



Written By 13 Top Network Marketing Experts And Eric Su

Edited By [Eric Su](#)

<http://NetworkerReport.com>



EricSu.com

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**Foreword:**

Thank you for getting your hands on this 2010 report. I really hope this report can help you set up your goals that you want to accomplish in your business in 2010. No matter is generating more leads, building a better relationship with your prospects, or accelerating your leadership, this report has it all.

You will not only learn one strategy from one field of expertise. You get to have 13 experts sharing with you their predictions and what you need to do to effectively build a better network marketing business in 2010.

Two months ago (today's 12/26/09), I came up with an idea to ask 50 top experts what they think about the year after the economic turbulence in 2009 because I think 2010 will be a very special year for everyone in our industry. I failed, and only got 13 experts to share their thoughts. I gathered their articles they've written and compiled this report. Thank god I didn't succeed to get 50 experts or otherwise this could be a 255 page report, and inject you with another information-overload paralysis shot.

As some people say the economy is going to bounce back, while some people say another economic depression just starting to roll in. The fact is that economy doesn't seem to affect network marketing industry as much as we think it would.

Why?

Because people are always looking to create more income and more time freedom.

Network marketing is probably one of the most high-yield-potential business models with low starting cost.

...But it doesn't mean it's an easy way to riches. Because it's not. Nothing is easy.

We all know it takes knowledge, actions, courage, leadership, working-smart, working-hard, and family support to succeed in network marketing.

While I can't give you family support, I can't stand behind your back like an elementary teacher to supervise you on each step, I can't give you the Kobe Bryant heart to take the buzzer beater shot....

...I've given you the expert knowledge to make 2010 your best year ever in network marketing.

Read, Learn, And Apply.

All the best,

Eric Su



Eric Su went from a gambling addict to become a bonafide internet marketer specializing in search engine marketing and content marketing.

Eric Su teaches home business professionals how to use the internet to sponsor more people automatically without rejections while working less to earn more.

Go to his blog to get more tips at <http://EricSu.com/blog> and claim a free marketing report at <http://internetmlmunderground.com> .

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## **2010, The Year of OZ - By Rod Nichols**

Having been in the network marketing industry since 1979, I've seen thousands of companies come and go. Some of them hit it big and others fizzle after just a few months to a few years.

During that time I've learned some red flags to watch out for and also some keys to look for in a company that is going to succeed and I'll cover those a little later in this article.

Unfortunately the industry is filled with what I call Wizard of Oz companies and I believe 2010 will be a year when we will see even more of these OZ companies.

If you remember in the movie, Dorothy, Toto and the crew arrive at the Emerald Palace and they are going to finally get in to see the Wizard. However, they are met with fire, smoke, and a big scary face with a booming voice. That is until little Toto pulls the curtain away from the man running the machine. The voice says, "don't mind that man behind the curtain" and that's the way so many network marketing companies are.

They are exciting looking on the outside, but don't want you pulling the curtain to see what's really going on.

You can quickly recognize these Wizard of Oz companies as they've got big name business people (from other industries) or athletes out front, there's lots of hype about making big money without having to work very hard, there's glitz and glitter and smoke and mirrors, but if you invest the time to check out the company from the inside out, you'll find there isn't any substance. There's nothing but a little bitty man behind the curtain.

The difficult part for me is watching so many people get sucked into these companies only to be disappointed and then conclude that network marketing doesn't work.

I've done this for 30 years and I've seen tens of thousands of people, from all walks of life, succeed in network marketing. It works and it can work for you.

The first and possibly most important key is to find the right company for YOU.

Here are some red flags to watch out for and some keys to identifying a solid company that has long-term potential:

### **Red Flag #1: Big Name People**

If the company is flaunting big name business people, millionaires/billionaires, TV pitchmen, or top athletes, then beware. It's okay to have these people giving testimonials (if they are involved with the company or using the product/service), however many of them are paid spokespeople who couldn't care less about the company, product, or your success, as long as they get paid.

I've seen many a network marketing that was using the familiarity of a big name to bring people to their company and it works. The problem is that they typically don't have anything of substance to deliver or they wouldn't have to resort to the big name person.

### **Key #1: Management Team**

One of the biggest keys I've found to identifying a solid company is a solid management team. Forget about the big name people; instead look for management that has successful experience running big companies - managing offices and employees, handling payroll, accounting, etc. Also, look for the team that has network marketing experience, preferably as a successful distributor.

That way they will understand what we distributors go through to build a business and will make decisions that help us. Make sure the President or CEO is a dynamic leader that people are going to follow and who also has his/her ego in check.

Finally, the management team should have a solid money guy; someone who has vast experience handling financial decisions and systems. It's a big plus if the management team or founders have self-funded the company.

That means they are fully committed and are not going to give up easily.

### **Red Flag #2: Big Money Focus**

If a company is only talking about making big money, run away as fast as you can.

If you ask people involved with the company about their products or service and they quickly change the subject back to money, run, run away. They are using big money claims to lure you into a business that has no substance and won't last.

It might even be a pyramid scheme or at least construed as such by the government regulators. The owners of these companies are just hoping to hang on long enough to make a bunch of money and then get out of Dodge.

It's sad, but true; there are many wolves in the network marketing industry who are just waiting to devour your hard earned money. So be wise when choosing a network marketing company.

Don't believe everything you see, hear, or read, check it out. Do your due diligence and make an informed decision.

## **Key #2: Solid Product or Service**

It's okay to share the possibility of making big money, but if a network marketing company is going to last long-term, it must market a solid product or service - something that people would readily buy without being involved with the business.

For best results this should either be a consumable product or a renewable service.

This will require less selling and since about 98% of the people out there hate to sell, you want a product or a service that people want to buy automatically every month, which brings me to autoship. If the company doesn't offer an autoship program for their product or an automatic subscription to their service, it won't work and you won't make money.

Next, the product should be in high demand both now and far into the future. Who in their right mind would market buggy whips in the automobile era and yet many network marketing companies are offering old,



obsolete products and services. Finally, the product or service should be something you enjoy, would buy even if you weren't in the business, and can get excited enough about to tell other people. It's a big bonus if the product is unique, patented, or exclusive to that company.

### **Red Flag #3: We Will Build it For You**

I'm appalled at the number of internet and magazine ads I see that claim all you have to do is join and they will build the business for you. No recruiting. No presentations. No talking with your friends or family. No calling leads. No home meetings. Just join and use their proven system and you're going to make BIGMONEY! That's a load of garbage and you should run away quickly. Anything that sounds too good to be true usually is.

Network marketing is a business and businesses require financial and time investments. Contrary to all those ads, you are going to have to talk with people, but the good news is that if you have a good company with a product/service you are excited about, you won't be able to stop talking with people.

Also, this is a recruiting business and if someone is saying that you will never have to recruit anyone, they are LYING!!! I've been in this industry for 30 years and if there was a legitimate way to build a business without talking to people and recruiting anyone, I would know about it. Oh, there are the list builders and the programs where people can join for free, but no one makes money in those, so don't waste your time.

### **Key #3: Find a Good Upline Team**

No one is going to build your network marketing business for you. They may be willing to put some people under you (in a binary or matrix plan), but you are still going to have to talk with people and recruit. The key here is to find a good upline team that will train and support you. They should offer internet based training via a team web site, e-mail messages, webinars and teleconferences, and even live meetings. This is something I've done for my teams for years and it works.

It provides the training, tools, and resources necessary for anyone to succeed. Now, not everyone will, because some will not be willing to do the work, but they won't be able to say they failed due to poor training and

support. You should also have upline leaders who are willing to send e-mail messages to or do 3-way calls with your business candidates. They should also offer personal one-on-one coaching or mentoring.

Check their motives to see if they are only looking at what's in it for them or if they do sincerely seem interested in your success and are willing to devote the time to help you. A good company and product/service are important, but sometimes a good upline team is even more important.

So, there you go, three red flags to watch out for and 3 keys to success. Find a solid company with an excellent management team, a product/service that is in high demand and about which you can get excited, and a solid upline team that will help you accomplish your goals. When you find those keys and it feels right in your gut, jump in with both feet, put the blinders on and build like crazy. You'll love the results!



Rod Nichols has been involved in the network marketing industry since 1979, as a company founder/owner, distributor, consultant, trainer, coach, and author. His books *Successful Network Marketing for the 21st*

*Century* and *Would You Like to Dig In My Goldmine?* were

industry best sellers for several years and his newest books, *The Twelve Power Secrets for Network Marketing Success* and *The Ideal Business* are quickly becoming must reads for anyone serious about success in network marketing. Rod has trained tens of thousands of people and is known as a “nuts and bolts” trainer. He is available to speak at conventions, conferences, regionals, or any other event requiring a dynamic outside speaker. Rod is also available to coach individuals and small teams. More information about Rod, his fees, and other great network marketing resources are available on his website at [www.RodNichols.com](http://www.RodNichols.com) or you can e-mail him at [Rod@RodNichols.com](mailto:Rod@RodNichols.com)

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# **I Feel So Overwhelmed & Frustrated With Online Network Marketing – (Surely It Can't Be This Hard Can It?) – By Gavin Mountford**

Simple. Easy. Duplicable.

These are the three key ingredients to building a SUCCESSFUL network marketing business.

So why is it just so damn hard?

## **The Challenge**

Over the last two to three years I've noticed more and more people slowly moving over from traditional network marketing to online networking in search of an EASIER way.

People are finally waking up to the fact that they can now ditch the painful and degrading offline world of network marketing where they were hassling their friends and family, using the 3 foot rule, speaking to strangers and basically BEGGING people to join their business, and they're starting to realise that actually there is a 'better way'.

BUT...

As soon as they make that transition from offline to online, they VERY QUICKLY realise that it's an absolute minefield with so many places to start, so much information out there, and so much to do that they very quickly become OVERWHELMED & frustrated....

I get emails and phone calls almost every day from people who are almost ready to QUIT, asking me where do I start? What should I do next? How do I do what you've done?

There are so many so called 'mentors' and 'guru's' out there who ALL teach different ways and methods and they're leading people down a path to a PROBLEM which only they can SOLVE.

Which is fine... But whose ADVICE do you listen to?

If you've been online for even a small amount of time, you'll realise that there's social media, Facebook, Twitter, video and Youtube, article marketing, Squidoo and Hubpages, syndication, Ning, forum marketing and many more methods to generate leads.

Then you need to set up your blog, create your lead capture page, get your full attraction marketing profile sorted, buy this course, buy that course, and pretty soon you've SPENT all your money before you've even started building your business.

Once you've done all this and you've taken 6-12 months to set everything up, spent money on hundreds of hours of trainings, and pulled almost every hair out of your head with all the technical CHALLENGES you've faced along the way....

You realise that you STILL HAVEN'T built a network marketing business and you've spent so much time and money trying to do too many things all at the same time, with very LITTLE RESULTS.

Sound familiar?

### **All of a Sudden a Thought Flashes Through Your Mind...**

'Maybe this online network marketing isn't as easy as I thought it was going to be. Are all these people online actually making money or are they just PRETENDING to be so they can get my ATTENTION?'

Ok, pause for a second....

So *how do you get started* and how do you get RESULTS QUICKLY?

Easy.

Keep things SIMPLE and build relationships with people.

After all... what is network marketing anyway? Whether it's online or offline? It still has the basic same FUNDAMENTALS.

Pick up the phone, get to know someone, build the relationship, solve their problem, sponsor them into your business and help them DUPLICATE what you've just done.

It can't be that hard can it?

But we just LOVE to make things COMPLICATED for ourselves don't we?

My sponsor once said to me...

**'Follow This System To The Letter & You'll Be Successful'...**

Makes sense doesn't it?

So why did I decide that I was going to change the system when it was working so PERFECTLY for other people?

I guess at the time (6 years ago), it was my EGO...

My mind said to me, 'what if I add this part, change this bit and take this part away then I'll have a better system won't I? '

That was WHY I struggled and it's why most people in this industry FAIL....

We try to change things, do something different, make things more complicated than they need to be and we don't STICK to a proven SYSTEM.

So here's what I've been doing with my group.

I found that most people are OVERWHELMED when they first come online because there are just too many choices and options for them.

It can seem very daunting to a complete beginner when they know they SHOULD set up a blog, create a capture page, submit articles, add content and record videos etc but they don't know HOW to get started.

Here's a phrase I've heard a few times before...

## **'I'm Getting Ready To Get Ready'**

People get so TIED UP with their attraction marketing profile, blogging, capture pages and cutting edge marketing techniques that they forget WHY they started in the first place...

They started because they wanted to build a NETWORK MARKETING business and to have more time and money freedom to do the things they enjoy in life.

But now they're working 12-14 hour days & SPENDING more money than they actually earn.

Everybody I spoke to had a couple of things in common. They all had a FACEBOOK ACCOUNT and they could all send an email or type a message to another person.

Love it or hate it, Facebook is the easiest way for most people to make that transition from offline to online network marketing and to see RESULTS QUICKLY.

Facebook is familiar to most people, and in reality it mirrors the REAL WORLD of communication.

**SOCIAL INTERACTION....**

It's just a matter of changing people's thoughts from using Facebook solely for personal use to using Facebook for business and networking also.

INTEGRATE your personal life and your business life into your marketing efforts on Facebook in order to be seen as a real live person in a COLD and FACELESS online world.

Get Started on Facebook, make friends, send emails and ask for a phone number.

Facebook is the QUICKEST way to get started. You don't need a blog, a website, a capture page, a camcorder to record videos or any other technical skills.

You just open an account, follow some SIMPLE steps and BINGO, you're in business.

Relationship marketing is the key, and there are so many people out there who are desperate for your HELP and support.

So pick up the phone and help SOLVE their PROBLEM.

Yes, I know we're in the high tech age, so the phone shouldn't matter, but we are in the people business and we need to be HIGH TOUCH at the same time.

Talk to people, PROVIDE VALUE and be there for other networkers who are struggling.

Everybody has something to offer another person, so even if you're a complete beginner, you can still IMPACT another person's life in more ways than you could imagine!

I know so many people who try to automate the whole process and yes it can work for some, but usually only if you're full time at this with 8-12 hrs per day to work it.

So, before you get to that stage, you need to START somewhere.

Facebook is the place to do it.

Add 20 new network marketing friends per day, interact with them through email and get them onto the phone or skype as quickly as possible to talk with them.

People are AMAZED when I speak to them because I've been bothered to pick up the phone rather than do everything through email.

You don't even have to mention your business initially until you've built up the CONFIDENCE to do so.

The first hurdle to OVERCOME is the FEAR of picking up the phone, which is EASY when you don't have an agenda.

Just get to know people, *build relationships* for the future and if you feel that your business is a fit for the other person then ask them to join you.

Once you get better at using Facebook and you learn some of the strategies and methods that our team use, you'll be able to add your content and syndicate it between your tribe of followers.

You'll have your message seen by hundreds of thousands of people every day which will make it go VIRAL.

Make it your goal to GET STARTED. Make friends with 20 targeted people each day. Interact with them socially, pick up the phone and do what this business is all about.

## NETWORK.

Just be aware that just like the offline world, there are RULES in the online world also.

There are lots of do's and don'ts and in order to conduct yourself CORRECTLY on Facebook and the social networks, you MUST follow them.

Otherwise, it will all be in vain.

I wish you well with your network marketing online. REMEMBER that it doesn't have to be complicated and the easier you can keep it, the easier your team will be able to DUPLICATE your efforts, the faster you will build your business and the more MONEY you will make.

So, go for it and remember...

Until you spread your wings, you'll have no idea how far you can fly...

Your Friend,

Gavin Mountford





Gavin Mountford is a Social Media Coach who teaches frustrated and overwhelmed network marketers how to get started the 'easy way' using the Internet and Facebook to build their Network Marketing business. Download Gavin's Free 11 day Facebook strategies video bootcamp at

<http://www.NetworkingSuperstar.com> and check out

Gavin's Internet network marketing strategies on his blog over at

<http://www.GavinMountford.com>

# **The Essential Elements of Network Marketing Leadership - By Dr. Joe Rubino**

As Network Marketing leaders, let's examine some components critical to effective leadership.

1. At the foundation of any decision to lead lies a clear and compelling vision. Your vision as a successful Network Marketing leader will encompass every aspect of your life and business. It will include a clear and motivating representation of the person you have decided to be. It will honor your most important values and reflect the manifestation of your life purpose as you share your unique gifts with the world. When you live your vision, your days will be spent doing those things that are in alignment with living a life of choice. As a result, you will manifest those things into reality that result from living and accomplishing the ideals most important to you. Your vision will both serve to motivate you to overcome all challenges and do what's necessary to achieve the level of success you desire.

Powerful visions are most effective when shared and spoken at every possible opportunity. By speaking your vision, you will inspire others to want to join you in its accomplishment. Moved by your example, you will also inspire many to create visions of their own. Your life will become an example of how a positive expectation can empower others to achieve breakthrough results in their Network Marketing businesses and in their lives.

As a Network Marketing leader, you will become proficient in showing people how to think outside the box to manifest great possibilities in their lives. As you incorporate vision work into your basic training, you will be sharing a gift that has the power to empower and transform lives marked by resignation and suffering. You will inspire others to pursue their dreams with a newfound hope and expectation of success. More importantly, by teaching others to teach others to design lives that work optimally, you'll be duplicating the gift of empowerment and contributing the tools that form a successful foundation of accomplishment and leadership.

*Leadership Exercise: Write out in vivid detail what your expectations for leadership in your business will look like.*

2. Leaders execute bold action plans that move their businesses and lives in a forward manner. Visions without action are not really visions after all; they are wishful hopes void of the power of commitment and positive expectation. Leaders take responsibility for manifesting their visions by formulating specific, detailed and grounded action plans that will bring them about. They continually evaluate whether their actions are sufficient in quantity and effective enough in quality to make their visions come true.

Network Marketing leaders are well served to evaluate the efficacy of their actions on a weekly basis and make the adjustments necessary to realize their goals. They realize that in order to inspire others and generate a result, their actions must be consistent over time and persistent in frequency to insure the results desired. Successful Networking leaders know their enrollment ratios; that is they know how many prospects they will need to speak with, on average, in order to identify and develop an on-fire, do whatever it takes leader. They execute a long-term daily action commit to speak with a minimum number of prospects about their business every day so that, based upon their success ratios, they will bring about the number of new leaders necessary to build a business dynasty.

*Leadership Exercise: What specific daily action commitment will you undertake for the next 90 days? What actions are necessary for you to experience a breakthrough in your business growth?*

3. Leaders possess an unshakable belief in their ultimate success and in the success of those who join them in partnership and follow a grounded and detailed action plan. This belief comes across to others as infectious, enthusiastic and inevitable.

True leaders possess the ability to inspire this certainty of future accomplishment to their prospects and team members. They know and teach their partners that a positive expectation of success in building their Network Marketing Dynasties will generate sufficient self-motivation to manifest this inevitability into reality. They also know that the opposite is also true: when one expects to fail, this expectation generate self-sabotage and resignation, resulting in

eventual failure and quitting. Either way, belief produces a self-fulfilling prophecy. Because of this knowledge, by virtue of their actions, leaders instill belief in the Network Marketing concept, their company, products, income opportunity and their own leadership abilities as well as those of their partners.

*Leadership Exercise: Identify any areas where your own belief level is inconsistent with building a Network Marketing Dynasty. Consult with your coaches to put any missing elements into place to solidify your expectation of success.*

4. The most effective Network Marketing leaders display a transparent authenticity and attitude of service that endears them to those who partner with them. Leaders walk their talk by demonstrating that their actions are consistent with their promises. They build trust and credibility as they prove they can be counted upon by demonstrating their commitment time and again to the success of their partners. Effective Network Marketing leaders avoid hype, arrogance and domination in exchange for sincerity, genuine humility and a commitment to champion and serve others. They know that projecting a false façade diminishes their personal effectiveness and ability to manifest their intended results on an organizational basis. They work on listening to others, always looking for ways to impact their ability to achieve their desired levels of success en route to realizing their dreams.

*Leadership Exercise: How does your own leadership style limit your personal effectiveness? What qualities will you seek to develop to enhance your ability to impact others?*

5. Successful Network Marketing leaders duplicate themselves by empowering others to step into a leadership role at every opportunity. They make others great, never small through manipulation or condescension. They do this through making powerful requests that have others step into new possibilities that they may not have previously seen for themselves, always stretching them to grow outside their comfort zones.

Effective leaders become proficient at the art of acknowledgment, always on the lookout to catch others doing something right. They realize that their own success depends upon their ability to champion

up and coming partners to become even more effective and impactful leaders than they are. They know that there are no shortage of opportunities to build leadership and are ever vigilant for ways to take a step aside out of the limelight in order to support another person to shine and gain recognition.

*Leadership Exercise: Take on the art of empowering your leaders to greatness. Make at least one request and offer at least one sincere acknowledgment on a daily basis with this objective in mind.*



Dr. Joe Rubino is an internationally acclaimed network marketing and personal development trainer, life-changing success and life-optimization coach and best selling author of 9 books and 2 CD sets on topics ranging from how to achieve network marketing success, personal and leadership development to restoring self-esteem and maximizing business productivity. An acclaimed speaker and course leader, he is known for his work in developing Network Marketing leaders, leadership development, listening and communication skills, life and business coaching and team building.

His best selling books and tapes are available in 21 languages and in 53 countries. These include:

- *Secrets Of Building A Million-Dollar Network-Marketing Organization From A Guy Who's Been There Done That And Shows You How To Do It, Too*
- *10 Weeks to Network Marketing Success: The Secrets to Launching Your Very Own Million-Dollar Organization in a 10-Week Business Building and Personal Development Self-Study Course*
- *The 7 Step System to Building a \$1,000,000 Network Marketing Dynasty*
- *The Ultimate Guide to Network Marketing*
- *15 Secrets Every Network Marketer Must Know*

- *The Self-Esteem Book: The Ultimate Guide to Boost the Most Important Ingredient for Success and Happiness in Life*
- *The Magic Lantern: A Fable About Leadership, Personal Excellence And Empowerment*
- *The Success Code, Books I and II*
- *Secret #1: Self-Motivation Affirmations CD Set*

Financially free as a result of building a top Network Marketing business and retired from his very successful, million-dollar dental practice at the age of 37, Dr Rubino is the CEO of The Center for Personal Reinvention, <http://www.CenterForPersonalReinvention.com>, an organization committed to the personal excellence and empowerment of all people. He has impacted the lives of more than 2 million people through personal and leadership development. Dr. Rubino was featured on the cover of *Success Magazine* in December of 1995 and in their cover story, "We Create Millionaires: How Network Marketing's Entrepreneurial Elite Are Creating Fortunes at Break-neck Speed" for his ability to impact people's lives. He is featured in the hit new movie, *The Opus*. He is a certified success coach in life planning technology and the co-developer of the life-changing course, *Conversations for Success*, a program that provides participants with the tools to maximize their self-esteem, productivity and personal effectiveness with others. His vision is to personally impact the lives of twenty million people to be their best and to shift the paradigm around resignation - that is, that anyone can affect positive change in their own lives and in the lives of others - if they believe they can.

Dr. Joe offers powerful personal coaching to support Network Marketing business success and life fulfillment. To contact him, call 888-821-3135 or email [Joe@theselfesteembook.com](mailto:Joe@theselfesteembook.com). Learn more about his life-changing work in championing people to restore their self-esteem at <http://www.TheSelfEsteemBook.com>.

# **Five Ways to Connect with Your Audience in 2010 - By Barbara Silva**

When it comes down to it, your business depends on the relationships you build with your customers, your down line, your colleagues and your business partners.

With so much competition, how do you position yourself as the one others will want to do business with?

People will choose to work with you if

- They feel that you can help them solve a problem they have

- They feel they can trust you

- They like you

The secret to building a successful business is to approach everything you do, from writing articles, to your advertisements, to your customer support from the viewpoint of what you can do for the person you are serving. This communicates the value and importance you place on the other person.

So what can you do this coming year to attract more high quality business?

## **1. Develop Your Listening Skills**

This one skill is so important and yet many fail to fully develop it. Listening is not the same thing as hearing.

Just because you can repeat something someone else has said doesn't mean you were really listening to them.

Listening is a deeper process of giving someone your undivided attention. You must filter out all distractions, background noise, your list of things you need to get done, and even the voice in your head that uses the time the other person is speaking to plan what you will say next.

Dr. Ellie Drake refers to “visceral” listening. That’s a great description for truly effective listening. It is paying attention to someone with your whole being, not just your ears. You listen for what is said and what is not said. You tune in to the tone of their voice, their body language, the rhythm of their speech, their breathing. You “feel” what they feel as they talk.

The benefits of listening to someone in this way are immediate. The next time you are speaking to someone, start practicing. You can see the other person physically relax...once they get over the shock of experiencing being listened to on this level!

This has amazing benefits within the family as well. When your loved one comes into the room, close the lid of your computer, put your pencil down, turn off the phone, set aside whatever it is you are doing to give a visual cue that you are shutting everything else off in order to give your full attention. Then turn your entire body to them and encourage them to speak.

This one exercise has so much power in it it’s hard to quantify. My favorite example is of a father who decided to employ deep listening over dinner with his wife and six year old son. After dinner, he asked his son how it made him feel when his dad “really listened” to him. The child responded, “I feel important.”

*Want to improve your business in 2010? Learn to make other people feel important!*

If you develop this skill starting now and continue to develop it, you will connect with your customers in a way that will create a fierce loyalty that money simply cannot buy. You have met their needs on the most fundamental level.

Now you have their trust. Now they like you and when given a choice between doing business with you or someone else, they will choose you.

Deep listening can reduce stress, conflict, clear up misunderstandings and give something to your customers they are not likely to have in their everyday life; undivided attention.



## **2. Connect with the “Right” People**

Use your listening skills as you get out on the internet or networking events to learn about eligible partners. Go to the places they go. What social sites are they likely to visit? What keywords are they using when they do a search? Go to those sites and pay special attention to the problems they are having and the language they use to describe how they feel. *Reflect their language when you write.*

Understand that you cannot serve everyone, so target those who are presenting with the specific issues that you or your product can address.

Make a list of the top five problems or challenges your market seems to have in common. Then offer solutions to those problems. You can present these solutions in the form of an article on the internet, in a direct mail campaign, a free e-book, or as you comment on other people’s articles and websites.

Don’t SELL the solutions; just give them openly and freely.

For example, if you represent a line of skincare, and your market is looking for anti aging remedies, don’t immediately offer your products. Instead, give them a list of home remedies they can try. Educate them on the ingredients to look for when they are shopping on their own which will moisturize aging skin. Then list ingredients which may cause irritation for sensitive skin.

Now you can leave a link if they want more tips on anti-aging skincare.

Never leave a link unless you have made a valuable contribution to the site. You want to build trust, and leaving a comment on someone else’s article for the sole purpose of self promotion will not be attractive to others.

## **3. Tap into Your Intuition**

Learning how to listen to others is a critical skill in business. It is just as critical to give yourself the same respect.

Spend time each day turning inward and pay attention to what your body and mind are telling you. Find a quiet spot that inspires you – maybe a special corner in your home surrounded by your favorite things or a place outdoors that fills your senses with beauty and peace. Let your mind drift. Don't try to force anything.

In this relaxed state, your priorities will start to come together. Are the things you are doing in alignment with your core values? Do you feel good when you think about a new partnership in the making? Is there something that is not “setting right” with the way you have presented something? Are you spending your time in the most productive ways possible? Learn to listen to and trust your own intuition. Check in with yourself often.

#### **4. Find a Great Coach**

I highly recommend that you hire a coach or mentor to work with you in the coming year. This person will help you tap into the fastest way to get what you really want to make happen in your business. With the coach's help, you can find even more ways to connect with your audience.

Be picky when choosing a coach. The success of coaching will depend on your commitment to yourself and on the relationship you have with your coach. Most coaches offer a free session designed to see if there is a good fit between you. Take advantage of that to find the best coach for you.

#### **5. Be Authentic and Approachable**

The most important asset you have in your business is YOU. You want to be seen as an expert, but you also want to be approachable.

You won't go wrong if you present yourself in an authentic way and look for ways to serve others. This is what will build the relationships that will move your business forward.

When you feel good about the way you go about building your business, you have more fun and you become more energized to accomplish all the things that must get done.

You will become much more confident and thus instill confidence in others when you approach your business in a way that reflects the real you. This is highly attractive to others who will want to follow your leadership example.

Their association with you will increase their own sense of self worth because you seem to be speaking directly to them and their needs.

*Again: If you want to improve your business in 2010; learn to make other people feel important!*

Barbara Silva, as seen in *MIM Mentors in Motion Magazine*, is the co-founder of training for those wishing to become a coach.



Barbara is the author of [Romancing the Sale](#): How to Build and Maintain Highly Profitable Customer Relationships That Last.

# **“Relational” Network Marketing Forecast for 2010 – By Emma Tiebens**

For the past 4 years, I have witnessed the hyper-speed evolution of network marketing strategies. From exercising the 3-foot rule, to one on one and group presentations, contacting highly qualified leads I have purchased, Attraction Marketing, Web 2.0 and now Social Media Marketing. While I have learned and implemented all of these strategies – and they do actually work – there was one commonality that has to be present first before the rest follows and that is one's ability to build relationships first... hence, Relational Marketing.

From personal experience, there is not one single strategy that will do the trick because these strategies complement each other. Unfortunately, there will be long learning curves and no one is immune from that whether it's about your personal development or mindset or whether it's about skill set. Being a marketer is a full time serious business and there simply isn't any magic pill. I firmly believe that everything that we go through in life and every lesson learned is part of the preparation we have to undertake to take us to a level that is beyond what we can see for the moment.

What is my forecast for 2010? With more and more baby boomers experiencing job insecurity as well as Generation Xs and Ys who are maturing and are comparatively more technologically savvy than their predecessor, highly qualified prospective customers will be looking for opportunities online. The traditional “friends and family” approach will still be an integral part of marketing but people will be checking out their company or their potential “sponsor's” own personal presence online as a security “background check”. The same goes well with purchased leads list who are prospected over the phone.

So now, the question you need to ask yourself is “How can you stand out from everyone else pitching their product and services online?” Here are 7 strategies that hopefully will get you thinking and moving towards the right direction:

- 1) Learn to create an online presence – and make that a priority! Start your Social Media “Big 4” – Wordpress Blog, YouTube, Facebook Twitter.
- 2) Take the time to master who your target market is – who are they? Where do they hang out? What words would they type on Google or other search engine sites?
- 3) Choose a company – if you’re not in one yet – that has is supportive of using online social media marketing to promote their product, opportunity and people!
- 4) Be genuinely interested in people. Remember their names and details about their lives and their families.
- 5) Don’t just treat people as “leads” and as numbers. Prepare to give value, whether it’s a newsletter, a free consultation or free products. However, don’t go overboard with giving away products...you have to learn that “happy medium”. Learn to “copy and paste” URL links from articles, photos, blogs that you think you’re prospective clients might benefit from.
- 6) Start documenting your experiences either by blogging or capturing it on video. You’ll be amazed at how many people will be inspired and resonate with you just from your authenticity and willingness to be transparent!

- 7) Start seeking mentors and coaches... it's challenging to do it alone... the learning curves are much steeper!
- 8) Don't limit yourself to purely online marketing strategies. If your favorite speaker is having an event find a way to attend! You will inevitably network and meet amazing like-minded people!
- 9) Read...read... read! What do successful people have in common? They have huge LIBRARIES! Whether it's an actual room full of books or their Kindle ( a wireless reading device) they all make it a point to read! Applied knowledge is power!
- 10) Last but not least, practice how to write... get comfortable with writing even if it's just a short article or comments on someone's blog or social media site. Writing is a powerful communication tool when you're building relationships.

It's amazing what can happen with your life if you implement even just some of these strategies. Yes, this will take time, money and talents to learn but you owe it to yourself and your family to be, do and give your best and take your best shot at it! After all, what alternative choice do you have?

I trust that this has somewhat helped you think of possibilities. I would love, absolutely adore hearing of your progress and finding out more about what things potentially hold you back from success.

Emma Tiebens, Founder – [www.TheRelationalMarketer.com/about](http://www.TheRelationalMarketer.com/about)

Creator of [www.CreateYourOnlinePresenceNow.com](http://www.CreateYourOnlinePresenceNow.com)



Emma immigrated to the USA, back in the late eighties. From career jumps as a Banker, Flight Attendant, to a Certified Financial Planner and Jewelry Designer, she found her home in Network Marketing in 2006. Emma went from being completely clueless in the industry to building an organization of well over 6000 people in a very short time. Emma is now an Online Social Media and Relational Marketing Coach. She specializes in enabling entrepreneurs like you with families like yours to attract your perfect clients online. She teaches you how to use technology to build and foster profound relationships with people you wouldn't have been able to reach before. As a result of that relationship, people feel a need to invest in whatever it is that you offer – product, service or system. Emma is passionate about her clients' success and by practicing what she preaches, she will teach you her "secrets" on how she was able to identify and connect with the "movers and shakers" and now gets offered powerful and profitable joint venture projects by industry giants!

# How To Become The "Hunted" In 2010 - By Andrew Murray

So, what's going to happen in 2010?

I am super excited for 2010 and with the New Year just around the corner I am honored to get the chance to share some of my thoughts on the year ahead in the network marketing industry.

So let me start by saying this...My wife Marie has always told me that I have this uncanny ability to predict the future of business, but perhaps "predict" is a bit too strong, LOL! I like to think of it more like "seeing" impressions of what's around the corner and luckily enough, sometimes years ahead of the crowd.

As you can imagine, this is a very useful skill to have, and one that can generate a lot of income, if you can act *before* you need confirmation of the trend. (That's key!)

In this report, you'll get my thoughts on what's up ahead, and lots of ideas on how to maximize 2010. Now after all my musings, the key point to remember is to take action on these things before you see confirmation in the marketplace. That's the first-mover advantage, and it's a big one.

So let's jump in and get started! Now, I want to hit on a few things I think are crucial to your long-term success and I want you to think about each aspect in terms of the following 3 points:



1. Your prospects are getting smarter and have more of the power.
2. Everything you offer/get involved with should be of the highest quality and something you can believe in.
3. With business becoming more transparent (Twitter, Facebook and other social media sites) your good reputation is vital for long term staying power.

So let's start with your potential prospects getting smarter. Have you not noticed that almost everyone you talk to has now done "research."

The internet has shifted the power in favor of your prospect. That's why old tactics like:

- Refusing to answer what the name of your company is
- Hard-sell tactics

...Are weak and ineffective.

Because of the internet and access to all the information literally at the tip of their fingers, the caliber of prospect has changed. Prospects are now more knowledgeable, know what they want and are attracted to sponsors and companies with integrity and value. Often times, prospects are sponsor shopping.

This is the heart of attraction marketing.

You can complain about it... Or you can adapt.

You need every advantage and that begins with positioning yourself to deliver the best “YOU,” the best company, the best compensation plan and your own *secret sauce* or “added value” to each and every person you talk to. I like to call this “edu-selling” – educating my prospect while at the same time showing them the benefits of “me” through a soft sell. The heart of this is listening to them and understanding what they want. Get this part right and building a huge business just got that much easier!

2010 will bring an intensified continuation of the move away from traditional MLM-type juice companies to the top-tier “information-based” direct sales companies. This is a firmly established trend I spoke about in my “CashFlowNow” report.

The reason for this is simple; and it has more to do with how people are paid. People no longer believe in the promise of residual income, *they want to make money now*. Companies that can deliver the best of both worlds - large commissions upfront, and residual incomes on the backend have become the clear winners in the seemingly neverending pool of companies because they deliver a comp plan that results in a win-win situation.

The highest caliber prospects gravitate to these companies. And the quality of your average prospect will determine the success of your future in network marketing.

Another heads up for 2010...people will come to the realization that they got the “Information Age” wrong. Think information is valuable? Wrong! The fact of the matter is there is simply too much information. The magic bullet is to take it one step further and realize the key is ACCESS to clear, concise information.

This naturally causes product quality, particularly in the information business, to increase. But you need to know where to find the top quality, clearest information.

Gone are the days when anyone could throw together a bunch of Private Label Rights material and create a company. You know the ones I'm talking about. It is the companies who can provide a quality information product combined with a kick ass comp plan to boot that will thrive and beat out the rest. These companies will develop into the long-term leaders.

And this brings me to 2010...being the year of the False Prophet/Guru.

By now, it's becoming clear that everyone is claiming to be able to "help you build your business." This creates a situation where prospects just don't know where to turn, or who to trust. Who are the real leaders?

As the chatter of all the "me-too" marketers saying "Grab My 7 Day E-Course" becomes louder, it makes it a little harder to just rely on just branding yourself and social media marketing. As everybody starts "branding" you need to look for other opportunities to distinguish yourself from the crowd.

The quickest litmus test if somebody is a leader is to look to their own actions.

- Are they offering added value?
- What do people say about them?

Here is a quick checklist of what prospects will be looking at in determining if you're a real leader, or just a pretender:

1. Having your own custom landing page & autoresponder campaign  
(Does yours look the same as everybody else's?)
2. Having your own blog and being able to deliver quality content.
3. How strong is your Web 2.0 presence?
4. Do you sell your own digital product (funded proposal)?
5. Do you have a physical product?

Looking ahead into 2010, the further you get down this list, the more people will perceive you as a leader or guru. And having your own product will eventually become the litmus test of whether you're a fake guru or the real McCoy.

So there you have it, a few of my thoughts to ring in the New Year...but remember, the secret to success is to invest in yourself, to always bring quality and integrity to the marketplace and to take action. Do all of the above and your prospects will sense that commitment from you - and it will be reflected your income.

Hope you enjoyed preview of what's to come in 2010.

Take action, and prosper...  
Andrew Murray



Andrew Murray is a 7 figure earner in the network marketing industry, and also earns a six-figure income as an internet/affiliate marketer.

In a few short days, he and his partners are unleashing “MLMZing.” “MLMZing” is a new and refreshing online Network Marketing company, teaching some of the most effective marketing tactics and strategies that have made Andrew the “go-to” guy for learning internet marketing in his top-tier opportunity.

Be part of the buzz. To join the pre-launch as a partner, go to:

<http://www.mlmzing.com/prelaunch>

You can also get a free physical CD (Yup, it's the real McCoy) where he and Marie Torres break down their success on earning a multiple six-figure income in under 1 year. You can get the complete, CD for a limited time at

<http://www.sixfiguremlmblueprint.com>

# How To Turn Your Leads Into Relationships - By Ty Tribble

We've all seen the ads, "Never Make Another Phone Call", "No More Meetings" or my favorite, "Throw Away Your Names List". Let me just say that if you ever want to throw away your names list, feel free to send it to me. Yes, I added over 10,000 leads to my names list in 2009, but I would be happy to take on a few more.

What is sorely missing from the Internet marketing frenzy today is a focus on the relationship. I am a huge believer in technology including Social Media, Blogging and Web 2.0, but technology doesn't build lasting relationships that lead to long term residual income in the Network Marketing industry. In fact, I have never met a single person who has built a significant residual income in Network Marketing without relationships.

The beautiful thing about Social Media, Blogging and Web 2.0 today is that it adds another arrow to our quiver, offering the newest Network Marketing associate a place to reach out to more potential business partners and customers outside of their own warm market.

The warm market is far from dead in Network Marketing as long as it is approached from a "solution provider's" standpoint. So many people are taught to run around and "pitch the deal". The "deal pitcher" is ineffective most of the time because the average person doesn't like to be pitched or sold. The crazy thing about this is that most people actually like to buy!

I recently purchased a Black Porsche 911 Carrera S Convertible, which has been a dream car of mine since the age of 16. My "problem" was that I had

a very specific list of bells and whistles that I wanted. The salesperson that found everything I was looking for easily made the sale (and a handsome commission, no doubt). This car salesperson solved my problem. He didn't try to get me into a Mercedes because he had one readily available, he focused on what I wanted and I was very happy to write the check. I loved buying that car and it had nothing to do with me being sold the car even though technically the car was sold to me.

A solution provider is a problem solver. Problem solvers create significant value and when a person can create tremendous value in the marketplace, they also have the opportunity to create tremendous wealth.

When I speak in front of a large crowd, I often ask about the best way to approach someone in Network Marketing, with the business or product? Usually about half of the room will say business and the other half, product. Both are wrong. We need to approach people with a solution. Whether the solution is the business or the product depends only on the needs of the other person.

We know that relationships are the key to long-term success in Network Marketing, but how do we turn a lead into a relationship? The answer is to "Kick It Old School". We pick up the phone, we meet at a coffee shop and believe it or not, we might even schedule a home meeting.

I believe that 2010 will bring a true merging of New School and Old School in Network Marketing. Online Marketing meets Offline relationship building on a face to face level. If we are to take this industry to another level of professionalism and credibility, we must embrace the best of technology and the best of offline building.

One of my mantras is to always give more in value than is expected so I wanted to include a list of five specific trends that I see helping to shape the Network Marketing landscape in 2010 (in no order):

1. Facebook and Twitter clamp down on spammy posts and tweets.
2. Texting begins to replace email as a follow up method (helping to move the relationship building offline).
3. Applications for the iPhone, Droid and other cell phones begin to make one on one/coffee shop meetings easier (better duplication).
4. Network Marketing companies embrace blogging as a method to communicate with associates and smart companies will allow associates more freedom to blog about their business.
5. The Flip Video Camera and Youtube allow for a lot of videos to be created, most of them boring.

And a bonus for you, “3 Keys To A Successful 2010”:

1. Be Interesting. If you are going to tell your Facebook friends that you had a peanut butter and jelly sandwich for lunch, it better be an interesting peanut butter and jelly sandwich.
2. Never Give Up. Success in Network Marketing is more about perseverance and hard work than talent.
3. Develop you. Continue your education by reading, studying and listening to audio training information.



Ty Tribble is a Founding Partner with [EIRO Research](#) and author of the [MLM Blog](#), Network Marketing's number one source for news, reviews and building tips since 2003.



# **Network Marketing and the 4 Principles of Selection - By Tracy Repchuk**

Coming from an internet marketing background, I stumbled into network marketing before the popularity of membership sites when I was in search of a recurring revenue model. There were massive similarities in the way an network marketing opportunity should be marketed, and I noticed very quickly that wasn't happening. Here is where I saw a great way to leap into the market, dominate using internet marketing techniques and create another stable income stream for myself, once again – on autopilot.

First, let me tell you why initially I didn't consider network marketing in my model, and what changed all of that. It was the fact it seemed to take a lot of effort, tons of phone calls (which I don't do), and involved stocking, or some physical element. My world was digital, and if I couldn't automate it, it didn't fit in my operating basis. The other reason, I didn't see the fun in it.

Then along came a new world of digitally offered network marketing adventures, such as travel bookings, and I was in. Not only was this great because I never had to touch product, or order a personal quantity, but my internet marketing skills fit perfectly, and I love to travel. So tip #1 – pick something that fits in your ideal lifestyle.

What I do is create a landing page (which I recommend) to go in front of your NM offer, and list build. That way you have an instant audience that are interested in your offer (or they wouldn't have opted-in), and all you have to do is close them – which I did with a series of automated autoresponder messages, and a monthly teleseminar. It was a match made in heaven.

So when you are considering getting into a network marketing endeavor, what I recommend is you follow the four P's:

1. Price – how much is it to get in, and what is the monthly fee if any
2. Plan – does it pay on a recurring basis, and if there was a recurring fee, can you earn your way out of it – ie. Sell 4 members, no more monthly fee out of your pocket
3. Performance – what is the payout plan and is it front end heavy, or distributed over time – (I prefer a heavy front end payout, with small recurring increments)
4. People – is there a team above you willing to keep you trained, motivated, on target, and informed – even better, are they fun to be around.

Then compare all of these against your ideal lifestyle, and your passion, and you're on your way to a great network marketing income stream.



Tracy "Recurring Riches" Repchuk

Bestselling author of 31 Days to Millionaire Marketing Miracles

[www.GetPaidtoTravelMore.com](http://www.GetPaidtoTravelMore.com)

[www.InternetMarketingforStayatHomeMoms.com](http://www.InternetMarketingforStayatHomeMoms.com)

# **The Internet Will Not Build Your Network Marketing Business - By Norbert Orlewicz**

A lot has changed in the industry since I saw my first drawing of circles on a whiteboard in a hotel meeting outside the Toronto airport. I don't remember any of the details from that presentation, I honestly couldn't even tell you the name of the company. I would be very surprised if it even exists today. What I do remember is the feeling I felt on my drive home. I remember the feeling of absolute joy, knowing that I had discovered a path to a lifestyle that most people only dreamed of. That I dreamed of. A life without rules, without deadlines, without alarm clocks. A life of vacations, and recreation, and excitement and fun. A life of my design. At 19 I had absolutely no idea what I had just discovered, I wouldn't be able to explain it to anyone, but I knew it was revolutionary. A lot has changed since then, and yet so much has stayed the same.

It was nearly 8 years later that my original sponsor from Toronto tracked me down, through my mother, to the small town in southern British Columbia that I was living in, and presented me with another opportunity. Having bounced around from low paying job to low paying job for the last 6 years, struggling to pay our debts, let alone create our dream life... he had me at hello. And so began my 5 years of struggle, frustration and disappointment in the network marketing industry. Unfortunately for me, I was hooked, fixated obsessively on the dreams that the industry first inspired in me back in that small hotel meeting room in Toronto.

Today I sit at my laptop, in the city I wanted to live in, a house with a view I've dreamed of, with a beautiful family and a life of my design. And I am thankful for all the ways this industry has changed. Or rather, for all the ways modern trends have changed this industry. In all honesty, I would most likely have never had any success in this industry if it was not for these trends. The internet, technology, and the speed of communication, are the tools that are allowing a new breed of network marketer to find their place and their success within the industry.

However, for all those that have benefited greatly in their businesses from the internet, there are many more who are struggling more than ever to grasp the concepts of internet marketing and make any money. As an

internet network marketer and an adamant promoter of the internet and “attraction marketing” strategies I believe it’s critical that people understand the proper place for the internet as a tool to build their business.

## **The Internet Is NOT An Easy Button**

Although it may be very tempting for some to read the claims of certain websites of how easy it can be to make money online, nothing could be further from the truth. The internet is NOT an easy button. Navigating the maze of information and sales pitches is like navigating a mine field. Understanding and mastering the techniques and strategies of online promotion takes a true commitment and desire to learn, as anything worthwhile does. Internet marketing is not something you try. You do not “dip your toes” and “hope” that it works. Those that have success on the internet, do so as a result of intense study and a commitment to their craft. Nothing less will do.

## **The Internet Alone Will NOT Build Your Network Marketing Business**

For many frustrated and struggling distributors, like me, who became frustrated with the conventional methods of prospecting and lead generation, the internet becomes a beacon, a ray of hope. And as misguided as it may be, many begin to believe that the internet will solve all their challenges and they will finally be able to build the network marketing dream. Again, nothing could be further from the truth. Thinking that the internet alone can build a network marketing business will lead to even more frustration, disappointment and debt for many.

Network marketing is and always will be a business of relationships. It is a business of team building and leadership development. The internet is a phenomenal tool for expanding the reach and scope of connections and networking and for generating unlimited high quality leads for your business. However, that is only one piece of the puzzle of a successful network marketing organization. You may have leads, but how you handle them will determine how many of them join your team. You may sign up some distributors, but how do you keep, train and motivate them. Duplication and retention, team building, leadership development, these and other critical components are not solved by internet marketing strategies.

I see the internet network marketers who are having the majority of success in this industry and every single one of them without exception, have very strong communication skills, incredible posture, and have developed their leadership qualities. These are skills that the internet will not help you with, and skills that each of us must develop if we are to achieve our network marketing dream. Building a network marketing business is much more than getting traffic to your blog, networking on Facebook and generating leads.

## **The Internet Is NOT For Everyone**

The unfortunate reality for some individuals, who are struggling to implement online marketing strategies in their business, may be that the internet is not for them. I personally do not believe that the internet is a one-size-fit-all solution for everyone. There are many options when it comes to the internet, so it is important to work at several of them before you quit. I will be the first one to tell you the critical importance of persistence. I persisted for 6 years. However, I will also tell you that as a smart entrepreneur you must also know when to drop something that isn't working and make a quick change. It is this challenging contrast that is at the root of many struggles. How do you know when to persist with something, and when to let go and make a change? Only your own intuition can inform that decision.

Do not attempt to get every one of your new distributors to learn the internet also. That could be disastrous. It should be an option, however, do not neglect the basic beginner's strategies that have worked for decades; warm market, friends and family and connections. This is still the simplest and most duplicable method to grow a team fast.

## **The Internet Is Here To Stay**

The influence of the internet on the industry as a whole has both positive and negative effects. For some entrepreneurs they have experienced incredible growth and profits, for others frustration, and even fear. With the speed of communication, new companies and news of new companies and new opportunities spreads quickly. The "get rich quick" mentality and opportunity hopping are more prevalent than ever and dramatically affect the retention and loyalty of distributors. These are real challenges that must

be accepted and dealt with because they are not going away any time soon.

Many marketers online have been moving to a new business model, where the network marketing company is not their entire business, but simply one income stream out of many within a more complex internet based business. This strategy challenges many of the deep rooted ideas held by traditional network marketers, however, allows many to enjoy profitable businesses from the comfort of their homes. No matter what your opinion, the internet is here to stay, and the industry will continue to change, adapt and grow as more and more people search for alternatives to the traditional career path and brick and mortar business.

I believe that moving forward, through 2010 and beyond, we will see the new breed of internet network marketers achieving even greater success in the industry, and see a growing acceptance within more organizations and companies to incorporate online marketing concepts in their overall business strategy. Those that will be able to integrate online lead generation, and follow up strategies with effective communication and sales skills as well as conventional team building, leadership and relationship building strategies will be among those who see the greatest benefit from the internet.

The internet is simply a tool. A hammer in a skilled carpenter's hand can create a magnificent estate; in a child's hand, perhaps a birdhouse. The rewards we receive from the internet will be a result of how we use it.



Norbert is an internet marketing trainer teaching network marketers the strategies used by the most successful online marketers today. He is co-creator of the industry's top Online Attraction Marketing System, [MLMLeadSystemPRO](#) and a top producer in the industry. Norbert simplifies internet marketing into a step-by-step blueprint that new marketers can follow and has helped hundreds of struggling networkers successfully grow their businesses online. You can learn more about Norbert at his blog [www.NorbertOrlewicz.com](http://www.NorbertOrlewicz.com).

# **Developing Your Brand Using Social Media For Your Business Success in 2010 - Diyana Alcheva**

Social Media is huge and it will only get bigger and have a bigger impact on your business in 2010 and the coming years.

Whether you are in network marketing or any other kind of business, home based or not you have to be online and use Social Media as one of your most important business building tools.

But you have to know how to effectively use it in order to get the results you want. And you have to know how to stand out from the crowd. Social Media is powerful but without a clear vision, clarity and a knowing of what your brand is, you will find yourself in a vicious cycle of emotional and financial struggles.

Why? Because, people don't just follow anyone, they follow someone that they identify themselves with, someone who clearly knows where he or she is going and where he/she can lead his or her followers.

Do you know your brand? Do you have a clear vision of what you want to accomplish online and how to do that?

This is what I am going to talk to you about in this article.

Let's cover the fundamentals.

One of the things that I always like to emphasize before I get too deep into this topic is bring awareness to all, that just like everything in life if you want to become successful using Social Media to build your brand and business you will have to be willing to invest a lot of time into it.

I am not going to lie here, it takes a lot of time, effort and focus to gain the exposure online that will get you the good results. But the beauty of Social Media is that it is not going to necessarily take you a lot of dollars, if any.

Now let's identify your brand.

One of the first things I always do when I connect with a new client who wants to learn how to effectively use Social Media is ask them a lot of questions and let them talk about themselves, about what they are interested in and what they love to do. This is one of the easiest ways to get a feel for what a person is passionate about.

This is also the best way for you to get more clarity on what your passion and interests are which will allow you to then identify the direction you want to take your business and the angle from which to approach it.

And if you've already started taking your business on a certain direction you might want to stop and reflect and ask yourself these questions as well and become certain that you are not going in the opposite direction of where you want to go.



The reason why it's so important to know your passion and interests is because they play a huge role in identifying your brand.

In today's world people don't buy products or services, they buy brands. And you are your brand. And if you want to succeed you have to build your brand.

## **YOU are your brand!**

And that brand can shine through you most brightly only when you are truly connected to your passion and are projecting that out, with your actions, value you provide to your audience and the World and the people you attract. Being connected to your passion in affect will connect you to your purpose in life as well and will make your brand that much stronger.

To get more clear on what your real passion is simply ask yourself these questions.

What do I enjoy doing? What are my strengths? What are topics I get excited about and engage me and I most passionately discuss? What kind of media do I engage myself in? What kind of books, newspapers or magazines do I read? What kind of tv channels and shows, radio channels do I watch and listen to?

Once you have answered these questions you will be able to more easily identify your brand.

Also, to identify your brand even better you have to get clear on who you want your audience, potential prospects and clients to perceive you as? Your brand is you, so whom do you want to be perceived as? Who do you want the people out there on the Internet to know you as?

Take a minute or more right here and right now and answer these essential questions. You will be amazed at the relieve you will get after truly and sincerely brainstorming on this.

Do you want for your audience to know you as Joe the financial advisor? Or maybe, Mary the health and wellness coach? Or Kaitlin the Spiritual growth guru? LeRon, the teacher to physical and financial success?

So whatever it is, make sure you take the time to identify this, and you better be passionate about it.

Be passionate about what you are doing. If you find that you are not enjoying yourself in the process, you are probably doing the wrong thing. Stop and reflect.

When you do what you love, what you are passionate about and something that you fully believe in, whether that is business development, health education, giving book reviews, building a network marketing business, providing cheap travel opportunities to people, you won't feel any pain when you put in 12-16 hour days to expand and build your business' monetization system through Social media.

When you love what you do, and do what you love, the work is effortless and that much more effective.

## **Developing your personal brand is key to monetizing your passion online.**

Whether you are delivering your content through video, podcast, or written blog, It's the authentic you that is the only thing that is guaranteed to differentiate you from everyone else online, including those who share your niche or business model.

Another key factor to be always magnetic and attract your best audience is to not only be always yourself but to strive to grow, learn and develop more.

In 2010 focus on developing more of your skills, those that are strong and those that you feel not so confident of.

Read a lot of books, in the topics of your niche (your passion)...become the ultimate expert, read personal development books that inspire you and help your creativity, which naturally leads to brand new genius ideas.

And always remember the people who really succeed are the ones who shorten the time between the newly born idea and the implementation of it and that's when monetization happens best.

Social Media Sites Are Inviting Your Brand to Shine Through

Here are just a couple of the social sites that are already well known that are mandatory for you to establish a presence with your brand.

## **Build Your Brand on Twitter**

Twitter can give you so many opportunities. Companies and people will pay you for even one Tweet you post about them, when you have a brand that has attracted a lot of followers.

Let me give you one example of how unlimited are the possibilities of monetizing online once you have established a brand and a following.

Companies will approach you and pay to use your online space because they see the value of having engaged audience, people who are loyal to you and listen to what you have to say.

Just recently I got approach by a company that produces and sells hands free cell phone headsets. There is a law coming up in January 1<sup>st</sup> of 2010 in Oregon and Hawaii that states that both of your hands should be on the wheel if you are speaking on a phone. So this company wants to bring awareness to the masses about this new law coming.

They are also smart and by leveraging the news are bringing awareness to their own brand and using this as an opportunity to sell more of their product, knowing that more and more people will be buying hands free headsets to prevent breaking the law.

They have done their research and found me on Twitter, knowing that I am from Oregon, with a following of over 100 000 people. This is a huge number of people who would potentially hear about this company if I did a tweet for them.

So this company sent me an email proposing to send me a free headset, value \$125 if in return I followed them back on Twitter, and posted a tweet about the contest they are starting in the first 2 weeks of December.

This is just one example, but the possibilities are endless. In this case this company approached me, but you can also do the same and approach companies who are looking to spend their money somewhere on advertising. If you have a following, or if you know that soon you will have a great following, because you will work your behind off in establishing your brand, you can definitely attract some good attention and sponsoring by different companies.

However, be always careful and support only causes that you believe in, because your followers would naturally have similar values as yours, and you would be risking losing their attention forever if you support a cause contradicting your values.

In this example, I don't have anything to do with headsets and my passion isn't there. But I am a person and we have many interests and needs and we can integrate those as well into our social media interaction while building our brand. It's important to still me human, a person and not just a marketer and or a businessman.

## Specific Twitter Strategy

Begin growing your following on Twitter by providing lots of value with your tweets. Engage people in conversations. Start conversations. Retweet valuable tweets that your followers would appreciate.

A strategy that you can apply right away with Twitter is using the little Search box in the right side nav bar of your Twitter Home Page. Search for keywords pertaining to your niche. If you are into real estate, search for terms that relate.

A list of Tweets of other people will display on the page that will show you all the tweets with that word in it. Then you can start replying to some of the tweets that get you engaged, and begin building relationship with those twitterers.

You can also start following them. If someone really catches your attention and is obviously a known leader in your niche, you can begin following the people who follow him/her (in other words their followers). Many will follow you in return, and that is one nice strategy to increase your following but with very targeted to your niche audience that will be more engaged and receptive to your message than if you were to just search for people interested in dancing, for example, if your brand was about real estate.

Your job there further is to begin providing a lot of value and keeping them engaged.

Another Mandatory Social Network is Facebook

While Facebook Profile is great many marketers have started to stray away from it and keep that strictly for family and friends.

### **Use Facebook pages for your business.**

The benefits are so much bigger than if you just use your Profile or even a Facebook Group.

With Facebook Fan page you can have unlimited Fan base, and blast out messages to your entire fan base all at once. Where that is not possible with profiles and the limit there is 5000 friends just like with Facebook groups.

Facebook Fan Pages are indexed by Google and you have much bigger opportunities to leverage your content as it get's listed and people can find you not only through your Facebook activities or through other social sites you link your Facebook Page to, but also directly through Google searches.

There is a great connection with Facebook Pages and twitter, and so when you post a message, or a video, picture or update your status this is also tweeted on your Twitter account with a link to the full-length comment on your Facebook Fan page.

This is a great way to continue building your Fan base, and a great way you keep your Twitter followers in touch.

So what are you waiting for? Identify your brand and start building a presence by using Social Media to grow your profits.

I hope that this article was able to inspire you and get your creative juices flowing as well give you confidence and help you believe in yourself and the power of Social Media.



Diyana Alcheva also known as DiDi is an Internet Marketing and Social Media coach who not only teaches you specific strategies to help you grow your business but inspires you to personally grow and tap into the power of follow through when it comes to making a decision and sticking with it.

Diyana is a well-known leader in the Internet Attraction Marketing industry and works closely with two of the founders of this new and empowering movement Mike Klingler and Ann Sieg with the Renegade Professional system. You can find Diyana at [Renegade Professional](#) and at her blog at <http://NetworkMarketingSmart.com>



# **The Power of the A to Z Presentation - By John Di Lemme**

I'm often asked, "John, what is the #1 reason why people fail in their own Network Marketing business?" I always say with 110% confidence, "It is because they customize their presentations to each person assuming what their prospect will find exciting." This mindset will definitely set you up for failure!

Let me repeat myself, the decision to customize your presentation for each individual prospect will demolish your possibility of creating the results that you desire through your business. I speak with great belief about this fact, because no one ever prospected me. I answered an ad and created my very own multi-million dollar Network Marketing business from the ground up.

I was living in New York, which is home to millions of people. You would think that out of all of these people someone would have prospected me for Network Marketing. Instead, they prejudged me. They instantly looked at me and said to themselves, "This young stuttering kid just couldn't do it. He could never build a business." Well they were wrong!

The key to success is the power of duplication, which is simply showing the same presentation over and over again. You need to be presenting the entire business from A to Z to each and every one of your prospects, because you have no idea what is going on inside of them as you share your business. You'll see immediate results when you get into a zone of showing the plan and then showing the plan again and again in the same fashion. This will increase your belief and create dramatic results.

You must show your business plan exactly the same way to every prospect for two primary reasons:

1: You will be 100% full of confidence and conviction knowing what you are going to say, because you have presented the entire plan from A to Z numerous times the SAME EXACT WAY. Repetition is the mother of skill.

2. When you begin to put this into practice, I can almost guarantee that you will have your prospects respond to aspects of your business that you would have assumed they would not have been interested in before. Allow your learned habits of showing your business to work for you not against you.

Presenting your business the very same way to each and every prospect must become one of your success habits. This will assist you in earning your right to your personal freedom through the industry of Network Marketing.

You will see your business explode within a short period of time. Just imagine everyone in your network internalizing this mindset and fully understanding the power of an A to Z presentation. The leadership abilities within them will skyrocket, which in turn will create momentum in your business.

Momentum is a force that you will not be able to control. It is also the key to unprecedented growth in your business. Leadership is earned by people who deserve it, and you will project leadership when you present with the Power of the A to Z.

Always remember, it's just a matter of time before you hit your target when you keep aiming for it!

Motivating MLM Millionaires Worldwide...

John Di Lemme



As a former clinically diagnosed stutterer, John Di Lemme's passion is to teach others how to live a champion life despite the label that society has placed on them. Through his books, audio/video materials, sold-out live seminars, numerous television interviews, intensive training boot camps, live webinars, website

([www.ChampionsLiveFree.com](http://www.ChampionsLiveFree.com)), podcasts and weekly tele-classes, John has made success a reality for thousands worldwide. John also has the #1 fastest growing success and motivation club in the world. Become a member today at [www.LifestyleFreedomClub.com](http://www.LifestyleFreedomClub.com).

# The New Model Of Team Building – By Ann Sieg

Sometimes building a business online can feel a lot like trying to drink water from a fire hydrant!

I mean, who can keep up with it all:

- Twitter
- Youtube
- Blogging
- Pay-per-click
- Lead capture pages
- Facebook
- Content creation
- Writing emails
- Copywriting
- Following up with prospects

Make no mistake about it: If you're just getting started, you are going to need to spend time learning some of these new skills yourself.

And that's OKAY.

Because you only need to do a FEW of them well in order to begin making money online.

But once your business starts growing and you're ready to take it to the next level, you could become your own biggest limitation.

You see, despite the fact that I've become well known for creating marketing systems that attract prospects and customers...

The people who know me best know that I consider my TRUE talent to be TEAM BUILDING.

If you've read a few online sales letters you might have gotten the impression that building a team was outdated, right along with making a names list and passing out fliers 😊

But the truth is, it's more important today than ever and it's a skill that ALL the "gurus" rely on.

Without exception.

### **The \*NEW\* Model Of Team Building**

Now, when most network marketers think of building a team they think of building a downline.

This is one form of team building but it's not the only way.

There's a new model that's developed because of the internet.

In the past, making money with network marketing meant having A LOT of people on your team (ie – your downline) all doing A LITTLE BIT of the same thing:

Talking to friends, inviting people to meetings, etc.

The idea was for each person to talk to just a couple new people every day about the business, thereby filling your funnel with hundreds and even thousands of prospects a month.

This is where the saying “1% of the efforts of 100 people rather than 100% of your own” became so popular.

What's happened as a result of the internet though is that it's now become possible for one person (or... a very small team of people working together) to do what used to take hundreds of distributors to do.

Faster, easier and cheaper.

### **Specialization Is The New “Duplication”**

What's also happened in this new internet model is that people are developing specialized business-building skills.

(Honing your business and marketing skills has ALWAYS been mandatory to success in network marketing, it's just that with the internet there are more options)

Some people are highly skilled at traffic generation and creating content.

Others at writing persuasive ads.

Others at sponsoring and recruiting.

But the people who are profiting the most online are the ones who are collaborating and forming “partnerships” with others to grow their business together.

When I first started building my “home team” I needed someone to help me answer the phone and follow up with all the prospects that were calling me.

As I continued to grow I needed help managing my pay-per-click campaigns, and then someone to help me write more emails, and so on.

By doing so I was able to really focus on becoming good at one or two things, rather than a whole bunch of things.

This model of bringing a few key players together who specialize in different areas of business-building has not only proven to be more powerful...

But also more realistic and MORE duplicateable.

I've been forming partnerships like this, one at a time, for the last few years and I've watched our most successful students do the same.

Many of them have six and even seven figure businesses.

The good news is, building a team like this has never been easier thanks to the reach of the internet.

With the exception of a couple people, every single person on my team was someone I met online.

Of course these collaborative partnerships can be people in your downline.

But they don't have to be.

Many people don't realize it, but if you have a list and you're building a relationship with them, you're sitting on a goldmine of potential team members who could help you explode your business.

Remember:

EricSu.com

## **90% Or More Of The Prospects On Your List Will Never Be Interested In Your Network Marketing Opportunity**

(That's why it's so important to offer them additional products like The Renegade Network Marketer and Renegade Professional to help you MONETIZE your marketing efforts)

They could however be VERY interested in becoming your business partner online.

We're at a unique point in history where interest in building a home based business has NEVER been greater.

It's just that there are many different ways to make money from home and not everyone is looking to build an MLM.

This does not mean you should limit yourself and miss out on the chance to do business with the rest of these people on your list.

Listen, you may not realize what you hold in your hands but 9 out every 10 businesses in the "real world" don't know how to do this stuff (marketing!)

Offering someone the chance to partner up with you – someone who has learned how to attract prospects and customers to them – is one of the best opportunities that anyone could ever stumble upon.

Is it necessary to build a team like this to make money?

No.

Should it be part of your long term business plan?

Definitely.

In order to do this, there are a couple things you need to do:

**#1. You Need To Create Your Own Unique Value In Order To Attract Star Players**

Just like sponsoring people into your opportunity, you need to give people an answer to this question:

## **“Why should I work with you?”**

Some of the best ways to do this are learning how to generate traffic, building a list, and creating content.

Here are 12 other ideas for increasing your personal value to make yourself irresistible to prospects and potential business partners:

- Expertise: What you know
- Expert status: What you are KNOWN to know (there's a BIG difference)
- Skill: What you do
- Productivity: What you get done
- Efficiency: HOW you get done what you get done
- Effectiveness: Opportunity selection and how well you do what you get done
- Organization/Multiplication: How you get things done by means other than manual labor (for example: creating content all by yourself or having others help you with it)
- Influence: What you can get others to do
- Relationships: Who you know
- Celebrity Status: How well you are known (by your target audience)
- Reputation: What others know about you
- Vision: What you see that others don't

## **#2. You Need To Develop Leadership And Communication Skills**

Most people who build a business online are hoping to avoid this part.

After all, it just doesn't sound as glamorous as “generating hundreds of leads a day on Google” 😊

You need both, but here's the distinction:

If all you rely on are systems and formulas, you have a money-maker (a money-maker that could go away at any time).

But when you combine systems with people and leadership you have a real, long-term business.

This is true whether you're using the internet or not.



What is leadership?

Essentially it's listening to others, guiding them, and coaching them to help them tap into their full potential.

This could be a 1,000 people or it could be 3 people.

Obviously if you're going to build a team you need to know how to do this.

But even if you're NOT building a team - or never intend to - why should you develop these skills?

Because when you learn how to guide and coach others, you also learn how to guide and coach YOURSELF through business (and life).

This is crucial no matter how big you want to grow your income.

Who is teaching these skills online?

Surprisingly no one.

Which is why I encourage you to check out our Coaching Cognition program with Barbara Silva.

It takes most successful business owners years to become a master at networking and communicating effectively with others.

You can shortcut this learning curve dramatically with Barbara's instruction.

Barbara is our coach of coaches at Renegade Professional and she's going to be taking on more students soon.

This is a rare opportunity to learn how the most prominent leaders really increase their influence with others.



**Ann Sieg** is a wife, mom, writer, *multi-million dollar business owner*, network marketing extraordinaire. Not only is she a great teacher through her content, but she is a leader. She has taken network marketing to a much higher level. She

is the author and creator of the [Renegade Network Marketer](#) And [Attraction Marketer's Manifesto](#).

# **Trends in Pay-Per-Click Marketing For 2010 – By Jim Yaghi**

It was October of 2006.

I was a little internet marketing newbie with my crappy bizop. And I thought I was a master seller held back by having no leads.

Adwords came to the rescue. With their simple interface and genius system...I quickly saw that a tiny investment could bring me prospects within minutes. I was amazed. I could sit at my computer right on the pulse of my ads. I could change a word here and there and see the impact without waiting.

I spent hours refreshing every few minutes to see the clicks and leads stack up.

Everything came together when I found a funded proposal I could send my traffic to. The landing page was generic, proven, and ready-made along with an entire sales funnel.

It's not that easy any more.

In those days, I bid on network marketing company names only. I bid 20 cents and had very little competition. There was no quality score. Clicks came in double-digit click-thru-rates.

Not anymore.

I copied other people's ads. I made them my own. They were cheesy, they were direct. People still clicked them.

Can you still do that now? I don't think so.

Google Adwords is one of the most dynamic, constantly changing platforms ever created. For example, a quality score was added. It became difficult to keep Google happy. Advertising replicated pages and domains became impossible.

Then a few months ago Google doubled their stock price simply by moving their ads closer to the search results. Click-thru-rates shot up but landing page quality became more strict.

A couple of years ago, many companies filed complaints about the use of their trademarks in Google ads. And advertising on company names resulted in disapproved ads. Some marketers got around it by using misspellings, but Google got wise and smacked them too.

Then some months ago, trademarks were allowed in certain markets. And company name advertising was allowed again...with some restrictions.

Earlier this year, there was a sudden surge of company name advertising to replicated pages. Aside from the increase in competition and click-cost for those normally effective keywords, Google responded to the junk landing pages with their famous bitch slap.

Network marketers became frustrated with the changes. They tried everything to get around them without tackling the problem at its source. Some of them outright quit PPC marketing and tried their hands at free search and social media.

Then the FTC cracked down on affiliate marketers. Google quickly complied by suspending accounts that were in violation. Some pages were removed from their search results. And it was game over for many marketers.

With all these changes going on, how does a PPC advertiser survive today?

Surely there is a way. There are still plenty of people still going strong, generating leads, and making money from PPC.

Their secret?

Elimination of competition.

In 2010, you will need to adjust how you tackle pay-per-click marketing. Instead of fighting, biting, and scratching your competition off Google's sponsored links to take their place...you'll be advertising where less opponents are playing.

There are a few ways to do this. But let's see what actions home business owners have been taking which are reducing their chances of success with PPC.

Adwords is not the best way to duplicate your efforts.

Due to the "leverage" model inherent to network marketing it is not in your best interest to replicate.

Affiliate marketers and people with business that do not rely on leverage are lucky in this regard. They do not require the success of their competitors to make money. You may have also noticed that super affiliates who generate all their income from their successful PPC campaigns GUARD closely their entire business from other marketers.

Many go so far as to hide their identity. In case someone should recognize them and copy their work. The most successful affiliate marketers are actually *underground* non-gurus.

Google competition has become extremely intense. That even network marketers need to keep their campaigns to themselves, secret from their downline and upline alike.

A simple solution more network marketing teams will take if they want to continue to get traffic from PPC is to start a united SINGLE effort to generate leads for their opportunity. An example is advertising co-ops.

In this way, they can organize their efforts and increase their chances of success with much larger advertising budgets without canibalising their own team-mates. There would be a convergence of a single landing URL for each large team or company.

Additionally, there have been many new marketers entering the Google AdSpace.

In the past, I would recommend that new PPC marketers learn Google Adwords only and focus all their efforts there. The sheer volume of easy traffic that was available made it the obvious choice to gain plenty of search volume and save time by focusing effort in one place only.

However, in 2010, advertisers facing difficulties will be abandoning Google and using some of the other available PPC engines.

On the one hand, I believe that this is a good idea because you simply avoid the problem of the ever-changing, ever-increasing strictness of Google rules. On the other hand, I would not recommend abandoning Google all together.

It will always be a very powerful source of traffic.

Having 10 other PPC engines in your marketing will increase your chances of long-term success. This way, you gain a lot of extra traffic that would not have been available to you through Google alone. You'll also have less competition and cheaper clicks in other engines.

Most importantly, whether Google decides to kick you off or not, your business doesn't stop overnight. Your advertising will not be interrupted by their changes. Leads will continue to flow from your other engines while you figure out how to adjust for new rules Google comes up with.

Despite these modifications in your marketing, you'll still want to Google's traffic. You can punch the problem of competition right in the throat by making the following change.

You might have experienced much higher minimum bid costs for keywords you used to get for only a few cents in the past. Instead of trying to modify your ads and landing pages, you will find it far easier to move onto other keywords.

There're an infinite number of suitable keywords available that your target market are searching for. But few people are bothering with them.

We're now seeing increased minimum bids in Network Marketing because as more networkers switch to online advertising, they are also sharing their successful keywords with their team.

As soon as you share profitable keywords with other people, regardless of whether you benefit from their efforts or not, you're harming yourself. Others who bid on the same keywords are now required to bid higher, write better ads, and create VERY unique landing pages. You're competition to them, and they too become competition to you.

This idea of sharing keywords is very similar to "poaching" prospects from one's teammates. To a lesser degree, of course.

When a person searches for a particular keyword where you and several members of your team have active ads, that same searcher is in principle being prospected by all of you.

Because of this, it's no longer enough to just make your landing page look and feel different. Nor is it enough to alter the wording of your ads to appear different from your team and other adwords competitors. Your entire offer has to be different.

Otherwise the searcher will become annoyed when they click multiple ads and discover the same thing being offered on each page. In the same way, they'd be annoyed if the top 10 results on a Google search all yield the exact same information for their search.

It ruins the searcher experience. And Google's reputation as a "useful" search engine is affected.

This is why Google reacts by slapping and more recently banning people who advertise the same thing.

So your first reaction in light of this information should be to guard your keywords from others. Regardless of which team they belong to.

You should also think of other keywords less obvious to competition.

There are a number of creative ways to find new keywords. You will have to think outside the box and stop relying on popular keyword research tools. Keyword tools restrict your ideas to the same ones that others are using, since others use the same tools as you.

Better ways to come up with your keyword choices are to read literature, blogs, articles, books, and ebooks, as well as watch videos and find market vocabulary there. You'll still be able to use keyword tools to expand on your ideas.

Sometimes these keywords are not going to be directly related to your offer. But some smart ad writing and landing page content will allow you to bridge the gap between what someone is searching for and their original problem.

Once you've eliminated competition by teaming up with your downline and making a united single effort, once you've added other PPC engines to your marketing efforts, and once you've thought outside the box and come up with new keywords...

Then you can build unique offers on your landing pages and optimize that content for best conversion and sales.

Remember, in 2010, the competition in Google PPC marketing is going to become even more intense. Google will continue to chop indiscriminately as many of the low-quality, similar offers from their results as they can. Only the best, most unique, and most legally compliant offers will survive.



Jim Yaghi is a 25 year old wealth creator and professional internet marketer. His passion is to help people from all walks of life to build their own cash-flow stream streams on the internet. If you're a network marketer and want to learn some of Jim's internet sponsoring tips, be sure to check out [PPC Domination](#) and [his blog](#).



