

# 21<sup>st</sup> CENTURY Home Business Strategy Blueprint

THE ESSENTIAL STEP-BY-STEP GUIDE  
TO RUNNING A SUCCESSFUL HOME  
BASED BUSINESS TODAY

21st Century Home Business Strategy Blueprint

BASED BUSINESS TODAY  
HOW TO RUN A SUCCESSFUL HOME  
BUSINESS TODAY

# **21<sup>st</sup> Century Home Business Strategy Blueprint**

**“The Essential Step-By-Step Guide To Running  
A Successful Home Based Business Today”**

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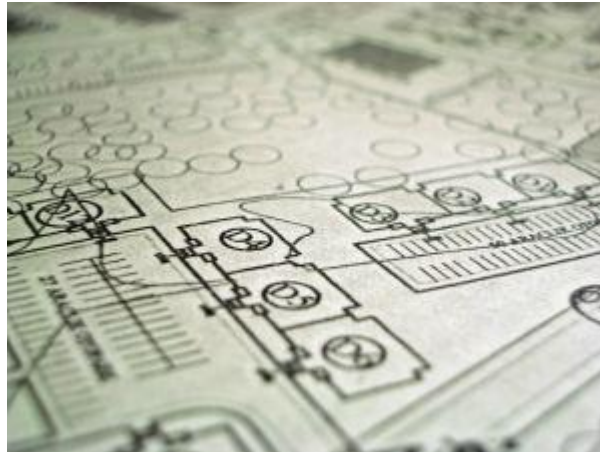
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# **21st Century Home Business Strategy Blueprint**

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Successful Home Based Business Today**

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# Introduction



## **Welcome to 21<sup>st</sup> Century Home Business Strategy Blueprint!**

Everyone knows that in order to succeed in your home based business or your network marketing opportunity, you have to have a game plan.

Going into Internet marketing without a game plan is like crossing a busy road with your eyes closed hoping to cross over safely. If you think that successful marketers get to where they are without careful planning then you are probably living in a dream world lacking any sense of realism.

This is even more pertinent considering that home business strategies has evolved tremendously since the 70's and in the 21<sup>st</sup> century where the entire playing field is leveled (which is good for newcomers) but extremely devastating to those who do not anticipate changes.

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That is why this book is written.

This book will talk about:

- The changes in the industry
- How lead generation works in the past and today
- How you can use lead generation to multiply your leads and prospects
- What the pros and cons are for going online
- How to use effective lead capture pages
- How to use email marketing
- How to improve your entire campaign
- And many more.

**Make sure you apply the techniques in this book and take advantage of the free tools that are available for you. Just reading this book is not enough. You have to take action and make your business a part of you; otherwise you will not be able to achieve success!**

So without further ado, let's jump into it right away!

# Does Traditional Network Marketing Still Work?



Network marketing has been around since even before the Internet made its presence felt in the world. In those days, multilevel marketing was practiced in ways that are now termed as traditional. The methods used were quite personal. When a person signed up for traditional multilevel marketing back then, the only people they thought about recruiting were their family members, their friends and people that they were frequently in contact with.

There was a reason for that. Multilevel marketing, though it existed in the 60s and the 70s, it was not very well known as a business model. The common person was quite defiant about it and this was a big barricade in progress of the handful multilevel marketers that existed. Due to that, they could not bring in a lot of people in their network and this took a toll on the money they made. With that kind of a record, they were not able to bring more people. This chain could not be broken for a long time.

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The traditional MLM methods that were used included arranging personal meetings with prospects, cold calling people from a list, organizing seminars and meetings, etc. All these methods were based on the personal rapport that the marketer could create with the prospects. Because of that, these methods met with a lot of failure. Every multilevel marketer could recruit about a dozen people from those that he or she knew but given the compensation model that most MLM companies used in those days, it was not possible for them to create good incomes for their marketers.

After getting a particular number of people in their network (more than half of whom would be unmotivated to take the network forward), marketers would arrive at a block. The income would be stuck at what this network could bring in, which was meager to say the least.

Sadly, even in the times of the Internet today, these traditional methods are being widely used. There are a lot of marketers who do not think beyond their personal contacts when they have to build networks. This certainly does not work. What marketers need to realize today is that they can reach out to the whole world – on a very impersonal note that too – and make them aware of the grand business opportunity that exists in front of them. If three decades ago, network marketers had only their own towns where they could build their networks in, today the world has become their sample space.

Traditional methods of MLM do not work today. They can at best bring you a trickle of money and that too if the compensation plan is impressive. What you have to do is to mingle online promotion methods to milk this cow to its full potential.



# Lead Generation And Online Recruiting – Two Pillars Of 21st Century MLM



Like everything else, MLM has undergone a radical change in the 21st century too. Marketers are no longer leaning on the traditional methods but are making use of online techniques to promote their businesses. And they are seeing the great benefits of these methods, in terms of the network they are managing to create and the volume of commissions they are able to get through them.

Here we get acquainted with two of the methods that are most prominently used in our contemporary format of multilevel marketing.

## **Lead Generation**

Lead generation has existed in traditional MLM practices too, but today this has undergone a sea change. A lead refers to contact information

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about a person who has a potential to be interested in the business opportunity. In old times, leads would mostly mean phone numbers. But today, leads primarily mean email addresses. These email addresses are pursued by marketers to coax these interested persons to join the network.

Marketers are understandably involved in a lot of lead generation processes over the Internet. The simplest way is to provide people with something free for which they are asked their email addresses. These email addresses become part of the list of leads. There are several companies that specialize in generating such leads which some top level marketers purchase and then use them to increase their business networks.

However, it is not just leads that the marketers are interested in today – what they are really interested in are targeted leads. These are people that are really interested in the business opportunity and who want to be a part of something like that. For business owners, these targeted leads are more beneficial because they are almost willing customers for them.

### **Online Recruiting**

Simply, this means recruiting people through the Internet. This is an umbrella term that encompasses a lot of methods that are used to employ people into the network through the online medium. This can be done through a variety of ways too – having a website where members can join in is one of the best ways to do this. Marketers may promote their websites through several methods too, such as article marketing, blogging, email marketing, etc. Even lead generation

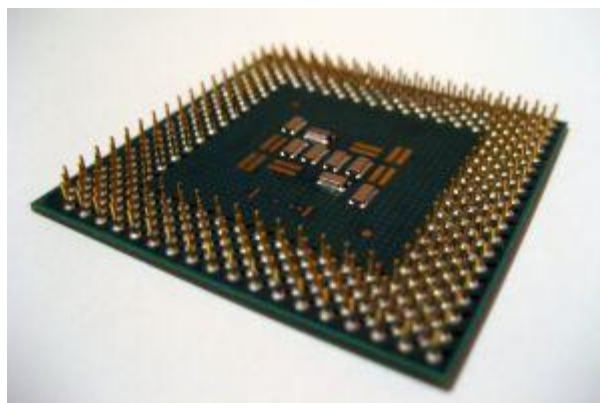
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becomes a subset of the promotional techniques that these marketers would use.

Both lead generation and online recruiting are prominently used in network marketing today and this is what brings in the big volumes of MLM businesses. With traditional methods rapidly becoming passé, it is only too understandable that people are turning over to these online ways of promotion.

## The Difference Between Traditional And 21st Century Lead Generation



Lead generation is looked upon today as one of the most effective methods to improve prospects of any business. It definitely works in the MLM arena because this is a business that grows on the number of people that are present in the network and if there is a method that can bring in more people into a network, it is lead generation.

### **Traditional Lead Generation**

It is not a new concept to generate leads and then chase them with business opportunities. Entrepreneurs have been going that all along – first through newspapers, then through the television and now through the Internet. Anywhere you have been asked to submit your contact information in lieu of something free, you have given that information for their lead generation process. The main aim of any kind of lead generation is to pursue the contact (called lead) with more and more interesting details on the business opportunity so that they feel convinced to take the action that the pursuer wants them to take.

### **Modern Lead Generation**

Though the traditional methods of lead generation are still practiced today (no amount of lead generation can ever be enough to most entrepreneurs), marketers use the Internet quite prominently for the purpose. The principle remains the same, but the reach has become much wider and it is not surprising to know that most marketers who indulge in these practices can get thousands of leads a month.

#### **The method usually involves:-**

- Advertising something free to the visitor (to a blog or website) such as a newsletter or an eBook. This has to be full of some kind of information to the visitors.
- Giving the visitor a link to click where they can get the free gift from.
- Sending people through an opt-in page where they are asked for their email id so that they can be sent more such free information.
- Directing people to the download or the registration page once they have given their email id.

Once the people have submitted their email ids, it becomes a part of the list of leads. The visitors are provided with all the provided free gifts but there could be a very subtle and sometimes indiscernible sales pitch in these gifts that would coerce people to take some desired action. They could also be invited by email to attend a business opportunity meeting or a training session where they could get to know about the venture in a better way.

By sending these people regular newsletters and more eBooks, all quality material, they can be interested into buying the product or

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becoming a part of the network, whatever the case may be. This tried and tested method has proven to be most effective in bringing more and more people to a network.

# Using Lead Generation Effectively To Multiply Your MLM Prospects



Multilevel marketers spend a lot of time and effort today to generate targeted leads for their businesses. Actually, any kind of leads are all right, because all of them have at least a modicum of potential to become a part of the network. Most marketers are of the opinion that nothing can help build their network as well as lead generation can.

If you are looking at lead generation to multiply your MLM prospects several times over too, this is what you have to do.

## **Step 1 – Create a Squeeze Page**

A squeeze page or a lead capture page is a page where a person is asked for some information about themselves, such as their names and email addresses. These pages have to be very attractive and concise. They must speak directly about providing the information and how it will be used to send them some quality online products such as

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an eBook or a regular newsletter and that their personal details will never be used for any other reason or sold to someone else. Put a 'Continue' button on the squeeze page which takes them to where the product is. So, the squeeze page is an intermediate page between the advertisement and the actual product, where you can capture leads.

### **Step 2 – Advertise the Squeeze Page**

Now, you will have to advertise the free product that you are giving your visitors. You can advertise this on your MLM blog or website. Give them a link in this advertisement that leads them to the squeeze page. They will fill in their details here and upon pressing the 'Continue' button, they will be led to the area on your website from where they can opt in for the newsletter or download the eBook, as the case might be.

### **Step 3 – Build the Leads**

Once you get all these email addresses, they become your list of leads. Your squeeze page has, thus, acted as a means of lead generation for you. It has done so in a completely automated fashion without any intervention from you.

### **Step 4 – Promote Your Opportunity to the Leads**

There are many ways in which you can promote your business opportunity to these leads. You can keep sending them informative emails (as newsletters or otherwise) that can build their interest into the opportunity. Also, you can invite them to a business opportunity meeting or seminar where they can get to know the opportunity in a



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better way. A lot of interested persons will respond, based on how you have worded your email communication to them.

# The Pros And Cons Of Lead Generation Techniques For MLM Businesses



Generating leads by online and offline methods and then pursuing them with more information so that they may be cajoled into the network is the way more marketers are running their MLM shows nowadays. However, this method has both benefits as well as pitfalls. The following is a summary of these.

## **Pros of Lead Generation for MLM**

The greatest advantage of lead generation for MLM is that it brings in a lot more people into the network that you could ever imagine. Since your playing field increases dramatically, you have a scope to bring in many more people. You can increase your MLM prospecting several times over with the quantum of leads that you will generate.

Then there is also the advantage of getting a stable team built by virtue of your lead generation practices. You will be able to find people who are genuinely interested in the idea and will really take things forward. With a team of only a few networkers, things are likely to stagnate. This is avoided when you generate a mammoth number of leads and chase them.

Lead generation spells a long term business potential. It can help build leaders of people. You can become a leader as you get more and more people into your network. Your level within the MLM framework will increase too. Most essentially, you will be able to get the passive income that would help you focus on your other things.

### **Cons of Lead Generation in MLM**

The first problem here is that it can take a while to find the right kind of people and build a stable network. Just getting the leads is not enough; you have to pursue them diligently so that they get interested in the opportunity and take the necessary action, but at the same time you do not have to come across as a pusher. This subtle approach can take a while.

There is also the problem that you do not know what these leads are capable of on a personal level. This is especially true of online lead generation, which is the norm nowadays. You will not be able to find leaders quickly, for example.

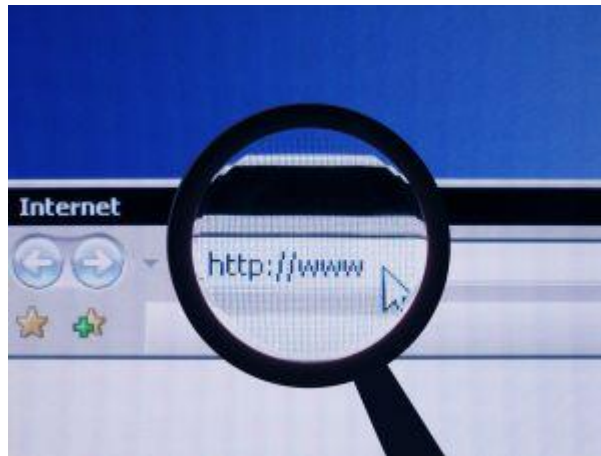
Also, in sheer numbers, the rejections will increase. If you have 1,000 leads, maybe only 25 of them will respond to your emails in some way. That means 975 rejections. Though the interest you have generated is still quantitatively higher than through traditional

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methods, it can frustrate some marketers, who might require special counseling and training to handle such issues.

# Building Your MLM Network With Online Recruiting



Most multilevel marketers use the method of online recruiting in order to build their networks. This is exactly what the name suggests – people are prospected over the Internet and they are convinced to join the network. The method brings great results because it helps establish a direct connection between the marketer and these relatively unknown people who become part of the network. It is a great method to bring completely new people into the network and make it grow.

The following are the techniques that marketers use in order to recruit people online.

## **Building a Squeeze Page (Lead Capture Page)**

A squeeze page is used as a lead generation technique, but it can be used directly for online recruiting purposes. You could put in information about your business opportunity on the squeeze page and ask people to give their email addresses so that you could update them with information if they are interested. This would work if you are also offering them something free such as an eBook or a newsletter in lieu of their contact information. You could then promote your opportunity further with the email addresses you have until they are interested enough to sign up to your online network. However, you must know that this strategy has to be handled very delicately.

### **Using an Online Sales Page**

A sales page is a page that promotes your business. Many smalltime businesspeople that do not have the resources or the time to manage a complete website make do with sales pages. These sales pages are actually attractive advertisements of whatever they are selling, full of testimonials, information about the product and a registration or buying link at the end. An expertly written sales page can convert into business like nothing else. It is a very simple online promotional tool that most MLM people use to expand their networks through recruitment.

### **Facilitating Online Sign Up**

Some online marketers have a website where they directly sign people into their network. In fact, several MLM companies have begun to realize the potential of Internet marketing and are providing their members with their own websites that they can promote in whatever way they choose. These websites where the network members sign up

can be customized in various ways to fit the requirements of the particular leader who runs the show.

### **Giving Online Training**

An online course is sometimes designed for people who wish to make money from home through opportunities such as MLM. To all outward seeming, this is a course. But, subtly woven through the course would be a promotional campaign for the author's own MLM opportunity. This has a high probability of bringing members into the network because of the credibility that it creates. People who have taken the course will not mind signing up to the same MLM opportunity that the course is affiliated to.

# The Pros And Cons Of Online Recruiting

Due to the wide reach that the Internet has, it might seem to any multilevel marketer that this is the best way to get a large number of people to sign up into the downline. With methods like online recruiting strategies, this is also quite possible. However, one must know that there are both advantages and disadvantages here, as in everything else that is used for promotion.

## **Advantages of Online Recruiting**

The most obvious advantage is the reach that you have, because of the Internet. You can expand your network globally if you wish. The Internet is your business center and that is universally accessible. Online recruiting has brought the MLM world closer, and that's not an exaggeration.

It is speedy. You can built a very huge downline in a very short time if your online recruiting methods are good, such as you are using good SEO on the online tools (blogs, websites, sales pages) that you are using. Like the other online method, lead generation, you do not have to wait much time for people to begin showing interest in your opportunity. The people who will come to you here are already interested and have to fulfill some mere formalities in order to join into the network.



Online recruiting is comparatively easier to understand and set up than lead generation. Even novices can set up these systems fairly easily. The greatest benefit, though, is that you can make money quite fast. When your network swells up speedily, this is definitely the only way to go.

### **Disadvantages of Online Recruiting**

However, there are some points that you could count as disadvantages here. Since you are not really convincing people in online recruiting as much as you are doing in lead capturing, there is a possibility that more people will opt out of the network with this method. People might come here with different ideas and that could be a problem. The attrition rate is high with online recruiting.

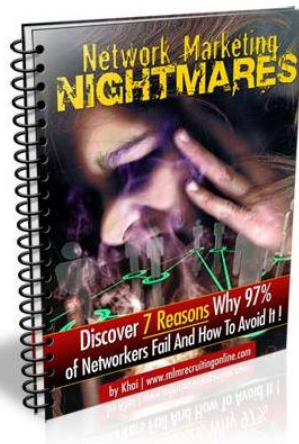
Also, though you will probably get a large number of people signing in, it is important to have leaders too. That is a problem because you have to take most of these people at their face value. But, if there are no suitable leaders present here, there could be a chaotic situation created in the network which can cause the whole thing to tumble. So, you need to have efficient leaders wielding the baton with this method of network building.

# Five Tips To Build A Lead Capture Page That Really Converts

## "Discover The 7 Deadly Sins Of Network Marketing And Why You Must **AVOID** These At All Costs In Order To Save Your Network Marketing Business From Turning Into A HUGE NIGHTMARE!"

Learn How You Can Escape The Doom Of 97% Of Network Marketers Who Fail To Make Money In Network Marketing And Grab This FREE Report That Will GUARANTEE You Will Not Fall Into This Category!

**WARNING:** This Exclusive Report (Worth \$47) Is Available FREE For The Next 100 People!



Hurry And Grab Your FREE Copy Before This Page Is Taken Off And The Report Will Revert Back To The Actual Value Which Is Being Sold For **\$47**

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If you are getting the bulk of your MLM prospects through online lead generation, it is really important that you work hard on your lead capture page. This is the page that is going to convert the visitors into people that subscribe to your network. In fact, it is not an exaggeration to say that if you do not have a good lead capture page, your MLM venture will go completely kaput.

Now, here are some ideas to make your lead capture page more effective so that it brings in more conversions for you:-

### **1. Use Attractive Headings**

You have to get the attention of the reader right from the start. You can achieve this by having an amazing headline that tells the readers what benefits they are going to get with the opportunity you are inviting them for. Tell them the benefit right away so that you hold their interest. It is all right if you play some gimmicks and put in a line below the headline that compares your opportunity to others, without naming any names, of course. In the paragraph that follows, stress upon this single advantage you have over others and ensure your readers that they are not wasting their time.

### **2. Tell Them What's in Store for Them**

Though the people who come to your lead capture page already know what's in store for them because they have been directed from an advertisement that told them that, you need to re-emphasize that point here. Tell them in short what they will get if they opt-in on this page. Tell them what bonuses they will get if any.

### **3. Use Audio and Video**

Put in some audio and video to make your lead page more effective. Most people do not want to spend the time reading but if you have at least an audio that speaks to them about what the opportunity is, you will have a greater conversion rate.

#### **4. Present Your Content Nicely**

Present your content neatly. Instead of making lengthy paragraphs, you must split everything in points and give them bullets or numbers. This makes everything easier to read. Give subheadings over each paragraph if you can so that people know what they are going to read. This makes understanding things easier for them.

#### **5. Have Two Opt-in Forms**

An excellent idea is to include two opt-in forms on your lead capture page. Different people work in different ways. Some of them will want to opt-in right way without reading through the stuff on the page. For them, you have a form at the start. Other people may need some convincing. For them, you can put an opt-in form below your content so that they can opt in after they read through everything.

# Setting Up A Lead Capture Page That Really Works For Your MLM Business

Setting up a lead capture page to convert interested visitors into your leads is actually a very simple process. The technical part of it is very simple at least, but then there are various little tweaks that can raise it above the ordinary run-of-the-mill lead capture page. The following is an explanation of how you go about it.

## **What is a Lead Capture Page?**

A lead capture page, alternatively known as a squeeze page or an opt-in page is a form page that asks for some contact information of visitors (mostly email addresses and their names) and directs them in return of that information to a page on your website where they can get something for free such as an eBook or a newsletter. The lead capture page will not be a part of the website itself, but it does direct visitors into it. When a free product such as an eBook or newsletter is advertised for marketing purposes, marketers give the link of the lead capture page in the advertisement and not the direct download or subscription link.

## **How to build a Lead Capture Page?**

The following simple steps are involved:-

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1. Make a separate webpage that will become your lead capture page. Remember to keep this webpage separate from any other page of your website, which means you should not paste your opt-in form simply on any existing page of the website.
2. The content of this lead capture page should not be very long, but it should be attractive. It should tell people what they are going to get and must be presented beautifully with headings and bullet points, etc. Audio and video can be inserted to make a greater effect too.
3. You have to include a form on this page where you ask for people's details. It is a good idea to have two forms, one after a brief description (for visitors who will opt-in right away) and another after a detailed description (for visitors who will need more convincing). Set up an autoresponder account to make this form. This will automatically send messages to people who have opted in and will direct them automatically to their destination too – you do not have to do anything manually then.
4. Promote the link of the lead capture page everywhere you can – on your website itself, on your blog and even on other people's blogs and websites if you can.

The main point is to make the lead capture page attractive. You can hire a professional writer to create the content on this page. Given that this lead capture page is going to be a major vehicle of your MLM prospecting, this would definitely be money well-spent.

## Use An Autoresponder – Get Your MLM Business A 24-Hour Salesperson



One of the best tools you can have for your MLM email marketing campaigns is an autoresponder feature. There are dozens of benefits you can have with such a system, but the best thing is that the autoresponder will handle your marketing campaign at all times of the day without fail, which means you are as good as getting a 24-hour salesperson to promote your online marketing campaigns. Have you ever seen sales pages that tell you that they will reply to you even if it is 2 in the morning? Do not be under the impression that they stay awake at all times monitoring their mailboxes. What they do is they use an autoresponder that sends automated responses to queries, almost instantly.

To the person at the receiving end, this is a truly great feature. They do not have to wait; they get all their replies instantly. When you are planning to automate things as much as possible to free up time for

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other pressing jobs at hand, you simply cannot neglect the autoresponder tool.

Let us take a look at some of the benefits that you get with autoresponders:-

### **They set up Lead Capture Pages**

This is one prime benefit. On your lead capture page, you need a form that the visitors are supposed to fill up with their names and emails. Autoresponders have custom codes that you can use on your web pages which will generate these forms. Not just that, they will record the information that your visitors will put in and keep them secure for all future communication.

### **They send Immediate Replies**

As soon as these email ids are received, the autoresponder will send them an instant reply, which will be automated. You can set up this reply at any time so that the reply you have created will go to these people. The words will be yours; the service will be the autoresponder's.

### **They continue Your Email Marketing Campaigns**

When you have to send further promotional emails to these leads, you do not need to manually fill in all their addresses. The autoresponders who have already stored their information will send out these emails to everyone on the list immediately.

### **They track Replies**

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Any kind of response that these emails will get will be recorded by the autoresponders and will be notified to you. You do not have to track them at all. In fact, you could further automate replies to them through these autoresponders.

The best thing is the impression. Your leads will get to know how diligent you are about the whole thing. They will be pleased to do business with you because of the promptness that you reflect with these amazing autoresponder tools.

## What Kind Of Autoresponder To Use – Free Or Paid?

There is no denying the fact that an autoresponder can make your work much easier. But what you need to know before getting this tool for your email marketing campaign is that there are two kinds of autoresponders available. There are the free autoresponders and the paid ones. The paid ones will require some payment periodically so that they can continue providing you their services. The free ones get their revenue from advertisers and you do not have to pay anything to them.

Naturally, anything free holds our interest. And because you are looking at MLM as an opportunity to make money with very little investment, you will think that the free autoresponders will be good to go along with. However, it is important that you know why these autoresponders are free in the first place. There must be some reason that keeps them at a lower level than the paid ones. Here are these reasons.

### **You don't have Liberty with Your List on a Free Autoresponder**

This is definitely the most disadvantageous feature of a free autoresponder. In most cases, you will not even know who your leads are, because these autoresponders will not reveal those to you. If you want to use these leads on another service, you will not be able to do so. It is very difficult if you have no control over the leads you have

generated so painstakingly. Paid autoresponders, on the other hand, give you full control over them.

### **Free Autoresponders will send Advertisements of Their Affiliates**

This could be a serious drawback for you. When free autoresponders send out replies to your leads, these replies will have advertisements from their sponsors. Now, these advertisements will do nothing for you and you will be able to do nothing about them. You cannot remove them or edit them. They come with the free package. The disadvantages here are that these advertisements take up valuable space in the email (often they are placed above the content you need to be sent) and they do not pay you anything. It is needless to say that these advertisements are an annoyance to the receiver of the mail too, who may even begin counting them as spam mails. Advertisements are absent in paid autoresponders.

### **Free Autoresponders can lower Your Impression**

Apart from the point that your replies will be filled with irrelevant advertisements, there is the point that these autoresponders will lower the impression of your business opportunity. When you are striving so hard to seek their attention, this could be a big downside of your marketing campaign.

Even if it costs you a few dollars per month, do not skimp on it. Go for a paid autoresponder. It is the impression in the eyes of the recipient you make that really counts in the MLM game.

## Creating The Most Effective Emails For Your MLM Campaign

It is not needed to point out that the emails you send out to your leads are the crux of your email marketing campaign. Though email marketing is essentially a slow process – you have to work a lot to convince people to take the action you are intending them to take – it is important that you consider each of these emails very carefully. These emails must have some quality to provide to the readers or else why should they be interested in your idea at all?

So, what must your emails contain? Basically, they must have something of what the visitor has opted into your list for. What was the visitor looking for when he or she opted in? Was it more information on how to enter in multilevel marketing? Or was it how to inspire the downline to build the network stronger? The sales page or the lead capture page you created to get these visitors to opt in will tell you what attracted the visitor in the first place. Make sure that your emails now give them that. Each email that you send must have either direct information on what they are looking for or give them a link where they can visit to get more of the information they are seeking. If you give them the content they are looking for, they are sure to linger on your opt-in list for longer.

Now, you have to promote your business opportunity also. Otherwise why would you be marketing through emails in the first place? But you must know that there is a fine line between promotional email and spam email. You must not cross this line. When you are promoting

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through your email, refrain from using the name of the opportunity you are actually promoting. Instead, allude to it in an indirect manner. After you have given them what they are looking for, put in a byline that says "Want to know more about how to get on with this business opportunity? Visit here then!". Give them a link to your website here. If they are interested already, they will visit and register themselves.

It is always best to give them something more valuable with each email. You can invite them to a business opportunity meeting, for example. You could do this for free. When people come in, you could personally speak about the opportunity and even get some of your sponsors to speak effectively about it.

Email marketing must not be neglected and at the same time it must not be twisted around or it becomes spam. You have to incorporate the fine art of being subtle and still putting your point across.

## Learning The Fine Balance Of Email Marketing – How Much Is Too Much?



Actually speaking, email marketing is a double-edged sword. MLM gurus often tell that it is best left only to hardcore online marketers to do this properly. The reason behind that is if your email marketing campaign goes beyond limit – you send out too many emails for example – it is going to end up being marked as spam and deleted from the prospect's inbox. At the same time, if you send out too few emails, the people are not going to remember you and they might have to scratch their heads each time your email comes in, wondering where they had seen you before! So, you have to make sure your emails aren't a rarity and at the same time aren't a burnout.

Now, what qualifies a too much or too little here is quite subjective. It depends on what kind of campaign you are running. If you are providing something that is really quality, like you are giving out a newsletter or even a link to a website or blog that describes the MLM opportunity each time, then you are safe sending out frequent emails. For all you know, your visitors will be expecting your emails because you are giving them something useful. At least, the genuinely interested people will await your emails. Those who don't wait for them are probably not interested in pursuing the opportunity anyway. You don't have to cater to them.

In such a case, even if you are sending an email every ten days or a week, you are doing all right. Since there is enthusiasm with your emails, your campaign will work – after all, you have to keep their interest alive.

But if you know that you do not have content in your emails that you can boast of and you are doing it only as a promotional device, then you will need to go easy on the marketing campaign. Send them no more than two emails a month in that case. That said, it is important to add that in such a scenario you won't end up building any significant network. If you are not giving them quality through your emails, do not expect them to single out your opportunity and join it, disregarding all the competition you have.

It is better to shape up and hire some expert to craft great emails for you. When you have such informative emails, interested people on your list would not mind getting as many as one email a week. You will be building a strong network just through this single campaign.

## Some Tips To Improve Your MLM Email Marketing Campaign

A lot of emphasis has been laid on the importance of email marketing in MLM prospecting. However, the entire onus of this campaign depends on the kinds of email that you send. Here are some hints to make these emails more effective.

### **Pep Up the Entertainment Quo with Games**

It really doesn't hurt the campaign to make your emails as interesting as possible. Even if you have to add links to games or other entertainment stuff in these emails, it will work. There are many Java-based game sites that are looking for just such opportunities to improve their presence on the Internet. You could hook up with them and they would give you the links of their games to include in your emails. For the recipients of your emails, this could be a great bonus. Everyone likes to play a little game when they want to take a break from work. If for nothing else, they will open your mail for that reason. Of course, the subconscious mind will work at what you are telling them and it will have its impact.

### **Add Interesting Tips and Factoids**

There are many sites that give things such as "Joke of the Day", "Riddle of the Day", "This Day in History" and such stuff. You could collaborate with them and send such things in the emails that you are



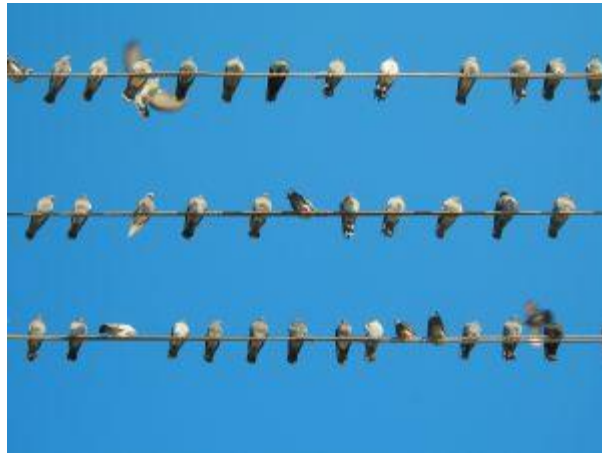
sending. They could spell a good moment or two for the readers and they will open your emails for that.

Small bits of information also work, even if these are related to what you are promoting – your MLM opportunity. You could dig up facts about the MLM world and send them in the emails. This could be interesting to a person who is already considering taking these up as an opportunity.

You can thus mix and match several things and make your emails more effective. Of course, you have to make sure that you are providing them the content they are looking for too. That is what they really need. But there is no harm providing them some accessories on the way.

Also, when you add such fun elements, no one minds if you openly promote your opportunity. You can go a bit easier on the subtle approach because more people will be looking forward to your emails and you won't end up in their spam folders. It could be a great way for you to get more exposure and acceptance among your list of leads.

# The Wait And Watch Policy In Online MLM Marketing



Network marketers who go all out in promoting their business opportunities over the Internet have it all made out for them. They have access to some very effective tools that work, like lead generation. This is a great tool to bring in a whirlwind of traffic to their opt-in lists which they can pursue with further promotional tactics. However, one important thing with any kind of online marketing is the fact that they will test your patience.

Very few online marketing models will give you immediate results. The reason for this is that you are meeting with people who are quite unknown to you. It will take time to build their trust enough for them to join into your network and go ahead with what you have to offer. You will have to pursue them with things like email marketing and keep giving out freebies like newsletter and eBooks that will prove to them that you know what you are doing.

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It is true that these methods will reap rich dividends at the end of the day. When you begin getting the business, as the cliché goes, there will be no looking back. You will get not only a steady stream of people coming into your network, but you will also get a great amount of residual income welling up in your coffers. This sounds very good naturally, but for that to happen you have to give it time.

Patience and perseverance is definitely the name of the game here. You must give it at least six months for the results to start coming. However, you should not go easy on your methods within this time at all. You have to keep on the promotional campaigns with the same fervor as you started out with. Any moment someone might get interested in your business opportunity – any of your newsletters could impress someone to sign into your network. It is important to treat each moment as special and every communication that you make with your clients as though it is the one that will clinch the deal.

In multilevel marketing especially, it is the most persistent of people who really rake in the big money. This is also true for the online marketing campaign that is used. Yes, you will get a barrage of people visiting your website, opting into your list and eventually becoming part of your MLM team, but you have to give that time and a lot of consistent effort.

# Conclusion

It's time to get this engine going and get started right away.

Are you going to take action and tell your grandchildren how you took advantage of the trillion wave or will you just sit by and justify to your grandchildren why you missed it?

The choice is yours!