

Put Your [MLM] Business Online Home Study Course



“The Complete System for Building Your Internet [Network] Marketing Business”



Week 1: Niche Finding

[There are three videos in this first week.]

This week you'll learn how to find the niche that's just right for you.

Not only that, but you'll learn how to do the keyword research for that niche so that you know **exactly which keywords** to use in your marketing to **attract your ideal customers** to you.

If you get this right- and learn how to apply it to any business, you can RUN with it- the sky is literally the limit

ACTION STEPS

- Brainstorm Niche Topics
 - Keyword Research to Find Best Keywords for Niche
-



Week 2: Target Market Research

[There is one video this week.]

This week you'll learn about creating a customer avatar and how to find out exactly what your customers want (so you can give it to them!)

Learning how to do this will give you the INSIGHT into your prospects minds so that you can laser focus your message to them- and make them feel you're on their side.

Without this secret knowledge, you're doing nothing more than sending out bland messages that speak to "**everyone and no one' at the same time.**

You'll waste your hours of good work because you won't get the results you're looking for in your marketing efforts.

Take this one seriously, guys, trust me.

I want you to be able to "hit the spot" exactly where it makes your prospect KICK INTO ACTION.

ACTION STEPS

- Research Your Target Market+ Find Customer Avatar
 - Research Your Competition+ Get Your Competitive Advantage
 - Learn Your Market Demographics
-



Week 3: Angle, Hook and Story

[There is one video this week.]

This week you'll craft your angle, hook and story.

You'll differentiate yourself from your competition by positioning yourself from a unique approach.

You'll create the "magic bullet" the **hook that'll effortlessly draw those leads** into your marketing funnel and your exquisitely designed narrative will have your followers flocking for more.

Your influence and power will grow.

Your conversions will soar.

Without this training you'll just be another "attraction marketing peep" obviously just trying to flog your stuff.

(Yawn)

ACTION STEPS

- Find your Angle

- Write out Your USP
 - Create your “Hook”
 - Craft and Package Your Story
-



Week 4: Conceptualize Your Marketing/Sales Funnel

[There is one video this week].

This is where you become **like the eagle....soaring high** and able to see the bigger picture of your business.

You'll get a clear vision of exactly where you're going.

You'll learn how to structure the 5 **vital components** to creating your trusted marketing machine (your automated servant that works for you 24/7)- Domain name, Lead Capture Page with ethical bribe, Autoresponder Email system, Authority site (Blog), Thank You/Sales page, (Own or Affiliate products)

Most people have no clue about where they're going.

Make sure you're not one of the hundreds and thousands of failing marketers who are seriously "lost in the wilderness"

ACTION STEPS

- Conceptualize Your Funnel and map out your components
- Create Marketing Plan and Weekly Goals



Week 5: Ethical Bribes (Free giveaway)

There is one video this week.

You'll see the law of reciprocity in action:
When you give your prospect the tasty bait (for free) they'll give you their precious contact information.

We'll explore different types of ethical bribes and I'll show you the best and easiest ways of creating them so that your target market gets exactly what they're looking for from you.

ACTION STEPS

- Create Your “Ethical Bribe”



Week 6: Create Lead Capture Pages in Kompozer

There are 5 short videos this week.

Here's what you'll learn:

- ✓ Why using Kompozer is FAR superior to using a free web page service like Blinkweb or Weebly.
- ✓ What to say on your Capture Page video (and How to Upload it to Youtube)
- ✓ How to create an autoresponder account and opt in form for your page
- ✓ The simple steps to using Kompozer to make these pages- and **ANY web pages you decide to make- in whatever business you do in the future!**

Not learning how to use Kompozer will keep you a DEPENDENT, squirming D league marketer.

It's time to step up to the *big league* now and TAKE CONTROL of your business.

ACTION STEPS

- Get Kompozer
 - Create Squeeze Page Video and Upload to YouTube
 - Use Squeeze Page Templates to Create Script (Header, Copy and Bullets)
 - Add Video and Opt in Form to Capture Page in Kompozer
-



Week 7: FTP Lead Capture Pages to Hosting Account and Create Thank You Pages

[There are 5 short videos this week].

Onward and upwards!! You are taking CONTROL.

Why?

Because this week you'll learn the secrets of all the top marketers.

- ✓ They have their own hosting accounts
- ✓ They know how to "FTP" (File Transfer Protocol)
- ✓ Their email addresses match their domain names so they look VERY professional
- ✓ They all have "thank you pages"

And I am going to **spill the beans** so you can see how easy it actually is!

Once you "get" this, you'll have the skills to make your own web pages at will.

And they'll be professional and attractive.

Your prospects will think you've been doing this for years!

ACTION STEPS

- Use Kompozer and Filezilla to Upload Capture and Thank you pages to Hosting Account,
- Create Thank You Page Redirect



Week 8: Split Testing Your Capture Pages

[There is one video this week.]

Why learn split testing?

Quite simply, if you tweak your pages and learn what works and what doesn't, the guesswork is taken out of the equation and your CONVERSIONS will go up!

If you don't, you'll stay in the small league and continue floundering around doing "hit and miss marketing".

Obviously it's all about SPLIT TESTING your lead capture pages.....don't worry I show you exactly how to do it here!

And it'll make a HUGE difference to your marketing results!

ACTION STEPS

- Split Test Your Capture Pages using Website Optimizer
-



Week 9: Creating Effective Email Campaigns

[There are two videos this week.]

In this module we move into emails and discover autoresponders in a big way!

You will learn....

- Some cool message strategies
- How to create text & HTML versions of messages
- How to personalize your messages so your prospect learns to LIKE you
- How to Get Your Prospects to take action by telling them what to do next
- To Check for Spam Filtering

You need to learn auto responders so that you are not writing a new email each time you get a new signup.

Also, you need to learn auto responders so you can follow up with your sign ups automatically!

Not doing this is just like carrying bucket loads of water, one by one to fill the pool, instead of using a power hosepipe!

It's plainly ineffective, wastes time and you'll probably burn out before the pool is filled!

ACTION STEPS

- Create 3 Emails and Load them into Your Autoresponder
-



Week 10: Monetize Your Emails

[There are 7 videos this week].

- Video 1-Make Money With Your Emails
- Video 2 - Add Consultation Request Form to Thank You Page
- Video 3 - Add PayPal Button to Thank You Page
- Video 4 - Affiliate Marketing on Thank You Pages Example 1 (MLM Product Customer)
- Video 5 - Affiliate Marketing on Thank You Pages Example 2 (MLM Business Builder)
- Video 6 - Add PayPal button to Emails and Create a Redirect
- Video 7 - Become an I contact Power Affiliate

You're going to learn how you can OPTIMIZE your emails -to add to your OVERALL income generating strategy. (JUICY STUFF!)

Now it's pretty obvious why you'd want to do that, but I am going to spell it out anyway- because many people just don't "get" the power this method holds.

Using your emails (and other integration marketing methods that I will teach you this week) to generate income, *is like moving your prospect down a greased slide and INFLUENCING them onto the next step* (TAKING ACTION and giving you money!)

It's like those tempting items that you see just as you're about to check out at the grocery store checkout counter- (very strategically placed!)

How many times have you bought an extra (not needed or planned for) item right there at the checkout counter?

I know I've done it many times.

It's because we're in "shopping mode" and "paying mode" right then and just to add a little extra item is not such a BIG step to take. And those strategically placed items are just sooo tempting!

This week you will learn how to strategically place your tempting offers in front of your prospects while your customers are in ACTION mode, so you grab them while they're hot!

Not learning this is like leaving the checkout counter bare as a desert, and leaving tons of potential revenue on the table again.

ACTION STEPS

- Create 10 follow up emails!
- Sign up as a PYMBO Affiliate
- Create a Thank You Page and add an Affiliate Product to It/PayPal button for your services
- Create a *redirect* for your affiliate sign up page
- Become an I Contact Affiliate



Week 11: Creating a MLM Distributor List

[There are 2 videos this week.]

This week you're going to learn how to specifically attract eager, motivated distributors for your MLM.

You're also going to learn how to get them to pay you to prospect them, before they even sign up with your MML!

Learning this will save you hours of wasted time on following up on tire kickers and luke warm prospects and best of all, once again you'll be paid to talk to your prospects!!

You're going to get the step by step instructions to do it, but you'll also get the bigger picture of how all your marketing funnels and their different components (e.g. your MLM as the back end, your chosen affiliate products, your different email lists, your theme based blog etc)all fit together to make up your *emerging online empire!*

ACTION STEPS

- Create a Lead Capture for MLM Distributor Leads
 - Create a Thank You Page for MLM Distributor Leads
 - Create an Email Follow Up Series for MLM Distributor Leads (10 emails)
 - Create Broadcast Emails Inviting MLM Distributor Leads to MLM Opportunity Call/Presentation
 - Move converted MLM Distributor Leads to Distributors List in iContact Autoresponder
-



Week 12: Advanced Email Marketing

[There are 2 videos this week]

This week we get into Advanced “Ninja” Email Marketing Tactics!

You'll learn how to

- Make your emails look like a professional's, so your followers recognize you as an expert
- Get your emails at **more places online and in front of more** people
- Track your results

ACTION STEPS

- Create an iContact community profile page
- Do an auto responder swap with four people.
- Make a Professional Looking Template
- Track Your Results
- Make a Note to come back here after the Blogging Section (Module 4) and Import your Emails from your archive into your Blog Sidebar



Week 13: Set Up Your Wordpress Blog

[There are 5 Videos this week]

This week you'll learn how to install your blog and choose a nice theme look and feel.

You'll also learn the secret settings you need to know to configure your blog properly so all the search engines automatically get "pinged" when you update your blog!

This way, Google's spiders will automatically crawl your blog which means you'll be indexed faster and rapidly improve your rankings on Google!)

Whether you'll be outsourcing this aspect (because you don't want to do the techie stuff) or doing it yourself (to keep costs down), you need to know this stuff.

Not knowing it will cause most of your blogging efforts to be USELESS or worse.

You could end up paying someone to do the job for you -but you'll have no way of knowing if it was done properly or whether your hard earned cash was wasted or well spent!

ACTION STEPS

- Install Wordpress
 - Choose and Install a Theme
 - Configure your blog correctly
-



Week 14: WordPress Blogging - Advanced

[There are 10 videos this week.]

This week you will learn what the most important plugins are for your blog. **You'll also learn how to use them properly.**

Most people just do not know this stuff.

Or they know it, but are too lazy to follow through and get it all working properly.

Learning it is going to put you **head and shoulders** above your competition.

They'll all wonder exactly **HOW** you get your blog working like a well oiled machine and continue to steadily get top rankings.

You'll also learn the **7 secret components you MUST have in your ABOUT ME** page to instantly get people attracted to you and to identify with you.

This will ultimately give you an incredible amount of influence and power over your prospects and at the same time they'll fall in love with you and become devoted followers.

Not learning this will keep you as a "wanna-be-attraction-marketer" fooling yourself into thinking you've "done everything you can" and then wallowing in your misery because you can't get the things you want.

Now, take a deep breath because this week you will really get into your work in a deep way.

There are 10 short videos for you to watch.

My suggestion is you do 2 a day (for the next 5 days).

This is where the rubber meets the road, guys.

ACTION STEPS

- Install all WordPress Plugins on the list
 - Configure and Activate all the Plugins on the list
 - Backup DB and Update WP Blog
 - Create Contact Page
 - Create About Me Page
 - Create Blog Opt In Form
-



Week 15: Adding Blog Posts, Videos, Images and Banners

[There are 2 videos this week]

This is a very satisfying week!

You'll learn to write search engine optimised blog posts, add images and video and add banners to your blog's sidebar.

These may seem insignificant but if you don't learn to write for search engines, as well as humans, your beautiful blog posts may never be seen!

And adding images and video will make your blog more entertaining and "sticky"- people will want to stick around longer and check you out.

You'll catch them in your web of content.

And, the longer they stick around, the more chance there is of them buying from you!

When a prospect clicks on a banner that's been added to your sidebar, you're in business.

They'll be sent to a splash page where they can actually purchase the offer.

Not having this configured properly is like having a shop where nothing inside is for sale....(not a good business strategy!)

ACTION STEPS

- Add a post
 - Add images and Video and Banners
 - Do SEO and AutoTagger and Internal Linking
 - Add 3-5 Blog posts PER WEEK for 90 Days!!
-



Week 16: Tracking Fundamentals

[There are 2 videos this week]

This week you'll learn how to track your visitor's activity at your blog as well as yours!

You'll have the tools and skills to be a secret spy, checking how many visitors you had, where they come from, how long they stayed at your blog, which page they arrived at and which page they left from! (And more)

You'll also be able to check up on yourself by using this ingenious little plugin to make yourself accountable and keep adding that valuable content!

ACTION STEPS

- Install and Visit Google Analytics
 - Install and Visit Blog Metrics
 - Create Excel sheet to keep track of Progress
 - Check stats monthly
-



Week 17: Social Media Marketing Crash Course

[There is 1 video this week]

This week we do a social media marketing crash course!

Here's what we cover:

- ✓ What to Focus On
- ✓ How To apply the "6 factors that influence your prospects" to Social Media Marketing
- ✓ Do's and Don'ts of Social Media Marketing
- ✓ How to Create a Killer Profile
- ✓ How To Build Your Reputation
- ✓ Linking Your Blog into your Social Media Marketing Web of Content

ACTION STEPS

- Create Accounts at Social Networking Sites
 - Make friends with me and others on Twitter, FaceBook and LinkedIn
 - Write a Squidoo (Main Theme)
 - Write a Hub Page (Main Theme)
 - Write an Ezine Article (300 words)
 - Get Educated! Use Recommended Resources if You Need Help
-



Week 18: Viral Marketing

[There are 5 videos this week]

Now we really get into VIRAL marketing in a big way here!

Hook up all your social media accounts and **save yourself hours of pain and sweat.**

After you learn this, you'll be able to spread your content all over the internet with one push of a button!

ACTION STEPS

- Link Twitter to FaceBook
- Create Tumblr Account
- Link Your Squidoo Lens to Tumblr -and Your Hub Pages to Squidoo

- Make sure Disqus Commenting System is configured properly
 - Create Ping.fm account and add Social Networks
 - Ping your Ezine article and Blog post (with Youtube Video) using "micro blogging" and "status" settings inside Ping.fm
-



Week 19: Using Synnd as a Power Viral Marketing Tool

[There is one video this week]

This week you'll learn:

- ✓ What Synnd is and why you should be using it?
- ✓ How Synnd actually works as a powerful tool to not only get you virally **increased exposure**, traffic and sales, but also to **save you time** and help you focus on your business building activities.
- ✓ See an **example in action** so you can see the simple steps you need to take to use Synnd in your business.
- ✓ Best Practices and a Simple Strategy for using Synnd to get the max ROI on your time and not get banned from any social networks.

ACTION STEPS

- Join Synnd
- Get Certified (follow the instructions as per email)
- Set Up Social Media Accounts/use existing ones you have
- Login to SYNND and add your Social media accounts to Synnd
- Read the Training Manual and Watch the Training Videos at Social Media Science



Week 20: Video Marketing

[This week has 7 videos]

Cisco Systems- one of the founders of the internet- predicts that the internet will grow by 500% over the next 5 years- and that online video will account for 91% of all global online consumer traffic.

Besides that, you can use video to drive traffic, capture leads, convert to sales, build a relationship, teach/educate your clients....and so much more.

It's a no brainer. Get into video now.

This week we'll learn:

- ✓ The different types of videos you can make and what they are used for...
- ✓ How to shoot and edit your video
- ✓ Adding your Call to Action (Titles and Credits feature) at the end of your video
- ✓ Marketing your Videos for Maximum Exposure
- ✓ What to Say in Your videos (Bonus Scripts for Traffic Magnet videos, Squeeze Page videos, Thank You page videos and **BONUS** "mini sales pitch" on Thank you page video script!!)

ACTION STEPS

- Write Your Video Script
- Shoot Your Video
- Edit, add Call To Action and Upload to Internet
- Optimize your video for search engine rankings
- Submit Video to many different video sharing sites



Week 21-23: Using Copywriting for Increasing Conversions, Creating Sales Magnetism and Sustaining Relationships.



Week 24: The Consultative Approach to Selling



BONUS VIDEO: Using URL Rotators for Teams to Share Leads

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