

# **The 6 Dirty Little Secrets They Don't Want You To Know About Network Marketing**

By Gavin Martin-Rentz

*A special thanks to my mentor Bill White. Without his on-going help and support, none of this would have been possible.*

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## Before You Read On

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### The Sad Truth About Network Marketing

95% of new network marketers will fail and usually end up worse off than before!

Now I don't want to scare you with that statement, because you don't have to be one of those statistics.

All you have to do to become one of the successful 5% is to arm yourself with the correct knowledge. I hope to give you at least a helping hand on your way to success with this ebook, but you have to be prepared to invest some time and effort to find a system that works for you.

A successful system does not just mean signing up to the right company. You can still have great success with a medium quality company, but a good quality company will allow you to achieve that success faster. I personally favour Success University. Find out more at <http://urs-gav.successuniversity.com/new>.

The main key to success is the system you use – strategies and tools. I was lucky enough to find a system before I made too many costly mistakes. You can grab a free email course on the system I use right here <http://urs-gav.magneticsponsoringonline.com>.

Before you start reading, I just want make sure you know that not only is this ebook a great source of information, it's also a marketing tool as well! If you read the notice at the top of this page you'll know that it comes with free redistribution/reprint rights. This means that you are free to give it away or even sell it if you like.

I hope you enjoy reading it as much as I enjoyed putting it together.

*To your success,*

*Gavin Martin-Rentz*

<http://youngmarketer.blogspot.com>

# A Successful Mindset

Having the correct mindset is an extremely important key to your success.

In fact, 90% of your success depends on thinking and acting the right way.

It doesn't matter how many strategies and techniques you know, they are practically useless without a successful mindset.

The perfect example is the lottery. Most people who win the lottery end up in a lot more debt and financial problems than before they won!

Now how could this happen?

Could it be that they don't know the first thing about handling sooo much money and it vanishes just as easily as it appeared?

They simply do not have the mindset of a rich person that enables them to use their money effectively.

Ok, so what is a successful mindset?

MACCAH™

Here is my MACCAH™ theory to a successful mindset:

- 1. Mistakes:** Embrace mistakes and learn from them. You need to have the ability to look at your mistakes and find out what has gone wrong. You should see each "mistake" as a stepping-stone to your success – after all, Thomas Edison tested thousands of different materials before finding a suitable filament for the incandescent light bulb. Each "mistake" brought him one step closer to the end result.
- 2. Acceptance:** When something happens (good or bad) you have to be able to accept it and move on. You will never get anywhere if you're always wondering what could have happened if you hadn't done this or if you had done that.
- 3. Confidence:** This is a very important one. You need to have total and utter confidence in yourself. Know beyond a shadow of a doubt that everything you do will always work out for the best, no matter what happens.
- 4. Constant Learning:** You should always be in a state of learning, keeping an open mind to new concepts and strategies. Never ever stop learning, keep on buying new books, courses, tapes, etc, even if you think you know it all, because you never will.

5. **Ask The Right Questions:** Asking the right questions will get you the right results. For example: instead of asking yourself “Why am I so poor?”, ask “What actions can I take to become wealthy?”.
6. **Helping Others:** The more people that you help to become successful, the more successful you will become. Always look for ways to help people, everything you do should be a win-win situation. Also I encourage you to regularly donate a percentage of your income to charity.

I just want to add one more thing:

You need to know what to spend your money on to make sure you don't spend it all on useless stuff. Become clear on the difference between an asset and a liability.

Author of Rich Dad Poor Dad, Robert Kiyosaki gives a very simple definition of the two.

An **asset** puts money in your pocket.

And a **liability** takes money out.

If you haven't read Rich Dad Poor Dad already, I highly recommend you rush down to the book store right now and pick up your own copy.

Assets are things that make you money, like a profitable network marketing business. And liabilities are the things that cost you more money than they make you, like a car.

Now I'm not saying that you shouldn't buy all those luxury items like sports cars, yachts and big TVs (I know I love these things), I'm just saying to make sure you have the assets to back up your lifestyle.

# Becoming A Leader

Now this is very important if you want to create a successful network marketing business.

You need to start thinking and acting like a leader.

People are naturally drawn to someone who can lead them.

Now I know what you're thinking; "That's great Gavin, but I'm no leader, I haven't had the success I want yet. Why should people listen to me?"

This is a great question, but easily answered with one sentence: Whether you think you can or can't, you are right.

It really doesn't matter what you think you can or can't do, if you truly believe that are a leader then you are!

Say this with me: "I AM A LEADER!"

Say it again and again until it's stuck in your head and say it with passion!

Ok, so now that YOU know you're leader, what can you do to make everyone else believe that you are too?

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Any ideas? You should know this stuff, after all, you are a leader yourself now. I can't do everything here, lol.

Well ok, let's make a list of all the things a leader is supposed to do.

- Help others achieve their goals
- Know their business inside out
- Have that successful mindset that we talked about in the previous chapter
- Look successful – now, you need to know that you don't have to be successful before you can become a leader, that will come soon enough, you just have to appear successful
- And most importantly, lead people.

So how do we show others this?

Well there are a couple of things we can do. Let's make another list, shall we?

- Write articles related to your business (the money making side and the product side) and post them to the article directories
- Write an ebook (like this one) and sell it or give it away

- Build a list and email them regularly
- Start a blog and post at least a couple of times a week.

I'll cover these in more depth in the Marketing chapter, I just want you to start thinking like a leader before we get into the nitty gritty of everything.

I highly recommend you pick up your copy of Magnetic Sponsoring, it'll go into a lot more than this short ebook. At least just sign up to the free 10 Day Boot Camp at <http://urs-gav.magneticsponsoringonline.com>.

# Who Is Your Real Target Market?

It's very important before you start marketing that you know exactly who your target market is, especially when you don't have a big marketing budget. You really need to be spending your money in the right places.

I believe there are two different markets to target when building your downline.

- 1. Loyal Product Buyers** – these are the people who absolutely love the product (e.g. a health drink) and keep on paying to get it whether or not they're making money with the business side of things. But don't give up trying to get these people to become re-sellers, just let them know that if they wanted to promote the product, they can get paid to do so.
- 2. Opportunity Seekers** – and these are the people looking to make money with your product. Even better than opportunity seekers are "opportunity buyers" who are already spending money (to find out more on targeting opportunity buyers, I recommend you buy the Magnetic Sponsoring book by signing up to the free 10 Day Boot Camp at <http://urs-gav.magneticsponsoringonline.com>). Being a leader is very important when dealing with these types, you need to be able to point them in the right direction and help them along the way as well.

So once you know who you need to be marketing to, you then need to know how, which brings us to the next chapter.

I apologize for this chapter being so short, but there really wasn't much more to go into.

This ebook highly recommends Success University as a great company to be with. Success University is a part of the billion dollar a year industry of personal development and self-help. With a great product and payment plan, it has already seen over 20,000 students from 150 different countries enrol with many more coming in every day. To find out more visit <http://urs-gav.successuniversity.com/new>.

# Marketing

We're going to cover a fair bit in this chapter, so just be warned.

Ok so what type of methods can we use to market our MLM business to both our target markets?

I like lists, so let's make another one for this.

- Use pay per click (PPC) advertising
- Write articles and submit them to the article directories
- Write an ebook or report
- Build a list
- Start a blog
- Use some of the free advertising systems

Ok so now that we have our list, let's go into each one in a little bit more depth.

## **Pay Per Click:**

This the quickest way to start getting traffic to your websites, but it can also be the most expensive if you don't know what you're doing. You need to use the right keywords and ads and make sure you watch your campaigns carefully.

If you don't want to spend the time learning how to write good PPC ads, there's a bit of software that will create ads for you! Make sure you check out [Adword Generator](#).

There is also another bit of free software that you can use to help you get a good list of keywords for your campaigns. Download it for free at <http://www.goodkeywords.com>.

The two giants of PPC are [Google Adwords](#) and [Overture](#). Then there are also [Miva](#), [Search123](#), [Kanoodle](#) and a whole heap more. Personally, I use Adwords.

## **Writing Articles:**

This is a great way to get free traffic. Write some articles related to your opportunity (remember to do the product side and the money-making side of it) and post them to the articles directories such as [Go Articles](#) (search [Google](#) for more articles directories).

In the "About the Author" section, include a paragraph on yourself and a link back to the website you want to promote.

Then, people looking for free content for their websites search the article directories and grab the ones they like.

It does take a while to build up a good amount of articles, but it is well worth the effort. The sooner you start, the sooner you'll get results.

Now, if you're thinking that you can't write any articles, lucky for you there is always somebody out there who can. Find a ghost writer at <http://www.elance.com> and hire them to write a few articles for you. The beauty of ghost writers is that you can even put your name as the author!

Again, post articles related to making money (e.g. marketing, goal setting, etc) and articles related to the product (e.g. if it's a health product – keeping a healthy lifestyle, eating right, etc).

### **Write Your Own Ebook:**

This is a great way to position yourself as a leader. Remember you don't have to write it yourself, you can hire someone from [Elance](#) to do it for you then put your name as the author. Also, you could put together the ebook with free articles from the article directories (just make sure you don't edit the articles and you leave the "About the Author" section in).

Within the ebook make sure you include links back to your website plus any affiliate links you have.

The easiest way to get your ebook out there, is to make it viral. Include free redistribution/reprint rights so that readers can give it away to others and they can give it away and they can give it away.....and so it spreads throughout the internet like a virus.

This ebook is a perfect example of this strategy.

Mike Filsaime is someone who really knows his stuff when it comes to viral marketing, so I recommend you check out his [Butterfly Marketing Manuscript](#).

### **Build A List:**

You may have heard that the money is in the list, this is especially true for network marketing. It's very important you start building your list soon.

To grasp the power you would have with a list, I just want you to imagine this scenario for a second:

You have built a list of a few thousand subscribers who all think of you as a leader in your area. You find a new MLM business that you like and you sign up. You then send one email out to your list telling them that you've joined this new company, and include your link. Within a day, you could have hundreds, even thousands of new members in your downline.

How cool would that be? One email and you get thousands of downline members.

Of course, you have to build a relationship with your subscribers by sending regular emails and helpful information. You could write a sequence of follow-up emails, put them into an auto-responder and set it up so that once someone's signed up, they get your follow-up emails over a couple of weeks (depending on how many emails you write).

My favourite auto-responder is [Aweber](#).

I highly recommend Brian Edmondson's [List Profit Academy](#) for learning everything you need to know about building and maintaining a profitable list. Check it out here: <http://www.listprofitacademy.com/?enrollment=6041>

### **Start A Blog:**

Blogs are really powerful, a good blog has the ability to get ranked high in the search engines and thus get you lots of free traffic.

Start your own blog today! It's dead easy: open a free account at <http://www.blogger.com> and start posting regularly. Post your news, thoughts, helpful tips, anything relevant to what you're doing. But make sure you have links back to your main websites, otherwise all your hard work will have been for nothing.

Check out my blog for inspiration at <http://youngmarketer.blogspot.com>.

### **Free Advertising Systems:**

Free advertising systems are everywhere. They probably won't be as productive as some of the other marketing methods, but hey, if they lead to a few good signups, then it was worth it, right?

Here's a simple 3 step system you can use with some free advertising systems:

1. Sign up to Free Viral at <http://www.freeviral.com/?r=83572> and put in an ad to your lead capture page. I really like Free Viral because everyone who you refer that wants to sign up, has to view your page for at least a couple of seconds and the same goes for the people referred by your downline.
2. Promote your Free Viral link at [Traffic Swarm](#) because people who use Traffic Swarm originally signed up to it to get free traffic generation, so target them with another way to get free traffic.
3. Then just use the internet as you would normally and click on other Traffic Swarm ads to get points so your ad will be shown to the Traffic Swarm network.

This isn't going to bring you in huge amounts of traffic but hey, like I said before, it's worth it if it gets you a couple of signups.

Now remember, you can use all of these marketing systems together to make things work better. For example:

You use PPC and write articles to advertise a website where people can get your viral ebook by subscribing to your newsletter. Within that ebook and email follow-ups, you include a link to your blog, free traffic system affiliate links and most importantly – your MLM link!

Now you don't have to do this for both your target markets, just use the ones that suit you.

This ebook highly recommends Mike Dillard's Magnetic Sponsoring Course. Discover the secrets of successful network marketing like how to advertise practically free, plus you get free access to Mike's exclusive marketing system based around the concepts taught in Magnetic Sponsoring. Alone this is worth more than the small price you'll pay. To get your free 10 day boot camp go to <http://urs-gav.magneticsponsoringonline.com>

# Following Up

The key to being able to sign up a prospect is having a good follow up system that you can use again and again.

Following up is especially important when you're starting out and you can't afford to let any prospect go to waste.

It doesn't matter what method you use to follow up with someone, just so long as you do it. Call your prospects or simply send them an email or even both.

Design your follow ups like a free consultation with you, where you ask them set questions and from their answers you can tell them if your opportunity is for them.

And don't be afraid to say that you don't think your opportunity is right for them. "What's that Gavin, are you out of your mind?". No (well maybe just a little, lol), you heard me right. If you tell someone that you don't recommend your opportunity is for them, they are going to realise that you aren't just out to make a quick buck, and that you really want to help them. Then you ask them if they know of anyone that might be interested in what you're offering.

I've included some questions you can use when "consulting" with prospects.

- Are you currently in network marketing or just looking? (If someone is already in network marketing, go on to ask if they are happy with that company)
- What are the reasons you want to do or are doing network marketing?
- Have you had any experience in network marketing?
- How much time and money are you willing to spend per month?
- Are you ready to take massive action?
- If I can give you a solution to your financial problems, would you be interested?

From their answers you will know if your opportunity is worth their time and effort, if it's not, then tell them.

Before I let you go onto the final chapter, I want you to know that if you talk to your prospects personally (either through the phone or even instant messaging like [MSN Messenger](#)) your conversion rate will be a lot higher than if you just send them an email or two.

# Creating A Duplicable System

With network marketing your downline will be built much quicker and more easily if the people you sign up can duplicate your results.

How can you do this?

With franchise-like systems.

Systems for getting prospects, converting them, training them, customer service, etc.

I think the most important system that you need to have in place is your own automated follow-up system that builds relationships and sells your products all on autopilot. This is achieved through email marketing.

Simply put a short website up giving away either a free email course or some kind of gift (like this ebook!) to people who subscribe to your list. Then you have an auto-responder that sends out a sequence of emails positioning you as a leader and sells your MLM opportunity and any other products you recommend.

I can't really go any further into email marketing because it is a whole other subject and too much to cover in this ebook, just know that it's very important that you start doing it yourself. I recommend the [List Profit Academy](#).

Then you need to tell your downline the systems you use so they can do it for themselves. This can easily be done through an ebook or you can simply recommend products/resources that you use (for example [Magnetic Sponsoring](#)).

I'm not going to go into too much depth into designing your own systems because that's something that you have to find out for yourself. But there is one system the I wanted to tell you about because I forgot to cover it earlier.

The concept is called a "funded proposal" (thank you Mike Dillard), where you sell an inexpensive retail item related to your product, like an ebook, which makes back some or all of your advertising costs. Within the ebook you can tell them about your network marketing product and provide your contact information.

Everyone hates being sold, so if you can sell your product in the form of helpful information, someone is much more likely to buy it.

Now what if you don't want to write your own ebook or hire somebody else to do it, because you can't spend that type of time or money?

Well there is a way that you can take advantage of a ready-made, funded proposal system, all ready for you to use.

You might have guessed what it is already, it's [Magnetic Sponsoring](#) again. And I'm recommending it yet again because I really think it is a very powerful tool and resource for successful network marketing, plus it's not expensive.

With [Magnetic Sponsoring](#), you don't have to have your own tried and tested systems, you can just recommend it to your downline for them to use, it's what I do.

Remember, help your downline succeed and in return they will build your downline. Keep everything win-win.

I hope you've learned something useful from reading this ebook and I wish you every success.

# Resources

## Network Marketing Company:

- **Success University** – A great network marketing company to be with. Part of the billion dollar a year industry of self-help and personal development, you get access to some really powerful training material and courses to ensure you have the best chance at success.

## Free Advertising Systems:

- **Traffic Swarm** – Your ads are displayed across the Traffic Swarm network according to how many credits you have. You earn your credits through several different ways.
- **Free Viral** – Everyone who wants to sign up through your link has to view your website for at least a couple of seconds.

## Ebooks/Courses

- **Magnetic Sponsoring** – Learn the art of attracting prospects and downline members to you magnetically, plus get plugged into an awesome lead generation system based around the Magnetic Sponsoring concepts.
- **Butterfly Marketing Manuscript** – You may have heard of Mike Filsaime's Butterfly Marketing course, but \$1,495 (soon to be more) might be a bit too expensive for some people. That's why he's released the Butterfly Marketing Manuscript. You still learn all the powerful marketing techniques but at a fraction of the cost. It's awesome!
- **The List Profit Academy** – Get access to an awesome series of interviews with some of the top internet marketers, on building and profiting from subscriber lists.
- **The List FX** – Another good course on list building.

## Other:

- **Aweber** – One of the top auto-responders out there, I use this one myself and I love it!
- **XsitePro** – Create your own websites quickly and easily, you don't have to know the slightest bit about html to create your very own powerful websites. I personally use XsitePro, I don't know how I survived without it....oh wait that's right, I didn't!
- **Adword Generator** – A bit of software that creates ads for you to use in PPC campaigns.
- **Good Keywords** – Free software for you to do your keyword research.
- **Blogger** – Get a free blogging account.
- **Elance** – Hire somebody to do just about anything for you, from an ebook to software, this is where you'll find them.