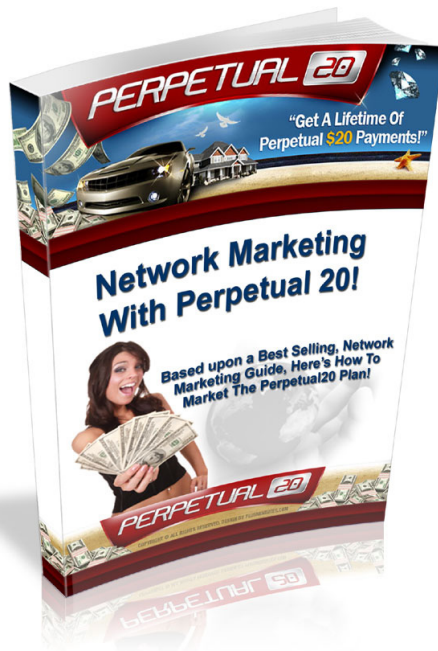


# "How To Turn \$20 Payments Into A Lifetime Of Perpetual Income Automatically!"



# Network Marketing with Perpetual20

**“Here’s How To Market The Perpetual20 Program Using a Turn-Key Marketing Model To Explode Your Network Marketing Business – Starting Today!”**

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<http://www.perpetual20.biz/rebrandable>

**“The rebrandable version is free to all current and future Perpetual20 members”**

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## **Network Marketing with Perpetual20**

**“Here’s How To Market The Perpetual20 Program Using  
a Turn-Key Marketing Model To Explode Your Network  
Marketing Business – Starting Today!”**

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# Chapter 1: Introduction



Welcome To **“Network Marketing with Perpetual20”**

In this book, you will learn most of the stuff you’ll need to know about how to survive in the cut-throat world of network marketing, and how you can get ahead of the other Perpetual20 competition!

After all, network marketing is like a jungle. If you are not careful, you will get eaten by the **LIONS** out there!

There are certain timeless principles that will never change in the network marketing industry. Principles such as:

- Providing value for your customers and prospects
- Uplines helping downlines
- Working together with a solid management team
- Building your reputation and helping others...

These things will never change. However, there are certain things like business opportunity demands, prospecting methods, competition and many other crucial business factors have changed the way network marketing is done!

The goal of this short ebook is to provide awareness for Perpetual20 network marketers and give them enough knowledge to know what works and what doesn't work. With this knowledge, you will be able to arm your downlines to the teeth!

**Make sure you apply the techniques in this ebook and take advantage of the free tools that are available for you.**

## **STOP! - Just reading this ebook 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!**

If you're going to encourage people to buy or to sell the Perpetual20 system, you may want to actually try it yourself first, so you can make sure it is something worth paying for. There are plenty of marketable products and services out there, but if you know exactly what is good about a given product or service, you will be able to sell it considerably better.

Once you have established credibility and the understanding of the product/service/opportunity you are selling, you will then want to begin building a network. This is the only way you can possibly avoid the failure that most others experience by doing everything in a legitimate way, rather than cutting corners to save time.

Instead, spend the time to know the Perpetual20's line of products and tools, and spend even more time getting to know everyone in your network. The better they are able to replicate whatever successes you have had, the better your network will do as a cohesive whole.

So without further ado, let's get started right away! The following link will let you in to Perpetual20 today:

<http://www.perpetual20.biz/order.php?id=anderseriksson>

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## Chapter 2: A New Era...



### Old School Versus The Google Revolution

There was a time in the past where people had NOT heard of network marketing. If you brought them to a 'dog and pony show' telling them about how network marketing will give them residual income and CHANGE THEIR LIFE, they would gaze in awe about this fantastic NEW opportunity.

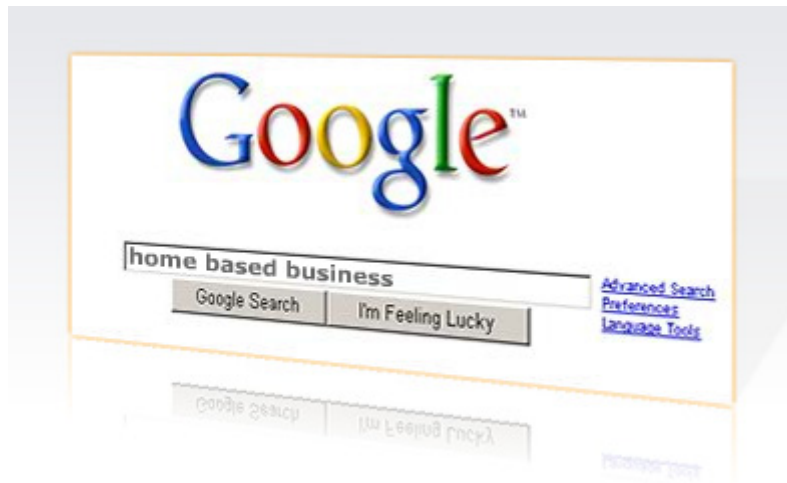
Unfortunately, network marketing is totally different today! Times have changed and network marketing is nothing new.

An average person is approached by various network marketing companies at least 10 times. I personally have been approached by network marketing reps and opportunities at least once every week!

The fact of the matter is, network marketing opportunities are like the sand at the beach. There are more and more companies springing up like mushrooms after the rain and the **COMPANY : DISTRIBUTOR** ratio is going to shift dramatically.

In other words, competition is going to kill the average network marketer as a result of the Google revolution.

Today, someone can go online and Google the search term – Network Marketing Opportunity or Home Based Business and get bombarded by countless business opportunities... and they can do it in the comfort of their own home without having to drive out to Star Bucks and listen to a stranger as they 'show the plan'.



The funny thing is that a lot of network marketers do not realize that the Internet has revolutionized the way that network marketing is done!

Some people are sucking in paid leads like a vacuum cleaner and earning massive money online while the poor network marketing rep that is still making a name list of friends and family is going to be crushed by the competition!

Now that we know about the competition that we are up against, you have a better understanding on how to use the Internet to work **for you** rather than against you!

For more information about how to use the tools and resources in the Perpetual20 member's area, please signup below to learn more:

<http://www.perpetual20.biz/order.php?id=anderseriksson>

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## **Attrition Rates Are Increasing**

People who drop out of network marketing companies are quite common today. However, because of increasing awareness about network marketing recruitment 'tricks', information overload and saturation, more and more people will be dropping out of network marketing companies – and we wouldn't want that to happen to our Perpetual20 team, right?

In the past, people were more concerned about supporting their upline and being loyal to their company. Today, there are so many business opportunities available out there that people are jumping from one opportunity to another in a heartbeat

**..and we wouldn't want that to happen to our Perpetual20 team, right?**

They don't want to wait 6-12 months before they break even - they want fast, relevant results!

However, by being aware of the rising attrition rates will give a network marketer a realistic expectation about the industry, rather than jumping in believing that motivation and hope will provide the ingredients for success in network marketing.

## Chapter 3: Choosing The Right Network Marketing Program



### The Right Vehicle

Let's be brutally honest with ourselves here.

Network marketing is all about making **MONEY**.

You are **NOT** in charity. If you are building this business because of your loyalty to your company (because you feel that it is a good company) or because you are loyal to your upline, you will **FAIL IN NETWORK MARKETING IF YOUR INTENTION IS NOT VERY CLEAR FROM THE START!**

**A network marketing company (or network marketing for that matter) is just a vehicle for you to make money, full stop!**

As an independent distributor, you are an entrepreneur! An entrepreneur must deal with partners, workers and suppliers. You are **NOT** in business alone (if you are, then you are not an entrepreneur but a small business person). As an

entrepreneur, your network marketing company (i.e Perpetual2) is your **PARTNER**.

Your business will survive if your partners are performing well. In business, people will break partnerships if it isn't profitable! The same should apply in your network marketing business as well!

Remember, your company is only a vehicle. If the management team is stuffing up, the margins are low (and not profitable), and the other variables do not equate to a profitable business, then it's better to find another company!

**Remember this golden rule: Mixing business with emotions is a recipe for disaster!**

## The Right Management Team

The management team is the backbone of your business. They are your suppliers and your collection agents all in one. How can you survive in the network marketing industry if your suppliers are not delivering the "goods" on time or the company has cash flow problems?

In order to choose the right company with the right management team, you must do your due diligence on these factors (I have already done the homework for you below – check the sentences in italic):

- **Their track record.** Is the network marketing company backed by a solid track record? – *Perpetual20's owner Ewen Chia has been in the internet business since 1997 - a 14 year track record!*
- **Is the team here to stay?** There are some network company owners who build and burn and build again. You don't want to invest interest in a company that is there today but gone tomorrow! – *Perpetual20's founder has been around for 14 years – it works for me!*

- **The vision.** Does the company have a solid vision and are they actively working towards that vision? – *Perpetual20's vision is to supply their customers with the best marketing tools around, many comes with private label, and resell rights!*
- **The capacity to expand.** Sometimes, when a new startup company is expanding, they might run into cash flow problems when their sales volume increases! They need to build more and bigger data centers, and pay MORE commissions and bank loans when more and more orders are taken. Just because the teams are growing and the sales are coming in doesn't mean the company is able to cope. *Peperual20 recently moved to a new webhosting server to be able to expand their business without increasing costs*

## A Product That Is In Demand

This is a no-brainer. No matter how good your company, management team, compensation plan or your upline is -- a company will NOT survive if their product does not stand the test of time.

That's why Perpetual20 is perfectly positioned in an era when almost every new and existing business is developing their online presence, in every corner of the world.

What will they need? – Marketing tools, and more...

## Chapter 4: Finding The Right People To Work Together With

Joining the right team is also crucial in MLM. No man (or woman) is an island in this world.



Uplines will always be there to help but the attitude to be adopted is that I am in business for myself, but not by myself. Since I am in business for myself, I am the master of my fate, I create my own luck, and I am the author of my own book – it all boils down to ME.

Having an upline to help you is considered a BONUS. If you were to run a traditional business, would you expect other people to open shop for you and close the shop for you? Same goes in MLM.

Likewise, you have to be a good, responsible upline for YOUR downline as well. No one has succeeded in any industry without learning - and MLM is no different. It is the upline's responsibility to guide, train, teach and motivate the downline (hence I wrote this ebook).

**“If you give a man a fish, he will feed himself for a day. Teach him to fish, and he will feed himself for life!”**

New people in MLM without guidance are like sheep wandering into a wild forest – what are their chances of survival? It is no wonder 95% of Network Marketers fail to break even. The upline must lead them, empower them - but must **never spoon feed them**. Uplines must not be abused.

**“Help others, even before you attempt to help yourself.”**

This sounds counter intuitive, especially if your goal is simply to make money at any cost, however, as almost all network marketers learn, helping others and helping yourself often means the exact same thing.

The reason why this is so true with network marketing is because the best way to earn is to get others to do the work for you to gain leverage and momentum. Without gaining leverage, your best hope is to simply sell the product yourself through some type of direct marketing scheme.

Now, if you want to gain leverage, you have to find ways to teach others to do what you presumably know how to do yourself - which is to find prospects, introduce them to the product/service, and then close sales. Conversely, if you are shooting for a network perpetuation model, you will want to be able to show people how they can recruit people just like you.

With this being said, there is a significant difference between knowing and doing. You might know how to teach people this process, but if you are unwilling to actually do so, the skill is useless.

So make a habit of helping others, and especially those in your network. Whenever someone sends you an email, make your best attempt to respond to it quickly and comprehensively.

Even if the person himself is unlikely to earn you any money, your simple act of kindness could stir him to spread the word about your network to his friends.

Additionally, remember that helping others is only one part of the equation: the other is making sure you do it correctly.

With that being said - here's my contact info if you need assistance:

**[sales@datorsam.com](mailto:sales@datorsam.com)**

Developing a good relationship with the company staff is also necessary for success. If you have a good relationship with the owners of the company, it is also a great advantage for moving in the same direction together.

This is even more so for pioneers with a new company, the first batch of distributors and the owners of the company must work closely together to bring the company to success.

## **In The Beginning...**

The main reason people join your team is probably that they were, at least initially, intrigued by the amount of money available via the Perpetual20 affiliate commission plan. It's pretty obvious, when looking at it a little bit closer, that with just a bit of effort a **very** sizable income is possible to those that are ready to really dig in and get to work.

The main challenge however, are that many people seem to **give in to the 30 day curse**. This is what happens when someone buys into the idea of making a huge income within 30 days, and when that doesn't deliver, they decide there and then that the opportunity just isn't working.

These guys typically end up just bouncing from one opportunity to the next, every time looking for the magic lottery ticket that just isn't there, instead of actually focusing on building a solid long-term successful business.

This is amazing really... they spend years getting themselves into a financial predicament and then expect to simply join the team, hang out for 30 days, and watch their financial situation change overnight.

**“If you fit that particular profile, you are going to be sorely disappointed but I'd rather just let you know, right here and now!”**

The Perpetual20 Affiliate Commission Plan rewards diligence and solid business approach. This is not a lottery system or a "sign up and get rich" system and never will be.

By introducing other small business and home-based business operators to what I boldly call **The Internet Marketing Dream Team**, you can indeed build a very lucrative income for yourself.

Now, we do have people that join my team and seem to really take off in a big way, but most of the time, these are people that already have a list of their own from previous marketing ventures. This fact enables them to "kick start" their business by promoting to those lists. **This is great and we all love to see that sort of success.**

But the reality is that even the most basic beginner can make a tremendous income with this system if you do a few simple things, and most importantly, commit to do those things consistently:

**FIRST:**

- Realize from the **very beginning** that this is an actual business and as such, is going to require some time and effort on your part.

**SECOND:**

- Take at least a **part-time approach** instead of a spare time approach, meaning if you focus and dedicate 30 to 60 minutes a day, you can at least begin learning this system and start building your income.

**But you have to truly set that time aside!**

My suggestion is that you wake up 30 minutes earlier, and stay up 30 minutes later, perhaps even skip a few of those sitcom episodes on TV (they are lousy anyway, right?).

**\*\*The bottom line is that if you truly want to succeed, you will.**

- But only you can decide and commit to your own success.

### **THIRD**

- Set goals based on reality... not on dreams and hype. Wouldn't we all like to somehow magically join that right opportunity and POOF! -- watch our bank accounts spill over the top with new deposits?

Sure! -- I'd love to take all that money and have a great time with it.

But here is the reality: Those **overnight success stories** we all are so fond of reading about usually take years (**yes – years!**) to develop.

What we just about never hear about is the story where today's millionaire was close to bankruptcy just a couple of years ago. We don't read about the number of nights they just didn't go to sleep but worked through the night on various ideas, opportunities, business plans, etc....

Instead, once someone does realize the fruit of their efforts and achieves some level of success, the media jump all over it and make it sound like this guy was just sitting around one day and **POOF!**

**“A great idea knocked him out of his chair and he was rich the next day.”**

**Believe me. It didn't happen that way!!**

You'll join my team because you see the possibilities for yourself. You'll look at the system and say, "**You know... this really makes sense. I bet I can do this.**"

### **Introducing.. The Power of ONE!**

Now let's take a moment or two to find out how you can measure your progress and achieve your goals; I have put together some numbers based on something that is very simple and at the same time **very powerful..**

**“The concept is based on you getting just ONE new referral each month and teaching that referral to do the same thing”**

Understand that this will not cause you to become wealthy overnight. In fact, for the first few months, it may seem like not much is happening at all. **But if you stick to the plan, the results can absolutely amaze you.**

Here's how the numbers evolves over a period of 12 months:

- In your **first month**, you are learning the system. You are watching the member's area training videos and reading all the tutorials. You will discover how things work, and you will learn how to promote your site the **proper way**, and apply that knowledge to your affiliate site... and one day, when you open your email client, you'll discover that you've actually been able to refer (drum roll please)..

**“Your FIRST Team Member!”**

You work with him (or her), showing him how and where to find the training videos and tutorials, explaining how to promote, etc... up to the point where **he will refer his (or hers) first team member!**

You now have **two team members** in your organization and you have earned a healthy \$20 commission from the first members' monthly payment.

Depending on what you spent for advertising, leads, etc...you probably didn't even break even, and this is where the whiners start to say things like..

**”Hey - I am spending more money than I'm making - again.  
This obviously doesn't work – again!”**

- So they quit...

**\*\*But not you!**

- Because You know that success is a matter of focusing on and working toward your goal of financial independence.

- Because You know that if you could make just a few hundred extra dollars per month, your family's situation would change in a big way.

**So you continue pressing towards your goals.**

You have now arrived at **month 2**, where you continue working with and supporting your 1<sup>st</sup> team member. You are showing him (or her) how to refer others and it is working great: he/she gets another new team member that is given to you as the sponsor, as part of the Reverse-2UP model.

You also refer one new team member for yourself, so you now have a total of four in your team, since one was given away to your sponsor as part of the Reverse-2UP model. You have also earned another \$20 commission on your first team member's second team member (the one that was given to you)

It's now **month 3**, and you continue this same process. You show each of your new team members how to personally refer one new team member -- and you refer another one yourself!

This month you will receive yet another \$20 commission check and your MLM commissions are increasing. You're not exactly rolling in the big bucks yet but **you are seeing progress**, and in the meantime, the team members that have given up are sending you ads about how they finally found the latest and greatest thing and that you really should join them. (**Yes – it happens all the time**)

This is probably their fourth or fifth great deal in the past 3 months, but you shake your head, invite them to come back and work with your team and then continue focusing on building your business. (**The key to success is to focus!! - always**)

You have reached **month 4**, and you continue this process, but by now you are earning enough in MLM commissions to more than cover the monthly subscription fee for your Perpetual20 account.

You also continue to receive the commission checks because you are referring at least one new team member. Your MLM commissions are going up because your organization is doing the same thing as you are; i.e referring **ONE** new team member per month.

Your team is working together and things are starting to pick up.

Arriving at **month 5**, this keeps going and because you are personally referring new team members, you are now fully qualified for the full MLM commission (requires 4 direct referrals). You may even start seeing some profits now.

Continuing to **month 6**, you are beginning to see things build up some solid momentum. Your MLM commissions took a nice jump and your Perpetual20 income is now building up quite nicely.

By **month 7**, you are really happy you stuck with the system, and it's very revitalizing to notice that Your team is working together very well. Your organization and your checks continue to grow. Although it is starting to feel easy as You and your team are building momentum, and it's important to **keep pushing the wheel** and keep focusing on the one new member per month plan.

It's now **month 8**, and you're earning enough to cover a very nice car payment, maybe pay off some credit card bills, or have a little getaway weekend with your spouse or friends.

Arriving at **month 9**, you are really getting excited. You are starting to see several hundred dollars per month in your commissions statement from Perpetual20, and you know that things are going to keep building because you are more focused than ever. You are probably referring more than one team

member per month now (hey – why stop at one right?), and you've got some people on your team that are really starting to take off.

Continuing to **month 10**, you have crossed over into that area where you are making close to (if not over) \$1,000 per month in MLM commissions and I can only say: **Congratulations!** You've stuck with your plan this far and it is really starting to pay off.

It's now **month 11**, at which time you are seriously starting to think about firing your boss! (Or at least paying off some of those debts). Your income is high enough now that most people would be able to consider quitting their regular jobs and doing this full-time.

And arriving at the full year since you started this journey (the **12<sup>th</sup> month**), you're making the kind of income that most people just dream about and you're doing it from home on your computer. By now, friends and family are starting to ask, "**What are you doing now?**" (instead of laughing at your efforts) and things are so much easier than when you started!

**“Life is GREAT!”**

OK, OK – **Stop It!** - time for a reality check...

Unfortunately most people in life give up before they ever get to see these kinds of results. You can compare it with this...

- If you were to start out on a journey from New York City to Los Angeles, you would cover well over 2,000 miles... closer to 3,000 miles before you even saw Los Angeles looming in the distance.

Now - imagine if you were to travel 2,500 miles and then quit! **You didn't reach LA at all.** You might even go back to New York and tell people, "**Los Angeles doesn't exist. That whole thing is just a scam to get you to buy more gas and buy newer, more expensive cars.**"

Of course, there are millions of people living in Los Angeles, and they know it DOES exist, but **You just didn't finish the journey.**

So again - I repeat: in order to reach the destination of your dreams, you..

**“MUST COMPLETE THE JOURNEY!”**

Your results will vary from this small story, because this layout assumes a perfect mathematical world, and as we all know and experience the world is not a perfect place -- and things do change.

I know some team members that are **way ahead of schedule** on this plan and I know team members that are a little behind schedule. If your business is not growing at this rate, that's OK. You can catch up, believe me.

If your income level matches Month 3, Month 4, or even Month 1 (regardless of when you actually started) then commit today to begin working from that point forward.

At least - say to yourself, "**OK... I'm at Month X... Today I am going to start from here and focus all the way through Month 12 and beyond!**"

Go back to your Perpetual20 back office and review the **Training Videos** and tutorials and the **Affiliate Commission Plan**. Let it sink in just how simple this plan really is. Believe it or now, but Perpetual20's owner Ewen Chia have been in business in 14 years which is **amazing** in the world of Internet Marketing.

Thanks to the terrific management, they are growing like never before. People are starting to catch on to the power of picking and working with a solid company with a proven track record instead of bouncing from one hyped up offer to another.

Now when you see how powerful this system is – simply commit to doing two things:

- 1) **WORKING** the plan consistently for at least a year.
- 2) **Teaching** your organization how to do the same.

- Some will fall away. This is a fact of life.
- Some will stay right on course.
- Others will exceed your expectations and this plan.

**“The point is to focus and stick with it to see the results you want!”**

Don't hesitate to ask questions! Remember - Your upline is just a click away in the Downline Tree.

## Next.. You and Your Team's Motivation



Motivation is the driving force behind the actualization of all rational thoughts and processes. You might be able to clearly think through decisions, but in order to have the will power to actually go through with those decisions you need some sort of intent or emotion to back up those decisions. This underlying “emotional drive” can best be described by motivation.

For you, your motivation might simply be gaining the ability to care for your family or spouse. Perhaps you have been unable to find stable work for a long period of time; and you feel like this network marketing opportunity is your only chance to break out of being dependent on a boss and actually work hard to do something for yourself.

Whatever your motivation happens to be, you will always want to build further on it. Find new and more powerful ways to motivate yourself by creating lists of things you need or want; or by creating lists of ways in which you can change other people's lives for the better if only you had access to the types of resources you could gain through this network marketing opportunity.

Now, with this in mind, consider carefully how you could motivate your own network in addition to yourself. What drives them? What do they need? And how can your network be a solution to that problem?

As I've mentioned previously, leading by example is critical – as is motivating by example. If you show constant enthusiasm for the opportunity and put all you have into making it work, then your network partners too, will see what you've said and do and will attempt to mimic it.

In contrast, if you fail to motivate your network to action by not consistently taking action, you can expect them too, to be more inclined to give up easily or to accept failure with little resistance.

I repeat - Tech Support is just a click away in the Online Support Form.

**“I really want to see you succeed and I am looking forward to see great things happen for you!”**

## Chapter 5: The Compensation Plan



### The Importance of Compensation Plans

There are many types of compensation plans out there. Some of them are so complex that it requires a degree in mathematics to figure out how much money you will get in your next commission check!

Some people tend to neglect compensation plans. They feel that it is not important at the initial stages. But if you are not very clear how to 'place' your downlines, you will **LOSE A LOT OF INCOME** and in some cases, **some of your downlines will lose vested interest** if you fail to place the right people under them.

In order to support this way of thinking, **Ewen at Perpetual20 decided to base the compensation plan on the Reverse 2-Up model.** You do not need to have an in-depth analysis but at least understand how the structure works so that you can maximize your network marketing groups.

## The Reverse 2-Up Model

This model was designed so that anyone can succeed using the power of massive leverage, which the adopters of this model usually refers to as **vertical acceleration**.

You can break even from just one referral, and your 1st and 3rd sale will go to you and your 2nd and 4th sale will go to your sponsor. The coming sales will all go to you.

That means that every person you sponsor will bring you in \$60 (their membership fee plus their 2 pass ups). Simply by referring 4 people you can be in profit, sit back and watch your income grow without ever having to sponsor another person

**REALITY CHECK:** Regardless of how good this plan may sound, it will not make you any money unless you sponsor anyone and develop them.

Please note that is a **perfect world scenario**, where each person you sponsor passes up 2 to you and those 2 pass up 2 to you -- and so on to infinity. This will of course never happen because we do not live in a perfect world.

If you wish to increase your chances to succeed, the best way is to have a system that promotes duplication in which others can do the same thing to recreate their success. That's why the membership area at Perpetual20 contains **all the training you need!**

Only **You** can make the plan work for without you, the plan in itself is dead. That's why they reward those that actually do work the plan: you will start to receive the full levels of MLM commissions once you have personally referred 4 people.

**Do not** get too complicated explaining about compensation plans. Keep it simple while explaining to your prospects and make sure you understand that you **CAN MAKE MONEY** with it if you work your plan.

## Chapter 6: My Recipe For Success



**There is no magic button for marketing.** Keep making progress one step at a time until you reach your goals. Then, **teach your downline** to do the same.

Here are some of the prospecting methods that you must be aware of if you want to survive in the network marketing jungle... after all having effective prospecting methods is your **network marketing lifeline!**

The basics...

- Put up your website or blog
- Write or purchase some informative articles to put on your blog
- Publish articles on article directories (if you purchase articles, make sure they are unique or the article directory staff will reject them!)
- Participate in forums and blogs (no spamming!)
- Add more techniques as you are able

Whenever you promote a new opportunity, make sure you put together a website that has an optin form, so that your visitors can request more information.

Next make sure that the information you send **lead the prospect to the next phase of your sales funnel – relationship building...**

Visitor Arrives at Your Site → Capture Name/Email → Build the relationship (Know, Like & Trust) → Pitch the right offer → Close sale or Follow up until the sale is closed.

The problem with most people is that they put up affiliate sites without thinking of these phases. They think just because they have a website they will get a lot of people to sign up.

## **Lead Generation**

Anybody who has ever done network marketing (MLM) before knows that most of the actual work lies in generating leads. There are a number of ways you can gather leads for your MLM business; you can buy a list, opt into a subscription at a lead generation site or, if you are really serious about your business, you can generate your own MLM leads (recommended!).

Here is the simple truth: if you want your MLM business to succeed, **generating your own leads is the best way to make that happen.**

- So how do you get the best leads to grow your MLM business?

These days it's almost impossible to do business (especially in the MLM arena) without a website. Again - make sure that you build a website equipped with an optin form (offering a free report or newsletter), so that people can sign up to learn more about what your business has to offer them. This website will save you time and money when it comes time to turn your list of leads into valuable business contacts.

In addition to a website that you can use to generate leads, you want to announce yourself to your local community. Hitting the pavement and meeting fellow business people in your target market will not only help you build a good business network, it will also help you generate valuable leads in your community. The best leads are the leads you can work with in person.

Always ask people if you can send them some information about your MLM business. People will appreciate that you asked them to be part of your lead list instead of just sending them materials.

**- When you respect your leads before they are leads, you are more likely to turn them into profitable business contacts!**

This probably sounds like Marketing 101 and that is what a lot of lead generation is, basic marketing and sales! Lead generation is something that every MLM business person needs to learn to do effectively and if you cut corners by buying leads or subscribing to a lead generation service, you will end up wasting most of your time.

By generating your own leads you are halfway to turning those leads into customers or business referrals!

## **Benefits of Generating Your Own MLM Leads**

Anybody can buy an MLM lead list or buy a membership for a lead generation company. The problem with doing this is that it is, frankly, **a complete waste of time!**

**The problem with paid leads is that their generation is ethically gray at best.**

Think of all of the spam you get in your inbox; most of that came from signing up for information from one company who then sold your information to as many

companies as they could find. Paid MLM leads are often a result of the same process!

Sure generating your own MLM leads will be a lot more work, but this work will also **yield a higher rate of return**. Whether you are looking to build your downline or expand your customer base, generating your own MLM leads is the only way to go.

Here's why:

1. When you generate your own MLM leads you know that they are opting into your lead list voluntarily and that their information is correct (usually). You don't have to worry about buying information that is old or outdated. What's more, you know that they are interested in your business!
2. Generating your own MLM leads helps you to build relationships both online and off (depending on your lead generation methods). Building a relationship with your leads promises a far greater rate of return because your leads know who they are doing business with. When you build a relationship you are no longer a faceless newsletter or email. You are a person that they can trust!
3. When you generate your own MLM leads you are, in effect, building your business both online and off. The leads you generate will be more likely to refer even more leads to you through their own social and business networks! Your business can grow by leaps and bounds when you generate your own leads.
4. When it comes to customer leads, the leads you generate yourself are more likely to be repeat customers. Bought leads are usually people who are "just curious" or who will try your business for a day or two and then drop out. The leads you generate yourself are generated by your relationship with that person and that relationship is what will encourage your customers to keep sending their business your way.

The bottom line is this: you know what you are getting when you generate your own leads. You know that the people opting in to learn more about you and your business are interested in you and what you are selling.

You don't have to worry about being yet another annoying phone call or ending up in someone's spam box. When you generate your own MLM leads you put a face onto your business; something that roughly ninety (90!) percent of your competition won't bother to do.

## **Nine Methods for Generating FREE MLM Leads**

1. Have a website with an "opt in" page! Your website can give an overview of your business and then simply say "to find out more, enter your email" and have that email forwarded to you. You now have one method of contacting that lead (their email). You can also use this method with phone numbers.
2. Create a newsletter geared toward your business! It doesn't have to be long. When people sign up for the newsletter, they opt in to being further contacted about your MLM business (make sure this is stated plainly on the newsletter registration page).
3. Treat your e-mail signature as free advertising space and create a signature message that briefly introduces your business and invites people to contact you for more information. Each person who contacts you should be placed on your lead list!
4. Send out a Press Release announcing your company. There are plenty of ways to send out press releases without spending a cent. What's more, each press release will contain your contact information which means that the leads will come to you instead of you tracking them down!
5. Write some articles about your business and submit them to free article directories; the articles can have your website information on them and people

who are curious about your business will visit your website and register their information to find out more about your company.

6. Networking. Many people go into MLM thinking that it is a great way to do business without having to do the "traditional" business building methods like marketing, sales and networking. This couldn't be further from the truth! To really succeed and get free leads, you need to get out into your community and meet people. Each person you meet can then be turned into a lead!

7. Business Referrals both online and off can be great places to find free MLM leads. Your business network probably has a lot of potential clients that would be interested in your services. Create a reciprocal relationship where you can share leads!

8. Register your business with the search engines. Google's small business center is free to use and can be a godsend in sending leads your way. When you register with the Google business center, your business will appear at the top of search results for your type of business when people do local searches. If you attach your website's link to your listing, you won't have any trouble generating free MLM leads!

9. Ask your current leads if they know of anyone else who might be interested in your services. The law of averages says that at if you ask every one of your leads who else might be interested in your business; at least a few of them will give you a few names, numbers or email addresses!

## **Using Forums to Generate Leads and Traffic**

While there are plenty of traffic boosters out there, one of the best ways to send traffic to your MLM site is to participate in forums! Find forums that reflect your target market and start typing!

The best way to generate leads and traffic by using forums is to be a regular participant. While you might be feeling a little desperate for traffic, it isn't a good

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idea for your first post in a forum to be "Hi! Visit my site and learn how to make \$\$\$!" or "Hi! I have the products you need! Visit my site for more info!"

**Most forum users have trained themselves to skip over posts that look like blatant sales pitches.**

Get involved in the conversations being had on the forums. If other forum users are interested in what you are saying, they will visit your site on their own simply because they are interested in you as a person. If your posts reflect a level of subject expertise not only will they visit your site, but they will probably opt in to learn more about what your MLM has to offer!

Forums are also a great place to meet leads "personally." Most forums have a built in private messaging system allowing you to contact members individually. If you've noticed a fellow forum member's posts, you can contact them and tell them privately how much you have appreciated their input and their comments.

Forums also offer you great free advertising space, also known as your member signature! Use your signature space to link to your MLM site and encourage people to take a look around.

Forums are often overlooked when it comes to MLM lead generation but the truth is that they provide you a great place to promote your business and generate leads!

## **Using Hub Pages to Generate Free MLM Leads**

Using Hub Pages to generate free MLM leads is beneficial for two reasons. The first, obviously, is that it is a free service that you can utilize to for MLM lead generation. The second is this: Hub Pages pays you to use their service. Here is how it works:

After you sign up for Hub Pages, you create a web site or "hub" dedicated to your MLM business. Hub Pages will then put advertisements on your Hub and pay

you a percentage of the money they make from the advertising on your site! Not only are you generating free MLM leads but you are making money at the same time!

What you put up on your Hub is entirely up to you, but if your goal is to raise your rate of free MLM lead generation then you should dedicate your hub entirely to your MLM business. Create a sales page for your products, a page that describes how your business works, a page that outlines the benefits of your business from a customer perspective and one that outlines the benefits of your business from a down line perspective.

It is up to you how many hubs you create, but the more hubs you have, the more people you will reach. The more people you reach the greater the potential for gathering free leads.

Of course, you will want to link your hub pages to your opt-in page or website. This is where the actual lead generation happens. Your Hub Pages act as a catalyst to drum up interest for your MLM business (and offers you the ability to earn a nice income on the side).

## **Using Squidoo to Generate FREE MLM Leads**

You've heard of Squidoo but you aren't sure what it is or whether or not it will be helpful to your MLM enterprise. Can you use Squidoo to, say, generate free MLM leads?

**- Sure!**

Squidoo is an online portal for websites about, well, anything! Squidoo is sort of like the newest version of Angelfire or Tripod. A Squidoo website (or lens) can be about anything you want.

You get to choose which information to include and how that information should be arranged. You can add links to other sites, fill the site (lens) with your own

commentary on a subject or use your lens to promote another site not located on the Squidoo servers.

**- But I have a MLM Website!**

Of course you already have a website devoted to your MLM. Any good MLM business owner has a website set up that explains the product and offers ways for people to opt in for more information, order the product or be part of your downline. Of course, just because the website exists doesn't mean it will be successful. That's where a site like Squidoo can be incredibly helpful.

**- Squidoo and MLM?**

When you create a Squidoo lens, you should create it on the subject of your business. You can also prominently display links to your MLM site and promote your site as a leading authority on perpetual income.

You can set up a separate entry on your lens that promotes the business itself and invites people to learn more about building their own perpetual MLM based business

What's more, Squidoo groups pages together according to subject material. On your lens will be links to other sites that feature perpetual income etc. And, on their lenses, viewers will find links to you!

There is no such thing as bad publicity and the more links you have to your MLM site, the better off you will be in all areas of your business. You'll be able to generate lots of free MLM leads and sell your opportunity!

Squidoo and MLM—a win/win if there ever was one!

## **Warning - Buying Leads for Your MLM Does NOT Work!**

The most daunting task facing anyone who has started an MLM business is generating leads and then finding a way to turn those leads into customers and down line members.

Many people think that the best way to get leads, customers and down line members is to buy contact information from outside sources. To these people, the paid lists serve as a time saver.

Instead of generating their own leads, they simply have to contact the leads they've bought and begin their sales pitch. What these people don't know is that buying sign ups, even "guaranteed" sign ups for your MLM doesn't work in the long term.

- Here's why:

1. Often the "guaranteed" lists are full of information that is old and outdated. Most lead generation companies simply buy leads from other companies and then re-sell them to you at a profit without taking the time to verify the information contained within the list.
2. The "guaranteed" lists aren't always gathered in the most ethical of ways. Likening paid lead generation companies to spammers wouldn't be too far off base.
3. The leads you generate yourself are always better than the leads you buy. Always.

If you want your MLM to have long term success you need to generate your own leads and sign ups.

- Here's why:

1. When you generate your own sign ups, you are putting your own reputation behind the reputation of your business. People are more likely to trust you than the business you are running no matter how reputable the mother company for the MLM may be. There is a reason Avon has lasted as long as it has.
2. You know what you are getting when you do your own sign ups. By dealing with each sign up on a personal level you will be able to gauge whether or not your prospective client/employee is merely curious or is ready to be a profitable member of your team.
3. Doing your own sign ups and lead generation will save you time and money. The relationships you build while gathering your leads are far more important and beneficial than those you buy for this simple reason: even if your original lead decides not to opt in to your business, they might be able to refer you to someone who will!

Don't waste your money to buy sign ups for your MLM, even if they are supposed to be "guaranteed." Remember, just because somebody is "guaranteed" to sign up to be part of your business doesn't mean that they are guaranteed to be an active participant! G

**Generating your own MLM leads and sign ups is always the best way to determine who is best suited to be a member of your team.**

## Thinking Outside the Box

In addition to all of the conventional ways to expand your network marketing business, you will also want to pull out all of the stops and use less-conventional, smaller, and harder-to-apply methods for finding new members for your network.

For instance, if you started off by selling your product as an Internet-based network marketer, you probably haven't done any offline presentations at all. Nor have you probably put much thought into offline promotional methods.

This creates an interesting issue: while it is much easier and often less expensive to advertise online, if you're advertising an Internet-based network online, the online market will probably be heavily saturated; whereas the offline market may have never been exposed to it at all. How many in your town or village knows about Perpetual20?

One way in which you can advertise to the offline market is to create a cleanly designed flyer and post it in various public places where it is permissible.

Remember to use the problem-solution model. Start off by targeting people who have a problem (i.e. people who need extra money) and then explain how, using several bullet points, they can solve that problem by joining your network.

Another way in which you can advertise offline is to design and purchase a box of business cards for your network marketing opportunity. Having your name on a business card for what appears to be a legitimate opportunity is one of the best ways you can look professional and trustworthy, which is unbelievably important in this specific market.

You can then distribute these business cards to people you meet at seminars; and you can also even leave them at businesses, provided that they allow you to do so.

Last, you can also make an attempt to become a speaker at an offline seminar event. This will help you to gain credibility and also to begin creating interest in your specific methods of networking and promotion.

## Here's a Simple, Yet Powerful System To Apply to the Power of ONE System...

- 1 Advertise, Advertise, Advertise – “go to this page for FREE information” type of offers are the best converting ones. Use the FREE information from my site **Traffic Treasury** ( <http://www.traffictreasury.us> ) for tips on how to get traffic to your site/capture page.
- 2 Setup a Lead Capture Page (get prospect's email in exchange for the free info. You can make good use of an excellent autopresponder service to capture your prospect's contact info. Make sure to include tons of TRUE testimonials on the capture page to give credibility to the opportunity.
- 3 The free information you are giving away positions you as an expert in your field. Now, make sure to include an OTO (one time offer), which should be an inexpensive information product. The OTO has the benefit of separating the serious from the curious, or if you like, the “lookers” from the “doers”, and also helps cover your advertising expenses.
- 4 Email follow-up for relationship building (*know, like & trust, remember?*) Don't forget to provide good and useful content to your new email list. Again, make good use of an autoresponder service to automate this process.
- 5 I really recommend that you monetize your list with your own products because 95% of your leads will not be interested in joining your Perpetual20 MLM opportunity. That's why Ewen has included lots of resell rights products in the membership area, and that's why I decided to include this massive bonus package that will be yours if you join

Perpetual20 using my affiliate link; ( <http://www.perpetual20.biz/bonuses/> ). This will provide you with the latest and greatest Master Resell Rights, and Private Label Rights products. Most of the products come with a professionally designed, highly converting turn key website that you can setup on your site to sell the products to your leads/customers. Don't forget to also offer them hosting from your complimentary MakeMoney-1.com 5GB reseller hosting planaccount. Possible? You bet ! – ***I'm selling hosting all day long from only \$1/month for 1GB and get at least 20 new customers every month..***

- 6 Do not forget to support the 5% who did say yes to your Perpetual20 opportunity and enjoy long-term residual income.
- 7 Don't forget to TRACK your efforts to filter out what works and what doesn't work.
- 8 Don't forget to outsource various tasks when you can afford it, which helps you focus on building new and better ways to rope in new members to your downline.

## Chapter 7: Conclusion



Network marketing is quite a challenging industry but the most important thing you must do is never to forget that you are the captain of your ship when things go wrong.

Once you are certain you are back in the game, you must invest in a winning system like the one I have just described, and learn to take your business to the next level by using the right prospecting techniques and following the right team – like ours!

Reaching the top in any business is tough – but doable!

This is especially true with network marketing, which requires you to constantly recruit new people. When expanding your network marketing business, I personally suggest you do the following things:

- 1. Set clear objectives for daily action.** If you don't have a goal each day, then you have no way of measuring whether or not you succeeded in doing what you should have. Additionally, without goals, it is easy to slip into inaction.

2. **Re-organize on a regular basis.** Rather than assuming you have achieved some “perfect” level of functioning, expect that change itself is a constant. And if you don't keep up with it, you are in the process of falling behind.
  
3. **Create mechanisms for coordinating with your network members.** Don't simply expect that they can figure things out without you. Many of them may be inexperienced, but if they are given sufficient training, they can be as effective as many “top marketers.”
  
4. **Challenge your assumptions.** You may think that some certain guiding principle is always right; however, if you challenge that assertion and test it, you may find out that the exact opposite is true. For this reason, it is a good idea to constantly test everything you believe is true.
  
5. **Create a long term “to do list” and re-evaluate it on a monthly basis.** Always set goals, but also spend the time to consistently re-evaluate them. If you find that you are changing goals too much, you will want to re-evaluate your expectations, too.

And there you have it: five critical elements of creating a successful network marketing business. Use them in conjunction with the other methods discussed in this report and you are sure to become a “top network marketer.”

**“I wish you all the best in your network marketing adventures!”**

**Anders Eriksson**

Your Perpetual20 Team leader

**Contact: [sales@datorsam.com](mailto:sales@datorsam.com)**



## Recommended Resources

Perpetual20 – Join here

<http://www.perpetual20.biz/order.php?id=anderseriksson>

Learn a LOT about Website Traffic Generation from this site:

<http://www.TrafficTreasury.us/>

Cheap Domain Names:

<http://www.CheapDomainsOnline.biz/>

Create your own viral brandable reports using this tool:

<http://www.ViralPDFPro.com/>

Learn Internet Business From Scratch (Video Tutorials & eBook Series):

<http://www.IMBizFromScratch.com>

Do you need a URL shortener with built-in tracker service?

> Zero T: <http://www.0t.se>

> Link 2 Business: <http://Li.nk2.biz>