suppose Google would pay over a billion dollars for a video site?

Simple: because there are tens of millions of people using YouTube to watch videos. YouTube is evidence that homemade videos are very popular on the Internet.

If you create a video that others will watch, you can connect with a lot of new people. For example, Susan Boyle, an unknown singer from Britain, became world famous after her video went on YouTube.

Guess how many people have viewed her video to date?
69,442,566.

That is the power of the Internet in action, using a simple video. Do you think Susan will have any trouble growing her network and making money?

Probably not.

In fact, she will be able to do whatever she wants in the singing business with that kind of attention.

Of course, you can’t expect to get that many views on just any video you make; but even if you got a few hundred views a month, that would be a great way to grow your network, would it not?

Video marketing is a lot like article marketing except instead of writing words you are simply creating video. You still want it to be keyword focused and relevant to a specific topic.

Let’s say that you are part of a health juice company named XYZ. You could create a video specific to XYZ called, “How to Generate Leads For XYZ”. Obviously, that is just an idea and it doesn’t have to be on that subject.

You could also create a video with great information on something specific to network marketing... like a network marketing training video. Just be sure to make it less than five minutes. Anything over five minutes is too long.

There are many more video sites other than YouTube where you can upload videos. However, for the sake of simplicity, let’s just stick to YouTube.

One easy way to make videos is by using the Flip video camera. It comes with all the software needed to upload any video you make to YouTube. Visit www.TheFlip.com to learn more.

Just make sure you add your website link to the description box so that people who are watching it can click on it and go to your website. Also, be sure to add specific video keyword tags (there’s a place to do this when you upload your video) so that people who are searching on Google can find your video.

Don’t worry so much about making the “perfect” video. The only thing you need
to worry about is making sure that you provide good quality information that is going to benefit the person watching it (or you can make it really funny and entertaining).

You can upload videos to www.FanzU.com as well.

**Hot Tip:** One great way to come up with videos to create is to write out a list of the top 20 questions you are asked relevant to network marketing. Then use the questions as the title of your video and spend a minute or two answering these questions on your video. Once you have 20 videos recorded you can use them as a resource center to add value on your website or blog (obviously, you would still upload them all to YouTube and other video portals as well).

**Pay Per Click Advertising**

There are also many ways you can drive traffic to yourself online that require a small investment - but if you use the tools available to you your ROI (return on investment) can be huge. The easiest to use and most popular way to drive paid search is with pay per click advertising through Google.

Pay per click advertising is the most revolutionary form of paid advertising in the 21st century, and if you learn how to do it properly it can give you a constant stream of qualified visitors to your website.

But beware! It can also be a great way for you to lose money - in a hurry.

It’s easier for me to show you what a pay per click ad looks like rather than try to explain it.
This is a picture of what it looks like when you search for something using Google. In this example, I happened to search for the keyword phrase, “network marketing”.

You see the three sponsored links at the top that are highlighted and the four on the right hand side? These are ads that people have paid for to have them show up when someone types in the keyword phrase, “network marketing” into Google.

Before you panic and skip this section thinking that that has got to cost a fortune, hold on! They only have to pay when someone actually clicks on their ad!

Pretty cool, right?

You don’t have to learn SEO to get top ranking results on Google. You can pay to get your site to show up at the top. It does cost you money. In fact, the top spot for the phrase “network marketing” is probably costing the advertiser around $2.00/click. The price of your ad is driven by competition - the more people that want to use that phrase, the higher the cost to have your ad show up when it is searched for.

That can add up pretty quickly, especially if you don’t know what you’re doing. If you choose a high dollar keyword phrase, you might get a lot of clicks. If 100 people were to click on your ad in one day then it would cost you $200!

You are thinking, “But isn’t that what we want?” Yes and no. If out of those 100 people, only one or two are attracted to your product or service, your ROI is going to be very low.

The good news is that you don’t have to bid for such a highly competitive keyword phrase. You can bid for a phrase such as, “network marketing success” or “XYZ review” and probably pay less; plus, you don’t necessarily need to bid for the top spot. Depending on your bid, Google will rank your ad. Usually the highest bidder gets the top spot.

One really cool thing is that you can target your ads so that they only show up in specific locations such as your country, state, or city. You can choose keyword phrases that target people who are looking specifically for opportunities like yours, so a higher percentage of those who click on your ad will actually be
interested in what you have to offer.

Using Google Adwords (Google’s pay per click program) can help you get immediate, qualified visitors to your website that you can build a relationship with (assuming your website is designed right... more on this later).

However, you MUST take the time to learn how to do pay per click (PPC) advertising properly. An entire book could be written on this subject alone! Thus, I’m going to point you to the Google Adwords guru, “Perry Marshal”. Please buy his Adwords book before you start pay per click advertising... it will save you a lot of money!

CLICK HERE TO LEARN MORE

**Hot Tip:** If you learn how to get a high click through rate (CTR) then you will make Google happy and pay less per click! Your CTR is calculated by dividing the number of views an ad has by the number of clicks it receives.

Your CTR is highly affected by the ad copy you write. It does generally matter how high you are positioned on the results page, but I've several ads positioned on the bottom with well-written copy and my click through rate was around 2.5% - which is really good.

You can have a very good CTR by simply making sure that your keywords are very "tight" and that your ad has the main keyword in the title and body. Also, make sure you are split testing at least 3 variations of the ad at the same time to see which one has a higher CTR. Then you can keep tweaking the one with the higher CTR, improving your ad with each cycle.

A good CTR is generally around 1-2% - in other words, out of 100 impressions people click on your ad at least 1-2 times. The more specific your ad group and the more "attention grabbing" your ad is (how well it is written) the better the CTR.

Most people's problem in pay per click advertising is that they don't take the time to be very specific with their ad groups. It is a lot harder to get a high CTR when you are competing against thousands of other people! Fight the temptation to be lazy and settle for "generic" keywords. Research, research, research!
It is very important to get your CTR as high as possible because Google likes it when people click on your ad (understandable, since they make money off of you for each click!).

CTR is just one aspect of the entire equation, however. You also need to have a relevant landing page. The reason everyone loves Google is because they provide relevant content to the user. This means it is to Google’s advantage to make sure that your landing page (where visitors who click on your ad are sent) is actually relevant to your ad copy.

Google saw people using ads that looked like they were about one thing to trick people into clicking on them - and then presenting a landing page that had nothing to do with the keywords they used in their ad. This practice led Google to decide that pay per click ads and their landing pages had to be relevant! Now Google looks at your entire setup in order to assign you a Quality Score, which factors into your charge per click. If your landing page is NOT relevant to the keywords you are bidding on then Google will dock you points and you will pay much higher rates per click.

A little secret to cutting down on useless clicks (ones that don’t convert) is to focus your adgroups on specific cities and then make a landing page to correspond with each one. This way you can use even generic and highly competitive keywords without worrying to much about the cost.

For instance, you could create an adgroup for "making money" but specifically target your city instead of the entire nation. As long as your landing page has this the keywords, "making money" and your city name that you are targeting then Google will consider your ad relevant and your cost per click will go way down!
“Finally A Marketing System That BRANDS YOU With A Fully Customizable Professional Website, And Let’s You Promote Your Primary Network Marketing Opportunity With Ease!”

Introducing A Revolutionary Marketing system that:

- Brands you
- Sells your primary opportunity (no matter what you’re in)
- Fully customizable with capture pages, video, audio & more
- Easy to use (even if you’re brand new to the Internet)
- Pays YOU on a two-tier commission structure for referring it to others
- Let’s you customize your own version that you can give to your team for 1/100th the cost of any other system!

Most marketing systems are nothing but glorified affiliate programs that brand someone else!

It’s about time that you finally had access to a truly duplicable marketing system that rewards YOU for referring it to others!

In essence, you can OWN your system! Tired of seeing everyone else on the Internet benefit from marketing systems? Isn’t it time you got in on the action?

CLICK HERE TO TEST DRIVE IT FOR FREE TODAY! http://dave.clearlythebest.com/join

ATTENTION: Want to get your very own branded version of my book with YOUR marketing system link in this ad? Visit www.BrandThisBook.com for more details.

** The author of this book does NOT endorse any opportunity associated with this ad.
YOUR WEBSITE MATTERS

"Only a fool in the 21st century doesn’t have a website”
- Anonymous

We just looked at 7 free ways for you to meet new people on the Internet, and one amazing method to advertise and find good quality prospects.

There’s just one more thing. If you are going to have any real success growing your list via the Internet then you absolutely need a website to send people to. The primary purpose of your website is simple... to grow your list and build trust.

Your Website Must:

1. **Build trust by providing real perceived value to your visitor**

2. **Grow your list by capturing contact information and getting permission to follow-up**

Don’t be misled. Too many people think that the primary purpose of their website is to introduce people to their opportunity.

It’s not.

Obviously, your website may eventually lead to that but it must first achieve its primary purposes as described above.

This rules out using 97% of corporate replicated websites. If you think about it, most corporate replicated sites do not fulfill the purpose of a website. They are really nothing more than an online brochure.

**Building Trust By Providing Real Perceived Value To Your Visitor**

Remember that your list is only as good as the level of trust you have with the
people in your list.

You need to think of ways of building trust through your website, or your website is nothing more than an annoying ad.

Here are a few simple strategies you can use to build trust:

- Make your website personal by adding your picture, bio, maybe even an audio or video, etc.
- Always think of giving them value. Don’t just pitch them on your opportunity. Add little freebies on your site that help them get one step closer to where they want to go.
- Design your site with clarity and simplicity.
- Make it easy for people to contact you.
- Always fulfill your promises.
- When you follow up through email or by phone, always be open, honest and friendly!

All of these things will help you build trust. Don’t ever underestimate the power of trust. It is Stephen MR Covey who says, “When trust goes up the speed of doing business goes up and your cost goes down. When trust goes down the speed of doing business goes down and your cost up.”

**Hot Tip:** Having a link to your blog can build trust. A blog is very personal and can really go a long way for building trust. You can also include an FAQ that is relevant to your business - people LOVE this kind of thing, and even bookmark such pages to share the links with others.

**Hot Tip #2:** Why not use your website to expose your initial list to your opportunity? It can be a great tool for both online and offline marketing. Don’t ever think a website should only be used for Internet marketing.
Capturing Contact Information and Getting Permission To Follow-Up

Remember the third phase of network marketing? If you are going to use the Internet to keep building your list, then your website must perform the function of getting people’s contact information!

You can do this by using a squeeze page/landing page. A squeeze page is a short one-page entry into your site that is designed to do one thing - capture the contact information of your visitor.

The only way they can navigate further into your website is by filling out the contact form. In other words, it acts like a doorway into your site. The door is locked until they use the key to open it up - by filling out their contact information.

Squeeze pages can be effective if designed properly. However, if someone does not want to enter their contact information on your squeeze page then you lose them forever!

One thing you can do to convince them is offer valuable FREE stuff on your website. When your visitor decides to get one of your FREE gifts, the only requirement is for them to fill in their contact information.

I’ve been to a website that a network marketer designed which offered very valuable books to download for free such as Think and Grow Rich, As A Man Thinketh, and Acres of Diamonds.

As soon as I clicked on the link to download one of the books, a pop up window appeared that asked me for my first name and email. As soon as I filled in the form and clicked the “Submit” button, I had access to download the book for FREE!

This is a great strategy because it fulfills both primary purposes at the same time; getting your visitor’s contact information and building trust by giving them value.
Need To Build A Website/Squeeze Page And Have No Idea How To Do It?

At this point you may be wondering how you can get your own website designed and built so that you don’t have to use your company’s replicated site.

There are two primary features of a website that you should hire a professional for:

1. Copywriting
2. Designing

**Copywriting**

Words matter! The words you use on your site MUST persuade your visitor to do what you want them to do. If they are not enticed by your writing then you’ve lost them.

Copywriters are people who write persuasive copy for a living. They know how to write content that compels the visitor to take the next step. Obviously, when you are building a squeeze page this is extremely important. If your visitor doesn’t fill in their contact information then you’ve lost them forever (which is why your words need to be extremely enticing, catchy, and persuasive).

You can learn what good copy looks like just by surfing the Internet and reading various sales letters. Just type in “make money” in the Google search box and click on some of the ads. Which websites grab your attention and compel you to go further? What words did they use? What enticed you? Was it a story? How did they write their paragraphs (you’ll notice these are usually short, just one or two sentences making them easy to read).

Don’t make the mistake of thinking that the design of your website is all that matters. Your words could be the most important part of your entire website.

Whenever I need to build a squeeze page/website I use [www.MyPersonalBrand.me](http://www.MyPersonalBrand.me). I’m not very good with html, and I need someone to do the work for me. All you need is
a clear idea of what you want and they’ll design it for you.

www.MyPersonalBrand.me has helped me so much! I had my own personal website and blog designed by them. You can take a look at my site at www.DaveVass.com.

**Designing**

The design of your website matters! In fact, it is always a combination of well-written copy and nice design that is the most effective. If your site looks cheap then it doesn’t matter how good your copy is... people won’t stick around to read it.

A well-designed site should be:

* Simple
* Clean
* Vibrant

It’s hard to explain what a well designed site looks like. Just go to www.Apple.com and take a look. They have some of the best designers in the world.

Notice how simple, clean, and vibrant the site is?

Don’t complicate your website! Simple is always better. Don’t get swept away and use a bunch of different font sizes and colors. A good rule of thumb is stick to two font sizes and two-three colors.
You can hire my own personal web designer at www.MyPersonalBrand.me. She will work with you every step of the way to create a site you’re proud of. I highly recommend you invest in getting your own personal website, blog, and squeeze page created just like I did.

What Are Auto-responders and Why Should You Use Them?

"Most people suck at following up, myself included”
- Anonymous

Read these statistics from the National Sales Executive Association about the importance of following up. Their statistics show that most sales are made not on the 1st contact, but somewhere between the 5th and the 12th contact! Here is the data they have compiled showing on which contact sales are made:

2% of sales are made on the 1st contact
3% of sales are made on the 2nd contact
5% of sales are made on the 3rd contact
10% of sales are made on the 4th contact
80% of sales are made on the 5th-12th contact

Answer this next question honestly.

Do you really follow-up with your prospect 5-12 times?

Right. If you are anything like me, you forget to follow-up after the second contact.

That is why I LOVE auto-responders. They have saved me so many times by automatically following up with people that I totally forgot about!

An auto-responder is a series of emails that are prewritten, then entered into a system which is programmed to send them out at regular intervals to the
subscriber (i.e. your list).

In other words, they automate the follow-up process! This alone should be enough reason to use the Internet to grow your list. There is no other tool off the Internet that automates follow-up.

In addition, if your auto-responder is well written it can actually help build trust with your list. Your prospect will actually assume that you are writing these emails every other day and sending them to him or her.

Let me share a personal story from the early days of building my network marketing business. This story drives home the importance of having a good auto-responder campaign.

One year into my business I had managed to acquire quite a large prospect list from actively promoting my website on the Internet. One day a lady from Hawaii came to my site and gave me her contact information.

I immediately followed up by giving her a phone call. She seemed very excited about my opportunity, and we really hit it off. For whatever reason, however, I couldn’t close her on that first call.

Of course, I called her back a few days later. She still was really excited and wanted to join but told me it wasn’t the right time in her life.

Time went by; I got busy and eventually forgot about her. If it hadn’t been for my auto-responder I probably would never have heard from her again!

The automated follow-ups kept her thinking about me, however, and four months later she re-surfaced. She actually gave me a phone call and said, “Thank you, Dave, for sending me those emails for the last few months and being so patient with me. I’m ready to get started now.”

Wow! If I hadn’t already realized the value of a good auto-responder email campaign, that one incident would have made a believer out of me!

I still can’t believe it when distributors tell me they aren’t using the Internet to enhance their business building efforts. They have no idea what they are missing out on.
What other tool automatically follows up? A DVD, brochure, flyer, meeting? None of these follow up and keep you on the mind of your list like an automatic set of emails can.

Only the Internet gives you the leverage to follow-up automatically with your prospect.

**Hot Tip:** Even though auto-responders are extremely powerful they should only be viewed as a safety net. They are NOT meant to substitute the personal follow-up of a phone call or one on one meeting.

I’ve heard it once said, “One phone call is worth a hundred emails, and one face-to-face meeting is worth a hundred phone calls”.

It’s important that you don’t rely solely on your auto-responder to do all follow-up - emails alone are not completely effective! It’s always a combination of email, phone calls, and one-on-one meetings (even if they are web based meetings) that work best.

One more thing - I’ve always found [www.Aweber.com](http://www.Aweber.com) to be the best service for setting up an auto-responder. It’s easy to use and you can set up multiple auto-responders. All you have to do is give your webmaster the code for the form to put on your site.
THE DANGERS OF THE INTERNET

"The Internet is vast and full of unlimited possibilities. Just be careful not to get swallowed up in it”

From my experience there are 3 primary pitfalls to avoid when using the Internet:

1. You waste time doing “stuff” with very little productivity
2. You get overwhelmed and confused
3. You hide behind it, or use it as a substitute for real, personal interaction

The biggest mistake I see ‘newbies’ make when they start using the Internet is they just “play around” with it and don’t really accomplish anything. It’s so easy to get distracted and just do “stuff” as a way to trick yourself into thinking you’re busy.

The Internet is a means to an end. You must learn to control it and not allow it to control you. It requires discipline and a very clear vision of what you want to accomplish.

Obviously, your first experience with the Internet will be a huge learning curve. And that’s okay. Just don’t let that interfere with your business building efforts. While you’re learning on the Internet, make sure you are productive in other areas.

Don’t fool yourself into thinking you are being productive while playing around on the Internet. You need to get results, period! If you are not getting results then either learn really quickly what you’re doing wrong or stop doing it altogether.
Results are all that matter. Test everything by whether you’re getting results or not. Just remember that results may come slower at first on the Internet until you know what you’re doing. Once you find the true key to online productivity the results will come pouring in.

In other words, there is a fine balance between spending time learning on the Internet (you could keep learning forever on the Net) and actually using it with a definite purpose of getting results.

The second greatest hazard is allowing yourself to become overwhelmed and confused. This usually leads to becoming paralyzed and unable to take action - and then you give up without ever experiencing the true power of the Internet.

Take baby steps. Don’t try to do everything at once. If something is really confusing to you then leave it alone for a while. There’s no point doing something if you’re not really interested in it and having fun.

The Internet is like any other piece of technology. I remember when my Dad bought his first smart phone. He was so confused. He’d grunt with frustration every time he used it and say, “Why can’t this phone just be a phone?!”

He didn’t give up, though. He took baby steps. He learned one thing at a time. Today, he checks his emails with his phone, knows how to do three-way calling, can text, and so on. I don’t think my Dad could live without his smart phone now. What a difference a little time can make!

The Internet will give you more leverage than any other piece of technology. Keep stretching yourself by learning new ways to utilize it. Before long, you’ll be just like my Dad and wonder aloud how you ever lived without it.

The last great danger of the Internet is using it as a way to avoid personal contact with people.

I’ve witnessed a lot of network marketers who are afraid to talk on the phone or meet people face to face so they resort to hiding behind a computer. That will never work!

Technology can never be a substitute for building relationships. You can only use it to enhance the process. If you’re one of those people who are using the
Internet to hide then you need to admit it and stop doing it. Face your fear, don’t hide, and learn to build relationships apart from the Internet.

**TYING IT ALL TOGETHER**

**Marketing Systems: Do They Really Work? What Should You Use?**

At this point I hope you realize the power of the Internet and how if you use it properly it will give you incredible L-E-V-E-R-A-G-E!

One thing you’re going to notice as you browse the Internet are all the so-called “marketing systems” available. There are dozens of them. Some are better than others, but NONE really deliver what you truly need to stand out as a professional network marketer.

What if you had access to a customized marketing system that helps to brand YOU, and to manage your prospects, your content, your business and your marketing! A good marketing system should give you the tools necessary to build your primary network marketing business and most importantly, to brand YOU at the same time.

In other words, the marketing system should not just be some glorified affiliate program where you’re marketing a bunch of “other programs” that NO ONE will buy because they are essentially doing the same thing YOU ARE... hoping their prospects will upgrade!

Rather, it should be created in a way that is specifically geared towards giving you everything you need on the Internet to market your business of choice.

This could include lead capture pages that are fully customizable for your specific opportunity or personal brand, customized websites and auto-responders, and all the little “bells and whistles” like video email, webinar capability, conference bridge lines, toll free numbers, etc.
The main point is the marketing system you use should be flexible enough to let you truly market, and not exist just to sell itself. So many programs only let you become an affiliate of other programs which will get you absolutely nowhere in your network marketing business.

Remember, building relationships is crucial! Sending people through a loop of affiliate programs will not help.

I’ve researched several options and there’s one particular marketing system that I recommend that offers exactly what I am proposing... complete customization. I know the owners personally and they’ve been creating successful systems for network marketing organizations for over nine years!

In fact, I used them to create a marketing system specific to my network marketing opportunity and it was a HUGE success. Remember, this is NOT theory. I really did use my system to build my network marketing business.

I had so many people want me to build a similar system for their company but I just didn’t have enough time!

The good news is that the same company I used to build my system has, for the first time, created a “customized marketing system” which will work for any person in any company. It is truly remarkable!

Not only will you have access to a fully customizable marketing system that will truly help you build your primary business, but if you wish you can also get paid when you refer it to others.

The beautiful thing is... you won’t have to advertise “it”, because much like when you advertise your car when you drive it, you will be advertising your system while you market!

Think about that. You will have something that others will WANT and all you have to do is market yourself or your business with it.

Network marketing online is no longer about long-winded, impersonal, text sales letters. Text pages and impersonal, duplicated sites will NOT capture anyone’s attention anymore.
It’s time to get personal!

Let’s explore for just a moment the aspect of residual income with this marketing system - for those of you who are interested in this added benefit.

Let’s imagine for a second that when you finish reading this book you apply everything I just taught you. So, in the 3rd phase of your network marketing business you start hitting the Internet really hard.

You’re meeting all kinds of new people through social networking sites, the articles you’ve written, Skype, blogging, video marketing, etc.

Some of those people have gone to your lead capture page or website that is connected to your marketing system and have become a prospect.

Let’s say John Doe is one of your prospects. You give John a call thinking he’ll join your opportunity. But, to your chagrin, John is already in another network marketing company and is simply looking around.

So, you give John a branded copy of this book (it has your marketing system url on the full-page ads within it) and tell him that it will really help him in his network marketing business no matter what company he’s in.

John thanks you for being so kind and begins reading this book. Eventually he comes across your marketing system ad and wants to learn more. He LOVES what he sees and signs up for his own marketing system.

Guess what?

You’ve just made money off a prospect that didn’t join your business. And you’ve created a friendship with him because you were NOT forceful or manipulative in any way. You’ve actually helped him out!

Here’s another scenario. Imagine this time John wants to join your business. So, he signs up and then asks you what he should do.

You respond by telling him the FIRST thing he must do is read this book from front to back. John agrees and after he reads it the information in this book
helps him understand more clearly how to build a successful network marketing organization (the book basically trains him).

It also introduces him to your marketing system. John, being a savvy entrepreneur, understands the power of the Internet and what a good marketing system can do for him.

Guess what?

He not only joins your opportunity and gets trained through my book, but also signs up for your marketing system and you make double the money!

Yes, yes, yes!

Isn’t this what we’ve all been waiting for? A system that actually makes sense? One that isn’t theory? A process that ties everything together while keeping YOU center stage?

Check out the full-page ad on the next page. Click on the link and you’ll learn more about this incredible marketing system.

Then visit www.BrandThisBook.com and learn about how YOU can brand this book with links to YOUR marketing system and then share the book with others who will in turn do the same thing. Why? Because the information in here is absolutely valuable, viral and it works!
“Finally A Marketing System That BRANDS YOU With A Fully Customizable Professional Website, And Let’s You Promote Your Primary Network Marketing Opportunity With Ease!”

Introducing A Revolutionary Marketing system that:

- Brands you
- Sells your primary opportunity (no matter what you’re in)
- Fully customizable with capture pages, video, audio & more
- Easy to use (even if you’re brand new to the Internet)
- Pays YOU on a two-tier commission structure for referring it to others
- Let’s you customize your own version that you can give to your team for 1/100th the cost of any other system!

Most marketing systems are nothing but glorified affiliate programs that brand someone else!

It’s about time that you finally had access to a truly duplicable marketing system that rewards YOU for referring it to others!

In essence, you can OWN your system! Tired of seeing everyone else on the Internet benefit from marketing systems? Isn’t it time you got in on the action?

CLICK HERE TO TEST DRIVE IT FOR FREE TODAY! http://dave.clearlythebest.com/join

ATTENTION: Want to get your very own branded version of my book with YOUR marketing system link in this ad? Visit www.BrandThisBook.com for more details.

** The author of this book does NOT endorse any opportunity associated with this ad.
CONCLUSION

K.I.S.S. - Keep It Simple, Stupid!

“You know you’re doing the right thing if it’s easy, fun, and you’re getting results”
- Deepak Chopra

I just got off the phone tonight with a gentleman who is signing up in my network marketing business.

He asked the same question that almost every new person asks, “What do I need to do?”

Of course, I used to go into elaborate detail about HOW they needed to build a business. But, that isn’t what he asked for, is it?

So I told him, “You need to go and sign other people up just like I just did you, and teach them to do the same”.

It’s funny how simple it really is. We only want to complicate it so that we have an excuse as to why it isn’t working for us.

Network marketing should be easy. It should be fun. Most importantly, you should be getting results. If it isn’t or you aren’t, then you’re doing something wrong. Don’t force it! Relax.

Read this book over and over again until it really sinks into your mind. Send it to your team (if you have one) and send it to all your network marketing contacts. This book is completely FREE and will help anyone who is highly motivated find the success they’re looking for.

Again, my personal recommendation is that you visit www.BrandThisBook.com and get your own branded version of this book. That way you can make a little money by referring this book to other network marketers who then sign up for the marketing system promoted within the pages of this book.
And if you email me at davevass@me.com and provide feedback on this book I’ll gladly send you, “7 Habits Of Highly Successful Network Marketers” for FREE! Just put “Free bonus chapter” as the subject of the email.

P.s. Please do not use my email as spam. I do NOT want to know about your opportunity. I will delete your email if you are pitching me on anything.

To Your Success,
Dave Vass, Professional Networker