



The Magic Formula **For Online Network Marketing Success**

By David MacGregor

Discover the 7 Super Strategies that will make you a Leader and reveal how you can build a downline that will never want to quit!

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A Message From The Author

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The purpose of this **Special Report** is to assist you build a successful network marketing business **online**, by providing you with real-world strategies and ideas that you can follow and implement immediately.

This Report is dedicated to all those who take **ACTION**, and is designed as such - an *Action Manual* - not simply as comfortable bedtime reading!

I wish you all the success!

David MacGregor
SovereignLife Enterprises

P.S. *If you'd like to make this Special Report your own full time automatic marketing machine - by branding it with YOUR name, website, and affiliate links - then make sure to read the information in Appendix 2 for full details on how to do this.*

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Introduction

The internet has seen a surge in online moneymaking opportunities. These include:

- Creating your **own** product or service and developing a full website, marketing strategy and order fulfillment system.
- Acting as an **affiliate** for an existing successful business, and earning commissions by promoting their product.
- Participating in one of many **network marketing** opportunities that abound on the internet.

Obviously, starting your **own** business, developing your own product or service and creating a viable business from scratch requires more than just a few dollars and one hour a night of your time. And while this option is real enough for those with the knowledge and resources, it's not something everybody can just do "in their spare time".

The next best thing is **affiliate** marketing - where all the "hard" work has been done for you - in the sense that the product or service has already been brought to market and the various marketing materials have been created. As an affiliate your task is to bring visitors to your own affiliate website and hopefully earn commissions from the sales that follow.

Affiliate marketing also makes it possible to earn **residual** incomes in various ways. If you're selling something that is **repeat** sale, then you may find you can earn a monthly or yearly income from just your first sale. Also, most affiliate programs pay on **two** levels, meaning that if you introduce new affiliates then you can also earn a commission on sales **they** generate for the parent company.

While affiliate marketing certainly removes many of the barriers to starting your own online business, it still leaves you with a fairly daunting task - how, exactly, to bring **visitors** to your own affiliate website.

Network marketing is affiliate marketing on *steroids*. You get an affiliated promotional website and various marketing tools. But instead of just **two** levels of potential income, you can earn money on **many** levels. Also, network marketing always involved repeat monthly sales, which makes it the ideal mechanism for earning an ongoing **residual** income.

However, all is not as easy as it seems - or as it's often made out to be.

The *traditional* network marketing model involves talking to all your friends and acquaintances - what is called your **warm** market - in a effort to persuade them to buy whatever you're selling, and hopefully become an agent just like you.

Now, while this may work sometimes, the truth of the matter is you will never build a successful network marketing business using this method alone. What's needed is a way to find a continuous stream of **new** prospects - completely *outside* your warm market.

This is where the **internet** comes in. And this is where people's eyes light up with the glow of presumed infinite profit potential!

Trouble is, the promise of unlimited prospects and customers queuing up at your website never happens.

You know how it is, if you've ever tried any form of internet business - networking or otherwise - the fact is getting people to even **visit** your website in the first place is a task of daunting proportions. And the reason is simple, there are millions of similar websites, all vying for attention - and yours is but one small drop in the ocean.

What this means is that for a novice, the building of a successful network marketing business online is much harder than many would have you believe. Even with a great product, a great website and great sales materials - without **visitors** you have no business.

In fact, the truth is you are much more likely to *fail* than succeed - unless you have access to some very effective marketing tools and strategies.

It's not enough to have a great corporate website. It's not enough to have a great product or service. It's not enough to have a streamlined payment plan, or a whizbang sales presentation. And while all of these things are important - they still beg the question, "How do I get people in the door to look at what I'm offering?"

But what about all those people who say they're making thousands of dollars a month? What's their secret? How do they do that?

Yes, it's true. People **do** succeed in network marketing - and some people succeed spectacularly. But they have a **secret**. They have a **plan**. They have a clearly laid out **strategy** that literally *guarantees* them success. And this is what I want to reveal to you in this Special Report.

The essence of their secret is that they have developed a way, a system if you will, which creates **clones** of themselves. They have a method by which they can show people exactly how to **duplicate** their own efforts. More importantly, they have a system in place which makes such "cloning" automatic.

You see, no one can become successful in network marketing all by themselves. No one can amass a fortune by working **alone**. No, the only way for such people to become financially successful is to implement some sort of system which allows those they bring into their team to *duplicate* their own efforts - and success.

Duplication is the key here. However, *people* can't be duplicated.

If I'm a great salesperson (which I'm not) and I go out and sell 100 units of whatever I'm selling each month - on the basis of my personal sales skills - then how successful do you think people in my own group will be? Not very successful at all - because they will lack the required sales skills. In other words, they are **not** like me.

People cannot be duplicated. However, systems can.

McDonald's is able to duplicate their famous *Big Mac* - in New York, Sydney, London, Paris, Tokyo or Beijing - precisely because they have a foolproof **system** in place. A system which ensures the same quality of output - regardless as to *who* is actually working in the McDonald's store - or *where* the store is.

So the **key** to succeeding online in any form of network marketing business is to have access to (or create) such a system - as a way for your people to exactly **duplicate** your own efforts.

This is the number one problem facing network marketing - how to enable **anyone** with sufficient motivation to *succeed* to the degree of their own personal goals and abilities.

And this is the purpose of this Special Report - to put into your hands the information you need to succeed in network marketing online.

What follows is a distillation of what I've discovered in over 8 years of successful internet marketing - mostly in the school of "hard knocks".

So, let's get going!

Super Strategy 1

Find a stable company that offers a unique product to a truly global market

This may seem like an *obvious* point, but it pays to emphasise the obvious!

Just think, how often have you seen some advert like - "Company about to launch is offering a huge opportunity to those who jump on board now!" Or, "New company in prelaunch is looking for leaders to capitalise of massive projected growth!".

The fact is, the place is littered with failed companies and their opportunities. And there are many reasons as to why. Could be just bad management. Could be a badly researched product or marketing plan. Could be anything really - but what matters is that you don't wind up having expended energy with some company that goes belly up.

The only way to avoid this potential trap is to ignore the hype and promises of such start-ups. Sure, they may indeed be the next big thing - but you don't know that for sure. And you don't want to waste your time or energy on just "hope".

Stability comes from success over **time**. So look for a company which has a *track record* of success.

In network marketing you need something **unique**. It's not enough to be selling a copy of something which is just as easily got from the shelf of your local supermarket - usually at a *lesser* price.

If you're going to be promoting something, then you want to feel confident that what you're offering has something **special** about it - some powerful **USP** (Unique Selling Proposition as professional marketers like to call it).

Of course being "unique" can mean many different things. Perhaps the product's uniqueness lies in the fact it is simply the **best** product of its kind on the market. Or perhaps it's available at the best **price**. Or maybe it's even **patented** or protected in some way, making it (or something similar) unavailable anywhere else.

Your chosen product must have something about it that makes it **stand out** from the crowd - or your efforts will simply come to naught.

Sure, a super-salesman could probably sell an *inferior* product, but your average online income seeker is **not** a super-salesman, and is not accomplished in the art of flogging off just plain ordinary stuff.

If you're going to get involved in online network marketing, then you **also** want your product to appeal to, and be available to, a truly **global** market.

The internet is a *global* phenomenon, and to **not** work to this advantage is to miss a huge opportunity. Yes, you can certainly make money selling something to your own countrymen, but just think how much more money you could make if the whole world is your market.

Another vital element of catering to the global market is the issue of ease of **deliverability**. You may have a great product which appeals to a wide market, but you'll be stymied if it is hard to deliver to your customers.

What could make something "hard to deliver"? It could be a number of things. For example, let's say you're promoting a home gym set-up. It's a great product at a great price - and all the world is clamouring for better physical health. But what if it costs the earth to ship it to your international customers? Suddenly your great price is inflated to the heavens by steep shipping costs. Wham! There goes your easy global market.

Other factors can also affect global deliverability - including such issues as the various *rules, regulations* and *legislation* that may exist in the different countries you want to do business in. What's the use of selling some new, super-effective weight loss pill, if the ingredients of that formula are banned or not allowed in your target market countries. Or where such a product has to undergo a long-winded approval process before being allowed into the country.

In a global market, easy deliverability is something to consider - and in this **digital** world, the easiest products to work with are those which can be delivered by the same media they are promoted over - the **internet**.

Super Strategy 2

Promote a product with a compelling price point and an absolute risk-reversal offer

When selling anything, you are constantly at "war" with your potential customers' **emotional** responses. You're seeing all the **positives**, while they are seeing all the **negatives**. And one of the greatest negatives is the element of **risk** in committing to purchase what is on offer.

Just think about it. Would you go out and purchase a nifty new plasma TV for a few thousand dollars, if you weren't sure you could bring it back if it didn't work properly? Of course not. You rightly expect some sort of **guarantee**.

You want the **seller** to assume the **risk** of your purchase - so you can have peace of mind, knowing that if it doesn't perform as promised, or there is something wrong with it, you can simply take it back for a full refund.

This is what is termed "risk-reversal". The sales offer contains something which completely reverses the risk from you - back to the company involved.

This is also a key component of direct mail and those flashy infomercials you see on TV. In every case, you will note that the offer being made comes with an *unconditional* "money back guarantee". Without it, sales would plummet and people would keep their dollars tightly in their wallets!

Well, it's no different on the internet. In fact it's even more important, because the internet is virtually **anonymous** and because the potential for fraud or rip-off is even greater. Consequently, when marketing anything on the net, it's essential that there is an **absolute** risk-reversal offer in place.

This can be implemented in many ways. It may be a simple money back guarantee. It may even be better than that - like, "If you're not entirely satisfied, we'll give you your money back *plus* an extra 10% for trying it out!".

Another highly effective risk-reversal strategy is the free sample or **free trial**. Nothing brings a "yes" response quicker than the option of a free trial.

Your life as an online network marketer will be made infinitely easier if the company you represent has a rock-solid risk-reversal offer - one which removes risk and encourages a "yes".

Just as important as the nature of the offer, is the actual **price** of your product.

This is an often overlooked feature of any marketing campaign - but experienced direct marketers know the importance of price in the marketing mix. In fact, price is so important that all successful online marketers are constantly **testing** different prices to find the most effective one to maximise sales.

Now, while testing and changing the price is easy enough for a company offering something with a very low real production cost - like an e-book or digital good of some sort - but it's not quite so easy for *hard* products which have fixed bottom line costs.

However, just because one cannot easily change or test the price of a bottle of vitamins, for example, doesn't make it any less important to get the price right in the first place.

It's been proven that pricing can make or break a particular product. Various direct marketing tests have shown that different pricing models can impact in a huge way on final profitability.

And what does all this mean to a network marketer - who after all, has no control over the actual pricing of the product he or she is promoting? It means you need to feel **confident** that the price of what you're offering is perceived as a **positive**. If it's seen as a *negative*, then you'll be forever looking for ways to **justify** the price - and price will just be one more potential objection to overcome.

Price can make or break your growing business, and your ability to see results from your ongoing marketing efforts.

This is particularly important in network marketing, because in every case a **monthly** ongoing purchase is involved. When considering your product, or your business opportunity, your prospect will be asking themselves, "Can I afford (or do I want to pay) that amount of money each an every month?"

How do you know if the "price is right"? Quite simple really. If the price never comes up as a factor in the sales process, if no one ever complains about it, and if your product is competitively priced, then you will have removed a key barrier to making the sale.

Super Strategy 3

Offer a product with a magnetic loyalty factor

One of the biggest problems for the aspiring networker is how to **retain** customers and affiliates.

It's one thing to get someone to order off you *today*, but will they continue to order off you *tomorrow*? And that's an important question, because the essence of business under the network marketing model is that you find people who will *continue* to purchase month after month, and hopefully, year after year. You're looking for **long-term** customers.

What you need is a product which has a **loyalty** factor built in. What do I mean by that? Well, some products engender a sense of "ownership".

Let me give you an example that's far away from network marketing.

It's a well-known fact that **Apple Computer** has one of the world's most **loyal** customer bases - *fanatically* loyal in most cases! How do they achieve this? Well, it's a complex issue, but essentially it's because Apple creates excellent products (the Mac computer, MacOs operating system and the iPod for example) which engender a sense of ownership and loyalty.

What this means is that when the company releases a new model they are almost *guaranteed* sales, as millions of loyal customers from all over the world rush into their local Apple store to buy the latest offering. In Apple's case, such loyalty is brought about by the company's commitment to **quality** and **innovation**.

Other companies are in awe of Apple's *magnetic* loyalty factor - because it represents a virtual guaranteed profit from its **existing** client base.

In any business this is a plus. But for a network marketing company it is a **necessity!**

Perhaps the number one challenge in network marketing is **retention** of customers and affiliates, because the entire success of this form of marketing depends on **repeat** sales - month after month, and year after year.

If a company cannot retain its existing customers, then it's in for a rough ride, and ultimately will fail in its objectives of creating an ongoing residual income for its affiliates.

When looking to get involved in network marketing, have a long hard look at the product concerned, and ask yourself if **you'd** be happy to be a continuous repeat customer yourself.

More importantly, ask yourself what *emotional* factors are at play here, and what is it your potential customers will find so "attractive" about your product as to want to continue purchasing it month after month.

If you can find a product with this **magnetic** loyalty factor, then you are well on the way to success.

Super Strategy 4

Work with a company that provides state-of-art sales tools that literally close the sale for you

It's a well known fact that most people **hate** selling. This is why, if you're unemployed, you can always find yourself a job (commission only!) as an *insurance* salesperson. The reason is simple. No one really likes selling - so finding good sales people is like looking for a needle in a haystack. The insurance industry is therefore *always* looking for new people!

If you're looking to get involved in network marketing (or are already involved), make sure to ask yourself whether you are expected to "sell" the product you are offering.

Selling is a specific **skill**, one which requires certain personal attributes - of which having no fear of **rejection** is one of them! Fear of rejection is perhaps the single most important reason people don't like selling. They fear the rejection that comes when their prospect says "No!".

To be successful in any form of network marketing - where everyday, ordinary people are involved - you must have at your disposal effective sales tools. You need something, which in sales jargon, will **close** the sale.

Closing the sale is vitally important. It is that process where a person is brought to a point where they make a *positive decision* to buy the product.

In the "old" days, this was achieved by inviting people to an "opportunity" meeting - where some hotshot would do an impressive sales presentation. These days, with the internet, the search has been on for the ideal method of achieving the same result **online**.

Naturally, many networking companies already provide such essential online marketing tools. This may be an audio tape or CD - or more likely these days, a DVD or online movie of some sort.

The purpose of such a tool is to do the **selling** for you. You want it to be effective enough that when you put it into the hands of someone who has expressed an *interest* in your product or business opportunity, it will do the job completely - and leave your prospect with just one response - "**Yes!**".

A good way to evaluate the effectiveness of such a sales tool is to listen to, or watch it, yourself. Does it *move* you? Does it appeal to both your **heart** and your **head** - your emotions and your sense of logic? Does it make you feel like joining all over again? And if you're *still* looking for a good network marketing company to work with, make sure you check their primary sales tool - and see for yourself if you are drawn into this in a compelling way.

Chances are, if you do find such a sales tool *compelling*, then your prospects will too.

With the advent of internet-based network marketing, there are many innovative ways to present a product or opportunity in a way to maximise response - so make sure that any company you are looking at, or are involved with, has such a sales tool available.

Super Strategy 5

Become a Leader and provide an ongoing support system for your team

Robert Kyosaki, of *Rich Dad Poor Dad* fame, wrote a book on the many advantages of network marketing called *Business School - For People Who Like Helping People* - in which he emphasises the role of **leadership** and how it is the **key** to being successful in this type of business.

Just ask yourself, would you rather join a network marketing company under someone who appears to be a *novice*, or under someone who is *successful* and can offer you the support, tools and ideas you are looking for?

I think the answer is obvious. We'd all like to find a successful person to join under - because we intuitively know that they can be of great benefit and assistance to us. They can help us get started, and advise us as to the best ways to succeed in that particular business.

So, just as **you'd** like to join a network marketing company under such a person, so would those you are seeking to join your own team. They too would like **you** to be such a person - to inspire confidence and offer leadership.

The truth is, people **respond** to effective leadership. If you can present this image to your own prospects, then you are ahead of the pack. And this is essential. The internet is awash with people peddling all sorts of stuff - usually very badly - and you need to *separate* yourself from the crowd, by becoming the sort of person other people want to work with.

One way you can do this is to offer an effective **support** system to your own people - where they can ask questions, seek advice, and generally feel they are being taken care of. Such a support system may be something you develop yourself, or something from your upline which you can also offer. Either way, by providing such support you are marking yourself as a "leader", rather than someone seeking such support.

You'd be surprised how much more effective your marketing efforts are, if you set yourself up as a **leader** and act like one - which should include implementing the next idea, strategy #6.

Super Strategy 6

Provide a fully-automated viral marketing system which you can offer your downline for free

As mentioned previously, being able to **duplicate** yourself is the name of the game in network marketing. It's the **only** way you can achieve those potential income targets and goals - you know, where you are shown how if you just recruit 3 (or 5) people, and each of them do the same, then you will be making thousands of dollars a month in the near future.

The key words here are finding people who can "do the same". And as already discussed, because people are not *duplicable*, you need a **system** that is.

You need to offer some sort of marketing system which your people can plug into - and have access to all the tools you have access to, so they *too* can become successful.

A marketing system can be many different things, but must focus on the one **primary** role of any network marketer - and that's **prospecting** or lead generation.

As a network marketer your job is not to **sell** your product or opportunity, but to find people who are potentially interested in this, and to present them with further information. Your job is to **find** and **sort** prospects.

This prospecting is done mostly via web pages, which you can point people to, to learn more about your product and opportunity.

Now, all networking companies provide various levels of online marketing support. Some will give you an affiliate coded website of your own (and sometimes charge you *extra* for it!), and some will provide even more tools, like follow-up via email etc.

However, in many cases the primary sales pages of these corporate-provided websites are insufficient in themselves to do an effective marketing job. They may be great looking, but not at prospecting or selling.

This is the reason you see so many "groups" form *within* network marketing companies. These **subgroups** effectively create their own add-on marketing resources, to further enhance their chances of success - and to provide a support system to their own downlines.

A typical add-on marketing system may include such things as **lead capture** pages, where you can get the name and email address of a prospect for further follow-up - and an **autoresponder** with a series of sales messages included. It may also include various **advertising** strategies and proven techniques for getting visitors and subscribers.

The value of such systems is that they are proven to be far more effective than just having a "corporate image" website - which people can visit and leave in an instant.

It all boils down to this: as a network marketer your main job is to **find** people to **visit** your affiliate coded website. You do this by applying workable and effective internet marketing strategies.

But that brings us back to square one - which is that most people not only don't have any **sales** skills, they don't have any internet **marketing** skills either!

That's why *leadership* is important. And that's why a good leader will provide these tools to their own people - by way of a *system* they can duplicate.

Does this mean you must develop these leadership tools and strategies yourself?

Yes and no.

If you're the sort of person who naturally assumes a *leadership* role, and you find none suitable above you in your upline - then you may very well decide to become the leader for your own team and **create** or implement such marketing and support systems yourself.

However, there is another, just as **effective**, way of becoming such a leader. And that's to plug into a team with a leader *already* in place. If you join a particular networking company under a dynamic leader who is *already* providing an effective marketing system and the support to go with it, then this will be something you will be able to offer your own prospects, and in so doing, *present* yourself as the ideal person to join under.

This point can't be emphasised enough. Just put yourself in your prospect's shoes. If you were looking at a new opportunity, wouldn't **you** be more likely to join under someone who has shown they have a **system** and **support** to offer you, something you can see yourself using - rather than someone who doesn't seem to have a clue?

Yes, to stake your claim to success in the online network marketing business, it's essential to become a **leader**, either directly or by *proxy*.

But there is one very important point to be made here. Many downline groups, within existing network marketing businesses, provide such add-on support and marketing services - but at a **price!** And to a new prospect, this just looks like another way they are being asked to part with their hard-earned cash.

It's much better if the support system is provided for **free**, for then you have something truly *valuable* to offer your own prospects - something to set you *apart* from the crowd, and something to mark you as someone worth joining up with.

And there is one other vital ingredient to a successful marketing system - it must contain inbuilt incentives to "grow and multiply". Another term for this is **viral** marketing - which is just another word for *word-of-mouth* marketing.

This is achieved when the system has **incentives** built into it, to encourage others to "spread the word". In so doing, an effective viral marketing system will take on a life of its own.

It's the same strategy that big companies such as **PayPal** implemented when they first came on the scene. They provided incentives for their initial client base to tell others about the service - via referral commissions - thus ensuring a constant flow of new customers.

This is what a good viral marketing strategy will achieve, and in so doing, will provide the added impetus to your "duplicating" system.

One important and effective component of such a viral marketing strategy is discussed in the next section.

Super Strategy 7

Provide a brandable e-book which can be used as lead generator or funded proposal

One of the most effective viral marketing tools is a **brandable** e-book - like the one you are reading now.

What, exactly, is a *brandable* e-book? It's when you can **personalise** an e-book with your own name, website and links - which gives you an **incentive** to pass it on to others.

Of course, there are other essential features to creating or using such a book.

It needs to offer **useful** information - the sort of information that is worth passing on. A brandable e-book with just one page of links would hardly be inspiring, and certainly wouldn't achieve its objective.

So, the first thing to consider is the **subject** of such a book - and to **whom** is it targeted. These are essential considerations, as you need to know your market before you can create, or use, such an e-book.

As an example, consider the e-book you are reading now. It has a distinct market - those who want to be *successful* in network marketing. This is made clear in the title: "The Magic Formula For Online Network Marketing Success".

It also narrows down the potential reader market by stating, as a subheading: "Discover the 7 Super Strategies that will make you a Leader and reveal how to build a downline that will never want to quit!"

From the title and subheading you can see that the e-book you are reading now is aimed fairly and squarely at those who want to succeed at network marketing - with a particular emphasis on how to build a downline that will never quit.

The other important element of a good viral e-book is that it must be **generic**. That means it must provide information of value to **anyone** seeking information on this subject. It is not providing a *biased* view, or a *partisan* opinion - but rather, information that is valid, no matter **what** type of network marketing company or opportunity you are either considering, or are already involved with.

An e-book such as this can be used in two primary ways:

1. As a **free give-away** to prospects - as part of your general viral marketing campaign. This puts into people's hands a tool they can immediately use for their own personal advantage - by being able to brand it with their own name and links.
2. As a **funded proposal** - a means of *sorting* prospects to discover the serious ones.

A *funded proposal* is when you offer a lead-in product for **sale** - your brandable e-book for example - which is designed as a "qualifier", a means of sorting through your prospects to find the serious players. When someone buys such a product off you, you know you have a *serious* prospect in front of you.

With a *funded proposal*, your first line of marketing is to promote and sell your e-book. What you charge for it is up to you - but you could certainly charge anywhere in the region of \$9.95 to \$19.95. This price range is effective, as it encourages purchases and reduces risk.

The advantage of the funded proposal approach is that by offering your e-book for sale, you are qualifying your prospects as to their level of seriousness. Not only that, but you are making a modest *upfront* profit to defray your other marketing costs.

If you were to sell such an e-book, it would imperative to offer it via a **lead capture** page - a page which first asks for the person's name and email address. You need to do this to ensure you have captured that person's contact details - and more importantly, set in place a follow-up email message system to introduce your potential business partner to your particular business opportunity.

So your e-book's lead capture marketing process would look like this:

Set up a lead capture page with the express purpose of soliciting a prospect's name and email address, and then forward them to the purchase page, where they can buy the e-book you are offering.

They would then receive follow-up messages via autoresponder, which reinforce the message of your e-book, and introduce them to your particular product and business opportunity.

Whichever way you choose to use such a brandable e-book, the important element is the **viral** nature of it - the fact that each person can benefit from *personalising* it and either selling it, or passing it on as part of a more comprehensive marketing strategy.

Conclusion

As you will have noted, becoming successful in network marketing on the net requires a certain **mindset** - to see yourself as a **leader**. This is an important distinction, for if you present yourself this way, you will find it much easier to find and recruit suitable people to your own downline.

The "leadership" qualities you'll need to exhibit include such things as being able to offer a **support** and **marketing system** to your own team. It will also be apparent in seemingly simple strategies - such as making sure you send a friendly **welcome** letter to all your new people, welcoming them to your team and informing them of how they can plug into your support system.

You need to get your head around the fact that in order for you to **succeed** in network marketing, you need to actively **support** your own downline - so that *they* can succeed also. For without their success, you cannot succeed.

That's why **Robert Kiyosaki** called network marketing the business which is ideal for those who like **helping** others. The extent to which you can provide meaningful and effective assistance to your own downline, is the extent to which you will be successful in network marketing.

The **7 Super Strategies** outlined above all spring from actual experience as to what works and what doesn't - and provide a **blueprint** for you to emulate.

Of course, there are many variations as to how you can achieve this - and many different companies which could provide the vehicle for you to build a successful business with.

The purpose of this Special Report has not been to tell you **who** you should join, or exactly what sort of leadership resources you should provide for your own team, but to give you some serious **pointers** in the right direction - some guideposts to assist you develop your own successful business strategy.

If you're looking for ideas and inspiration in this area, then check out the **resources** quoted in the *Appendix* that follows - as all of these will assist you achieve your goal in one way or another.

And it's my express wish that at least *one* idea in this report will inspire you to move forward in your own quest for a meaningful **residual income** - working with a company and product which you can be proud of, and be successful in promoting.

If you follow the pointers in this Special Report, I'm sure you will advance towards your goal a lot quicker, and develop the necessary marketing skills which you can pass on to your own team - and thus ensure your own financial success.

To Your Future Success

David MacGregor

P.S. *Make sure you take a look at the **Resources** in the following Appendix.*

Appendix 1

Recommended resources for implementing the 7 Super Strategies

The following links are offered as suggested components of any good marketing strategy - including a couple of *recommended* network marketing opportunities that fit the criteria outlined in this report, should you be looking for one.

Take the time to browse each of these links, as they will greatly assist you in your online marketing endeavours.

Global Domains International

GDI is the **ideal** product and business opportunity to market online. At only **\$10 a month** it breaks the "price objection barrier" for many people, making it much easier to promote to a global online market. Not only that, they offer a **7 day free trial**, which completely eliminates **risk** and gives prospects the opportunity to get an *inside* look at how everything works **before** committing.

The surprise statistic is that more than **80%** of those who take the free trial end up staying. One reason for this is the *nature* of the product itself - which encourages **ownership**, and hence **loyalty**. The **GDI** product package is a personal or business domain name, web hosting, website creation tool, and up to 10 email addresses. When a person gets their **own** domain they experience the 'glow' of ownership and are much less likely to drop out.

You can learn more about **GDI** by clicking [HERE](#).

Success University

Success University is another great product and business to offer to the "wired" global village. The concept is a first - to offer an ongoing educational, training and mentoring service by way of streaming **audio** and **video** - on a wide range of topics. The key feature is that it's all delivered online and automatically, making it the ideal *digital* product to market worldwide.

But more importantly, **Success University** offers something in great demand - the opportunity to better oneself and to learn the *secrets of success* from recognised masters in the field. And like all good marketers, they reverse the risk by offering a **free 14 day trial**.

Once again, the retention rate is good because the benefit of the product is *ongoing*, and because of the **binary** payment plan which provides for the payment of commissions on multiple levels through what is known as "spillover".

You can learn more about **Success University** by clicking [HERE](#).

IncomeBoost

This is an automatic marketing and support system which works **virally** - as talked about in this report. **IncomeBoost** offers a full suite of marketing tools - including personalised web pages, lead capture pages, autoresponder follow-up system, and advertising resources - and all for **free**.

I offer **IncomeBoost** to all those in my own **GDI** team, and allow them to offer it to their own people, and so on. This way, the entire downline has access to a free, automated marketing system which *dramatically* increases their chances of success. There is also an ingenious way that those using this system can incorporate **Success University** as an *optional* additional product.

This allows all those using it to present themselves as a **leader**, someone who others want to do business with, and someone who can provide free access to the sort of tools and support they are looking for.

You can learn more about the **IncomeBoost** system by clicking [HERE](#).

Downline Secrets

If you're the sort of person who wants to establish a viral marketing and support system for your own team - and be the **initiator** of such a system - then you should definitely take a look at *James Grandstaff's* website **Downline Secrets**.

He offers a host of tools to assist you in your network marketing team-building efforts, including the ability to brand your own e-book. But of particular interest is a **software script** he sells, that will allow you to *create* an entire *viral* marketing

system which can be designed exclusively for whatever business or opportunity you are involved in.

With the tools available from this site, and many of them are *free*, you will be well-equipped to mark yourself as a **leader**.

You can learn more about **Downline Secrets** by clicking [HERE](#).

TrafficSwarm

This has been around for some time, but is still the largest and longest established free traffic exchange program on the net - with over 250,000 members. What makes **TrafficSwarm** effective is the viral nature of it. At first, gaining credits (without buying them) can be time consuming. However, by recommending it to others, you are able to get *bonus* credits added to your account. And that can really add up over time.

If you're looking for free advertising resources and an effective way to test various adverts, then **TrafficSwarm** will be of great assistance.

You can learn more about **TrafficSwarm** by clicking [HERE](#).

TopSurfer

This is another free traffic exchange, but one which operates on a slightly different principle than *TrafficSwarm*. In each case you surf for credits and in turn get your own link rotated to other viewers, who are also surfing for credits.

However, whereas *TrafficSwarm* displays **adverts** which people must click on, **TopSurfer** displays your whole web page. With this service you also have the option of sending a solo email to the whole membership list - as part of their *paid* membership option.

You can learn more about **TopSurfer** by clicking [HERE](#).

YourLuckyList

Every experienced net marketer knows that money is to be found in the **list**. Trouble is, growing an effective list of your own is certainly not easy. Unless you have a high traffic website where you are taking subscriptions directly, or by *purchasing* subscribers (which is fraught with potential difficulties), then growing your own list is a long hard slog.

This is where **YourLuckyList** comes in. By joining for *free* and recommending it to others you are able to mail out to an ever expanding list of your own. And not just those you recruited yourself. No, **YLL** uses an *ingenious* system to ensure you can mail out to *different* people each time - and all completely double opt-in.

You can learn more about **YourLuckyList** by clicking [HERE](#).

TrackThatAd

Whatever online business you are in, and no matter whether it's marketing a product of your own, or someone else's product via affiliate or network marketing - the **one** thing **every** online marketer needs is a way to **track** various advertising campaigns.

Why? Because you need to know which ads are working and which are not. There are so many **variables** when marketing - like the wording of the *headline*, the main body text, the method of advertising - like in an ezine, on a website, a classified ad, or an advert in *TrafficSwarm*. All these variables need to be accounted for, and the way to do that is by using a tracking system.

TrackThatAd offers the ideal solution for **free**. You can convert any website link into a shorter coded link which you will be able to track for results. For example, you could place an ad for your website in a particular location and code it accordingly. You would then login to **TrackThatAd** to see exactly how many people clicked on that ad. The other advantage of a tracking link is that it is *shorter* than most affiliate links, and prevents people from bypassing your link in favour of the main site.

You can learn more about **TrackThatAd** by clicking [HERE](#).

Appendix 2

How to turn this e-book into your very own viral marketing machine

You can create your **own** copy of this report - **The Magic Formula** - for **free**, and brand it with your **own personalised** links very easily. Just follow these step-by-step instructions.

1. Decide **which** links you want to *personalise*. You are not required to personalise them **all**, only the ones you believe will benefit you. So read over the **Resources** in *Appendix 1* again and decide which of these you'd like to be replaced with your own links.
2. Visit each link in the above **Resources** section - those which you want your own links for - and register with each one, so you can get your own personal **ID**. If you *already* belong to any of the quoted resources then you can use your **existing ID**.
3. Write all these **IDs** on a piece of paper, alongside the particular program they are related to, as you will need ready access to this information when *branding* your own copy of this e-book.
4. Decide what **personal website** you want to promote - as you can include this with your own name at the beginning of this e-book. Your own website link can be anything you like. Perhaps your own personal website, or a business, affiliate or network marketing link of your own - whatever you'd like embedded in your personal copy of this e-book.
5. When you've done **all** of the above, go to the following link and enter your various registration **IDs** in the appropriate fields - and follow the online instructions.

To create your *personalised* copy of this e-book click [HERE](#).

Please Note: If you are not personalising **ALL** the links, then just leave the **existing** ones *defaulted* as they **are**. You are not *obliged* to join all the recommended programs and personalise all the links - only the ones you **want** to or feel comfortable with. But it's important that you leave the ones you don't want personalised *as they are* - so these links are still present and **active** in your own copy of this e-book.

And that's it! You will now have your own copy of this e-book to use however you wish. You can sell it for any price you consider reasonable. You can give it away as a teaser for any other marketing campaign you are involved in. You can also give it as a bonus to those who join you in your primary business. The choice is yours.

But remember, the power of this **viral marketing tool** lies in your willingness to distribute it - and for others to do likewise.

I wish you all the best in your ongoing business endeavours, and it's my sincere hope that you can create a satisfying and profitable online business for yourself - because I can assure you, as someone who is **living the dream** right now, it will be well worth the effort!

To Your Success

David MacGregor

About The Author

*David MacGregor has operated his own full time online business since 1998. He runs an information service and web-based membership club called **SovereignLife** - which is designed for those who are seeking more practical freedom and financial privacy. His online business experience and knowledge has come from the "school of hard knocks" but the results have allowed him to live a life of unprecedented independence and flexibility, and to work from anywhere in the world - just from his laptop computer. To learn more about **SovereignLife** click [HERE](#).*

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