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My Personal Introduction

Dear Friend,

I have never been as excited to share knowledge as I am right now.

This Manifesto has been in the works for a long time and I believe that for many people it will be a defining moment in their business career.

In fact, I'm going to go as far as to say I believe that many people will begin experiencing life-changing results in their business as soon as *tomorrow* as a result of reading this document.

If you've had a hard time getting going with your own marketing online or have been confused about where to start, I have no doubt this Manifesto will fill in all the blanks for you.

On the other hand, if you are currently generating your own leads online, what I'm about to show you will help you breakthrough to new levels of income that you may have never dreamed possible.

There's never been a better time to be in business for yourself and for some of us, we may never see another opportunity like this in our lifetime.

You may not realize just how well positioned you are.

You're in the right industry at the right time, but even more than that, you're also consuming the right information.

“ The corporation as we know it is *unlikely to survive* in the next 25 years. ”

-Peter Drucker, Author of *The Effective Executive*
Often referred to as “The man who invented management”



Unfortunately, not all network marketers are going to be able to cash in on the coming home based business explosion over the next few years.

But by the time you're finished with this Manifesto

**You'll Not Only Be Able To Survive In
This Gutter Ball Economy... You'll Know
How To Thrive As A Result Of It**

More than ever, people realize that job security is an illusion.

Over 11 million Americans are out of work and are desperately looking for ways to make money NOW.

There's never been more interest in starting up a home based business.

And the people who are going to benefit the most from this massive migration are going to be those who have learned how to attract business to them.

But this Manifesto also goes way beyond attraction marketing.

There are many books out there about how to get prospects and customers to come to you, and obviously that's a big part of this one too.

But it's also much more than that.

It's about how to continually elevate your position in the marketplace (by increasing what I like to call your "credibility ranking") so that you become THE go-to person in your niche.



This way you not only get MORE prospects coming to you... but those who are also *buy more stuff from you, stay with you longer, and refer more people to you.*

If you're a seasoned attraction marketer, feel free to skip to page 46 to find out how to take your income and your marketing to the next level. I'll share with you the two specific things I've done to progressively and systematically explode my business from \$3,000/mo... to \$90,000/mo... to \$250,000/mo.

I do think you would still get an enormous amount of benefit though by going through the entire Manifesto.

As valuable as my other free reports have been...

I Feel That This Is The Most Important Piece Of Information I've Ever Released

When I unveiled my groundbreaking Renegade Network Marketer lead generation system almost two years ago, I was totally unprepared for the

response. This 143 page business plan has turned into something beyond what I ever could have imagined.

Almost every day I hear from people who's results have been nothing short of phenomenal. For the first time ever they're making reliable, consistent money from their efforts and they finally feel like they're building a *real* business.

And even though the system was created for network marketers, it's had a stunning impact on other "traditional" business owners as well. I've received letters from ever industry imaginable, from radio station sales reps... to water filtration installers... to insurance agents... all telling me that their sales or their income has never been higher.

I recently held a contest to see if I could find the best success story from people who have put these methods to work.

It took myself and one other full-time person over two months to go through all the stories we received and to interview the best ones!

One woman was elated to tell me that thanks to my free newsletters alone, her income had reached the six-figure mark! She was just beginning to go through The Renegade Network Marketer when I talked to her.

However...

For Many People, There Was Still A Huge Puzzle Piece Missing

I'd like to be able to tell you that every network marketer or entrepreneur I've ever tried to help has had their bank account suddenly flooded with an influx of cash.

Unfortunately, that simply isn't true. And anyone who makes that kind of claim is either lying or naive; or both.

After being exposed to this new model of attraction marketing for the first time many people are left with even more questions than when they started.

Questions like...

“This sounds great... but how do I fit it in with my current business?”

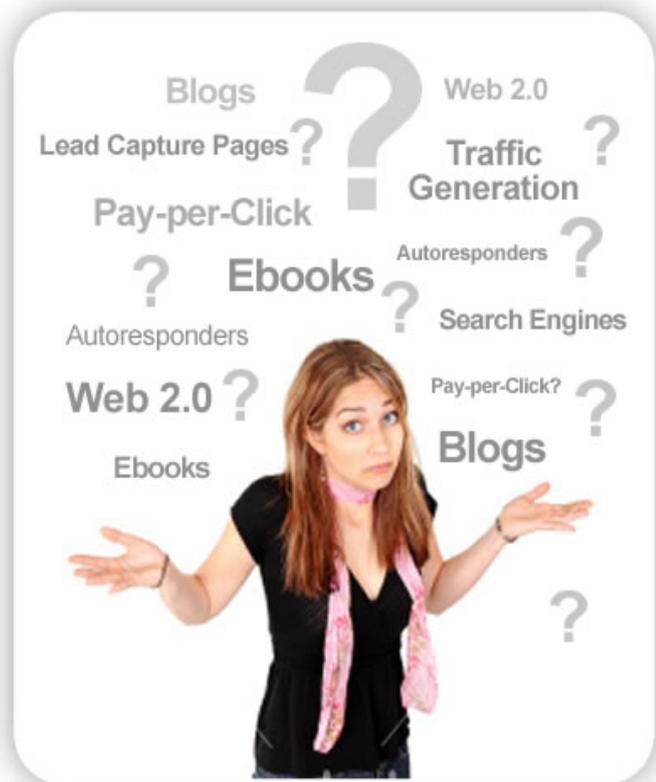
“Will this really work for *me*?”

“How do I sell my company’s retail products using these methods?”

“I have no idea where to get started?!?”

“What do blogs, landing pages, autoresponders and ebooks have to do with building my MLM?”

“Now that I’m generating leads and people are calling me, what do I do next?”



But more than anything, most people have been asking for more step-by-step guidance on how to get started with their own marketing online.

What makes the internet and this new model of business-building so powerful is that it opens up an infinite amount of possibilities for the average person. Unfortunately, this is also what prevents a lot of people from taking action. If you’re new to this whole approach it can feel a little bit like trying to drink water out of a fire hydrant!

If you’ve ever felt lost or overwhelmed like this at any point it’s okay – but there’s no need for it to be complex or difficult.

It took me years to truly figure out how to apply these techniques to my business because I had no one to guide me. In fact, I almost gave up altogether – *even after I started making thousands of dollars a month using them!*

That’s right. Although many people know about the methods I teach in my book, I’ve never shared how it is I stumbled upon them and almost completely dismissed them.

You see, long before I ever knew what pay-per-click advertising was... before I knew anything about a computer or had even considered doing business on the

internet... even before I started buying opportunity leads... I had discovered how to attract dozens of rabid new customers to me and personally sell thousands of dollars worth of my company's health and nutrition products every month.

The problem was, I had no idea what I was doing!

Attracting prospects sounds great...

But what the heck does that have to do with building a business anyway?

I had unknowingly stumbled upon the secret to becoming highly sought-after by my customers, but I became very frustrated because I didn't understand the process I was

using and so I didn't know how to apply it to the rest of my business, let alone teach it to anyone else on my team.

So my first goal with this report is to help you see how attraction marketing fits into the bigger picture, as well as how to get started immediately if you're a complete beginner. I also have some very exciting news for you if you've been looking for a more paint-by-numbers approach to your business.

Secondly, I'm going to help you quickly "scale up" your marketing once you have a good grasp of the basics.

Is This *Really* Doable For The Average Person?

A lot of people in the MLM industry still think that attraction marketing is all just a bunch of hot air, or that "the internet isn't duplicateable."

Old School Network Marketing ~~X~~ Business For The Average Person

The reality is, creating anything close to a **full time income** with the **old model** of network marketing requires **highly developed sales skills, full time work and hundreds (even thousands) of dollars** every month on so-called opportunity leads.

Even more so, most people have a hard time believing that it would really work for *them*. Other people maybe – if you grew up on computers or you’ve got a lot of money to spend – but not them.

This couldn’t be further from the truth, which is another reason I wrote this report.

I wanted to “pull back the curtain” and completely demystify this whole process because there is absolutely NO REASON that anyone in network marketing today shouldn’t be generating their own high-quality leads.

It’s just too easy not to be doing it.

Leveraging the speed, low-cost, and tremendous reach of the internet to attract pre-motivated customers and prospects to you provides the average person with the first truly part-time business model that works.

In fact, not only is it ridiculous how easily ordinary people are scooping up prospects and customers on the internet these days (it’s gotten even easier and cheaper since

I wrote The Renegade Network Marketer almost two years ago)...

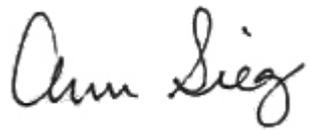
But it’s actually even *more duplicateable* than the warm and cold market methods that many people are still being taught to use! And I’m going to prove it to you.

More and more MLM companies themselves are waking up to the changes going on and are starting to train their distributors on how to generate their own leads online (I’ll be sharing with you a few of my own students who have been asked by their companies to train for them).

I recommend you print this document out and begin reading it immediately, if that’s at all possible. You might end up rearranging the rest of today (or tonight’s plans) once you get into it, because you will make some changes to your business and what you do each day once you finish reading this.

Oh – and if it's as good as I say it is, feel free to send this report to anyone you know or show them where they can pick up a free copy of their own.

Enjoy!

A handwritten signature in black ink that reads "Ann Sieg". The script is fluid and cursive.

Ann Sieg



A Simple Plan For Attracting Dozens Of New Retail Customers A Month—With Or Without The Internet

When I look back at the growth of my business over the years, I was hit by a shocking realization.

There have been a few key defining moments that I can pinpoint and say without a doubt: “here’s where things started to change for me.”

What’s startling about this is that the three biggest turning points or decisions that have been made in my business which ended up making me THE MOST amount of money were all made for reasons OTHER THAN making money.

Every single one of them was made for the sole purpose of learning something, with no expectation whatsoever of becoming wealthy.

Let me tell you about the first one.

When I was with one of my former companies, there were lots of meetings to go to. There were Tuesday and Thursday night hotel meetings, multiple home meetings on various nights of the week, and usually a training at someone’s house on Saturday.

I went to all of them. It was my life.

But the most important ones were the big monthly state trainings. There were usually 500 or more people at these weekend conferences and this is where they would hand out awards and recognize all the latest achievements.

The part I looked forward to the most though is when the guest speaker would get up and talk. Every month the company would fly in a new distributor from out of town to teach us their particular system they were using to build their business.

Most of them were pretty much all the same. There was lots of goal setting and mindset tricks... they talked about how to meet new people and expand your sphere of influence (the referral technique, buying clothes at department stores



and then returning them in order to prospect the same clerk)... how to introduce your product or opportunity into a conversation (F.O.R.M. – family, occupation, recreation, money).

Some of them even liked to dance around on stage to music.

But one month there was a particular speaker that I'll never forget. This one was different.

She didn't get all worked up and yell or try to motivate us. She was very professional and she presented a system for retailing our company's products that I had never heard anyone talk about before. For once, this seemed like a real, legitimate approach to building my network marketing business. It was something I could easily see myself doing.

She called it a "Health Awareness Seminar."

And all it was was simply an educational class that showed people how to start improving their health and their diet right now – without having to buy anything.

First she talked about a few of the body's different systems and how they worked. Then she gave a visual demonstration of the digestive system using a nylon stocking to represent the colon.

That's Where Things Started To Get Messy

With an apron and some latex gloves on, she began cramming the average American diet into the "large intestine." Hamburgers, fries, a can of Dinty Moore, a jelly donut... even some Coke and a milkshake. Almost immediately the stocking began to clog up as the food clumped together and stuck to the sides. It looked like a boa constrictor that had just swallowed an animal three times its own width. In order to get it to pass through she had to constantly work it and knead it with her hands.

It wasn't a pretty picture – enough to scare anyone into giving up fast food forever. And a lot of people did.

Then she started over with a brand-new, fresh stocking (if only it was that easy, right?). This time she began dumping apple slices, grapes, pineapple chunks, carrots, celery and all kinds of other fruits and vegetables down the tube. They all slid right through without a single hangup.

This was totally different than the usual product shows we were taught to do where all we did was talk about how great our stuff was. Even the name "health awareness seminar" was very unintimidating and made it sound like you were going to get a lot out of it no matter what.

At the end of her presentation, she simply mentioned the products we had that could help with some of these issues, like improving digestion. The rest was pitch-free, high-quality information.

Throughout her whole talk my pen was a blur on my notebook. I knew this was something I could do too. And I knew I would enjoy doing it because I wasn't pushy by nature and I liked helping people.

Most importantly, I knew I would learn a lot by doing it. That was my goal. Robert Kiyosaki, the person I consider to be more responsible for my financial freedom than anyone else, said in his book 'Rich Dad Poor Dad,' "don't do anything for the money you will make, but instead for the skills you will learn." This has turned out to be the most valuable advice I've ever received.

So I went home and began preparing my presentation right away. I did some extra research into the health issues I was going to be talking about and I practiced the whole thing until it felt natural. I was a little nervous about someone asking me a question that I wouldn't know the answer to, but I knew if other people could do this, so could I.

As soon as I was ready, I scheduled my first health awareness seminar at the house of one of my downline members.

It Was A Complete Flop



Three people showed up.

I knew it just happened to be a bad night though and that this would still work, so I setup another one for the following week.

This time was a lot better. There were about ten people there and I sold a couple hundred dollars worth of product.

Up until this point I had been selling a few bottles of stuff per month, so I was pumped about selling that same amount in one night.

But the best part was, everyone loved it. The "colon demonstration" was a big hit and people came up to me afterwards and thanked me for how incredibly helpful

my information was. There was no pressure, I hardly talked about my products at all and I didn't even ask anyone to buy!

Then Something Amazing Started To Happen

Word started getting out.

People loved the information so much that guests were telling their friends about it and they were coming back each time with new guests of their own, and they weren't even in the business!

The audience kept getting bigger and bigger each time and I was taking more and more orders.

But the truly amazing part is that...

People Were Literally – No, I Mean *Literally* – Lining Up To Get My Advice... As If I Was Their Doctor!

After the presentation, they would stick around and wait to ask me questions about all kinds of different health issues they had, even ones I hadn't talked about.

Many times I would have 8-10 people stand up and get in line to talk with me!

They wanted to know what I thought about dealing with allergies... what my recommendation for diabetes would be... low-energy... ADD... arthritis... you name it.

And they soaked up every word I said with complete, undivided attention.

I couldn't believe it!

I wasn't a nutritional expert. I didn't have any kind of certification or degree. I had zero accomplishments to speak of and no extensive background to fall back on.

In fact, the very presentation that I had given to them... I had just seen for the first time myself only a few weeks ago!

And yet here I was, commanding as much respect (if not more) than their own doctor!

This is what I had always wanted but could never get before when I was trying to force people to see how awesome my products were. I had always believed our products were the best but no one else seemed to care, no matter how hard I

tried to convince them. Even when I showed them all kinds of stories about how they were helping other people, there was still resistance.

But as soon as I stopped pitching them and started genuinely teaching them about how they could solve their problems – without always having a hidden agenda – everything changed.

Then... when I DID make a recommendation (which they pretty much always asked for)...



It Was As If I Was Filling Out A Prescription For Them!

They took it without question.

It was at this point that I began to realize, “hey, this really works” and so I started improving and expanding on my presentation.

I began doing a lot more research into how people could heal themselves naturally and I even started pointing them towards other resources in my presentation.

It was a lot of fun and in the end, I kind of did become somewhat of a “self-made expert.”

Prospects and customers **flock** to those who demonstrate that they're **knowledgeable** about a subject

But then things started getting really crazy for me.

Other people in the company were

seeing how well I was doing with these “health seminar” things and started asking me if I could do it for *their* teams.

So I did. Upline... crossline... no-line... whoever.

I didn't care if they were in my organization or not because I saw it as an opportunity to hone my presentation and improve my skills.

By now it seemed like everyone in the Twin Cities area was talking about my seminars and it was pretty much standing room only every time we did one of these. People were sitting on the floor and wherever else they could find a spot.

Then it happened.

A salesperson's ultimate dream come true.

People I Had Never Met In My Life Started Calling Me Out Of Nowhere And Asking If I Could Help Them!

Someone who had been at one of my presentations or someone who heard about it from someone else had told them to give me a call.

I had never met them before and they had never met me but they would call and completely unload about all their problems and then ask if I had anything that could help them.

People felt comfortable referring their friends to me because they trusted me.

**Regular sales reps who have
only ONE agenda (getting the sale)
don't get word of mouth referrals**

They knew I would give them honest advice and I wouldn't jump down their throat to buy anything or try to get access to the names and phone numbers of their entire family tree.

It got to the point where I no longer had to keep going through my names list. I just kept doing my health awareness seminars and one-by-one my customers all came to me.

From A Couple Hundred Dollars A Month In Sales... To Over \$3,000 A Month

I was now personally selling over \$3,000 worth of products every month. My best month was over \$3,500. I also won the award for top retailer in my state twice in a row, at the very same conference where I had learned about doing these seminars.

I was getting about 2-3 new customers a week – all people who called me – and I also got tons of repeat purchases from existing customers. Way more than I ever did before when all I did was solicit them to buy more stuff.

Not only that, but for every product I personally sold, everyone else was selling 4-5 times that amount as a result of the health awareness seminars!

And when my team started duplicating me by doing their own seminars, we even began renting out hotel conference rooms and putting together different versions of the seminars that were geared towards different health problems.

In a minute, we'll talk about why this is so important to do once you've begun to attract customers and how you can do this in your own business, except even easier.



But first, I want you to stop and think about something for a moment.

Do you think you could hold up a nylon stocking and stuff it full of food for 15 minutes?

Sounds pretty simple, doesn't it?

Well I want you to imagine yourself doing this demonstration, or something similar to it, in a living room with about 30-40 people in it. Picture their faces, all watching and listening to you intently.

As you finish your presentation, six of them get up to come talk to you. Three of them end up buying stuff from you and you sell a couple hundred dollars worth of product.

Now, I want you to visualize a room of 1,000 people.

Try to think about how big of a room it takes to hold 1,000 people.

This is a large main floor conference room in a hotel like the Marriot or the Radisson.

Picture how many rows of chairs it would take to seat 1,000 people. If the room was divided into two main sections of 500 people on each side and each row of

chairs in each section sat 20 people, there would be 25 rows of chairs in each section.

Now imagine giving your demonstration in front of this group of people. Actually try to picture what it would be like to have 1,000 faces – 2,000 eyeballs – all focused on YOU, all at the same time.

After the presentation a lot of people leave. But a lot of people also don't. In fact, there's so many who want to ask questions that you need a small table with a team of people to help you out.

Okay.

Are you ready?

Now... I want you to picture a crowd of 30,000 people.

Do you realize how huge this is?

Have you ever been to a major sporting event?

I'm sure you watched the 2008 Olympics in Beijing. Remember the Beijing stadium? It's currently the largest steel structure in the world and during the games it held 80,000 people. Well, imagine a little less than half of that. Go ahead. Try to actually visualize yourself standing in the middle of a sports stadium. Now turn around in circles to see 30,000 people surrounding you.



...All of them listening to YOUR message.

Now think about how many products you sold doing it in front of a group of 30-40 people, and then think about how much stuff you'd sell (or how many people you'd sponsor) doing the exact same thing in front of a group 1,000 times that size. A group of people who found you on their own and were already looking for a solution to their problem.

Mass Communication Without

All The Headaches

And what if you could enjoy all the benefits of this kind of mass communication without actually having to be there in person?

That was one of the difficulties that people on my team had with duplicating my health awareness seminars.

While many of them did duplicate me, others were uncomfortable with it because they were afraid of screwing up live in front of an audience of people.

But what if, rather than having to get up in front of a room and do it live, you could just record a video of your presentation whenever you felt like it, right from the comfort of your own home?

And what if, rather than having to drive around all over town and do these presentations over and over and over and over again every week... you could just do it once, record it, and have it seen by thousands of people, 24/7, even six months from now?

This is exactly what people just like you are doing right now with the internet.

The Most Important Invention In History

“Few would disagree that the Internet is the **greatest invention** since the printing press – perhaps the single most important invention in all of history – but most of us really have no idea how **tremendously powerful** it really is.

It is now possible for a **single** (as yet unknown) **person** to sit in their living room and – **armed with a web cam and their internet connection** – create a message that is seen by **millions** of people.

And this isn't only mere potential. It's actually happening **all the time** now.”

-Mark Joyner, widely considered to be the “godfather” of internet marketing

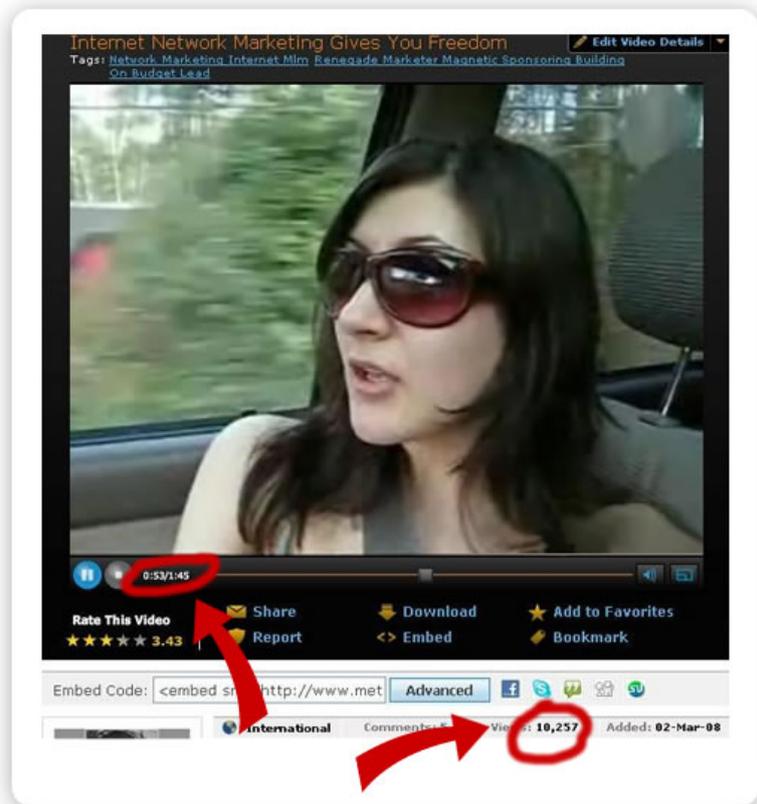
And you don't even have to use a presentation as long as my health seminar was.

After more than a year of spending thousands of dollars on opportunity leads and expensive motivational seminars, Diyana Alcheva, a college student from Portland, Oregon,

still had not made a dime in profit with her business.

According to all the motivational trainers, SHE was the problem, along with her “why.” But as she would later find out, the real problem was the poor business strategy she was being taught to use.

After discovering attraction marketing and learning how to reach the right audience through online videos, articles and blogging, she quickly generated 633 leads and over \$7,600 in commissions... all while spending less than \$300.



Just one of the lead-generation videos she created was a staggering one minute and forty five seconds long and she filmed it in the car on her way to the beach. This video has been viewed by 10,253 people at last count and at times was generating her an average of two new product sales a day.

If You Don't Currently Have This Kind Of Leverage In Your Business, You're Still Stuck In The Rat Race...

But Instead Of Trading Hours For Dollars, You're Trading Hours For Prospects

I have ads that I placed on the internet over TWO YEARS AGO that I haven't touched since and to this day, they continue to produce fresh, new, qualified leads for my business... every single day!

I think a lot of the time though it's easy to miss the full significance of words like "leads," "prospects," "opt ins" or "subscribers." They just don't sound very human.

Well imagine if every single day three new strangers magically found you and came up to you at the grocery store, the gas station, on the street, wherever, and said, "Hey! You're John Smith! I heard that you teach people like me how to run their own home based business. Could you tell me more about that? If you don't have time right now, that's okay. Here – here's my contact information. Just give me a call or send me an email. In fact, let me get yours too."

THAT'S WHAT A "LEAD" IS!!

(Not an opportunity lead, mind you. Those are phone numbers of people who want to win a free ipod or a gift card to Applebee's. The only way to get these types of leads is to generate them yourself. You cannot buy them. Not for any price.)



If there was a system out there that could do this for people, network marketers would be going bananas over it. There would be rabid mobs of distributors up in arms to get their hands on it.

Well guess what?

The internet IS that system!!

And it's free for you to use.

But we're getting ahead of ourselves here.

If you wanted to sell more of your company's retail products and you happened to have health and nutrition products that were similar to the ones I was selling, you could take this health awareness seminar model and copy it right now and start getting killer results immediately. Just like I did and just like my team did.

But your results won't be anywhere near what they *could be* if you don't understand the formula behind what you're doing.

Without the formula, your results might be fast and exciting, but they're also likely to be short-lived. They won't create long term wealth.

You see, despite all the success I was having retailing my products using these seminars...

I Still Had No Idea What I was Doing!

I knew that what I was doing was working, but I didn't know WHY it was working.

It's very similar to getting lucky and hitting it big with a good stock pick. Sure you might make some money, but if you don't understand the factors that were at work that made it such a good pick in the first place, you're not going to be able to duplicate your success again the next time.

As obvious as it seems now looking back on it, at the time I didn't realize that these educational-style seminars were the key to becoming the hunted, rather than the hunter.

If you don't understand the **formula** behind what you're doing, you might experience some exciting results, but they're likely to be **short-lived**. You won't be able to create **long-term wealth**.

I had dozens of people calling me every month about my products, but I still couldn't sponsor someone if my life depended on it!

I was extremely frustrated.

I thought this was something that only worked for health and nutrition products. I didn't think to apply it to the rest of my business, like my recruiting efforts.

And I certainly never thought to use it with the internet or larger-scale advertising methods.

When it came to recruiting people, I was still stuck in the same old, one-on-one, pitch-fest mindset or the "un-leveraged SPAM" mindset as I like to call it.

But the reason I'm bringing this up is because I know I'm not the only one who's struggled with this.

In fact, I've found that this is one of the biggest hurdles for many network marketers after they are introduced to this new model of "attraction marketing" or "internet network marketing" for the first time. We're conditioned by society, our employers, the government, and yes – our MLM companies – NOT to think outside the box. And so when we do discover a new and better way of doing something, sometimes we don't even see it for what it is.

"This Sounds Great... But How Does This Fit Into My Current Business?"

This is a big question many people have after discovering attraction marketing.

Also, there are a lot of books and lead generation systems out there about how to recruit people into your business. This creates confusion for those who want to know how to use this type of marketing to sell their company's retail products.

I cover this in my main course The Renegade Network Marketer and here's where a lot of people get hung up:

It's not about health awareness seminars.

It's not about ebooks or webinars or lead capture pages or funded proposals or customizable marketing funnels or any of that stuff.

It's not even about the internet or the phone or hotel meetings or face-to-face appointments.

These are all just tools, each with their own advantages and disadvantages.

What it's really about is a very simple formula that can be used in many different ways to sell many different things.

Once you understand this two-word formula, the internet... marketing... recruiting... and how to finally start making some money with your home based business will instantly become crystal clear.

Here it is:

Teaching Sells

That's it.

It really is no more complicated than that.

That's what I was doing with my health awareness seminars and that's what this whole big game of trying to get people to buy things from you is really all about.

Look at everyone who is having success attracting people to them online. What are they doing? *They're teaching others how to do something.*

Whether it's how to run a business, how to live healthier, or how to heal their joint pain... prospects and customers flock to those who demonstrate that they're knowledgeable about a subject.

Flip through a magazine. Which ads are you naturally drawn to? The ones that are offering some

useful information or that actually teach you something in the ad itself right?

The only way to **get attention** and **make yourself stand out** is to take on the role of a **trusted advisor**

If the internet has always been a vast mystery to you and you're always on the *other* side of the table on this (ie – you're always *someone else's* lead instead of other people becoming *your* leads) here's how it works:

Every good marketing or lead generation system has one thing in common.

At their core, no matter how complicated they may seem or how many bells and whistles they have, what makes them all work is an educational/instructional message of some sort that is offered to people in exchange for their money or their contact info.



They just package this information in different ways.

A lead is generated when one person has a desire to learn something and another person is willing to teach them what they want to know.

You can also generate a lead using a more traditional physical product, like a free sample of something, but in the information age, information itself IS a product. And it's a lot easier and cheaper to use because thanks to the internet, it doesn't cost you anything to give away information.

Then, once people have consumed your educational message and you've earned their trust, they will buy ANYTHING from you.

You see, no sale ever takes place without trust. And the best way to build trust is to genuinely invest in your customer first.

“The Majority Is Always Wrong”

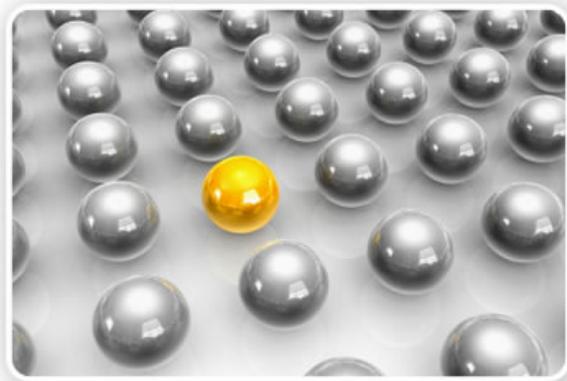
-Earl Nightengale
Founder, Nightengale-Conant

Whenever someone has something to sell, their immediate, natural inclination is to blurt out how great it is, as loud as they can, to whoever will listen.

This is what the majority of people do and that’s why the majority of people hate sales and aren’t any good at it.

It is NOT natural to refrain yourself (initially) from telling potential customers about your product... and instead... to teach them how they can accomplish what they want to *on their own* — WITHOUT having to buy anything from you.

That’s why so few people do this and that’s why it works like crazy for those who do.



60 years ago when network marketing was first conceived of, a good old fashioned sales pitch could still get the job done. Making a list of people you knew and going over to their house and sharing your products with them may have been a legitimate approach to building a secondary income. 10-15 years ago cold calling strangers and trying to get them to a teleseminar about your business opportunity *might* have still been effective. Sort of.

But in today’s over-saturated, over-hyped world where every household has two computers and three (or four) TV sets and people are bombarded with hundreds and thousands of sales messages a day, the only way to get attention and make yourself stand out is to take on the role of a trusted advisor.

The internet, the phone, hotel meetings, face-to-face... these are all just different ways of delivering a message to someone.

And when you deliver a message to someone you can either pitch them or you can teach them.

Pitching is out.

Teaching is in.

This doesn't mean you *never* tell people about your products or opportunity. It just means you have to earn the right to "pitch" them, if you want to call it that, by building a relationship first.

Do You Date People The Same Way You Prospect Them?

If all you do is incessantly pitch people, that comes across as very *needy*.

And needy is very unattractive.

**Stop doing what's unattractive
and start doing what is attractive.**

Just think of it in terms of dating. When you were looking for a potential partner, or if you are right now,

did you look for the most desperate, clingy, and needy person you could find?

Probably not. Chances are, you were looking for someone who had a lot to offer in terms of common interests and character traits that you thought were important.

Getting top quality people to line up to buy your products and join your opportunity is actually extremely simple.

Stop doing what's unattractive (non-stop, shameless pitching) and start doing what is attractive (teaching and helping others).

This is easier than you could ever imagine -- much easier than what you're probably doing right now. Like I said before, there is absolutely no reason that ANYONE in network marketing today should still be putting themselves through the misery of cold calling and repeated rejection by friends and family.

A little later on I'm going to be sharing dozens of case studies with you of regular people who are using the principle of "teaching sells" to attract business to them and are literally getting 10-20 times the results they were before... are working *less* hours... having more fun... and best of all, aren't paying a dime for their customers and prospects!

But let me just give you one more example for now...

Jerry Neumann is a former NASCAR mechanic who didn't know anything about computers other than how to send an email every now and then.

He didn't think that using the internet to build his business would work, but after following a few simple steps to get his first videos up online, he was able to make more money in two months than he had in the previous *two years*. He has since gone on to create an automated marketing "web" that includes multiple blogs, articles and online videos that fill his downline with new distributors and customers 24/7, regardless of whether he's working or not, allowing him to quit his job and stay home with his kids just six months after learning how to do attraction marketing. Ever since then his upline has been asking him to show them what he's doing.

In his videos (most of which are just a couple minutes long), he teaches people how to prevent their heartburn from getting out of control to the point where they have to have surgery.

There are many reasons this type of educational marketing is so effective – way too many to get into in this report – but here's just one of them:



Why aren't you doing this?

Even if you taught your prospect everything they needed to know in order to solve their problem on their own without buying from you...

You're still going to get the sale and their business!

(I know because I've done it!)

Why?

Because at the end of the day, what most people really want is a quick-fix solution that doesn't require a lot of time and energy (aka – a product).

The "teaching part" proves that you really have their best interests in mind, it sets you head and shoulders above everyone else who's just trying to get their money, and it positions you as a trustworthy expert.

By combining this strategy with free videos on youtube, Jerry was able to generate 26 new customers and distributors in one month and attract a further 178 retail customers and business prospects in the next 108 days.

Which raises a very interesting question for you:

If Jerry Did It, And I Did It, And Thousands Of Other People Are Doing It . . .

Why Can't YOU?

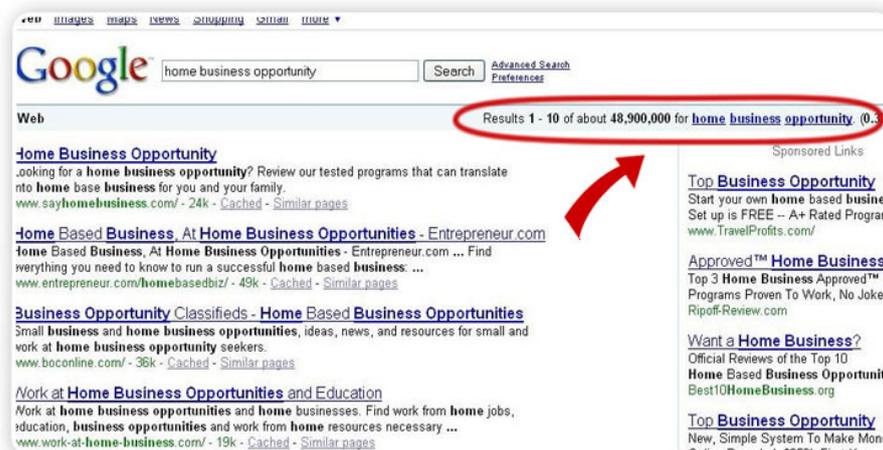
If the simple act of giving your prospects useful information is all that stands between you and hundreds of eager, new customers like Jerry has...

WHY NOT DO IT?

Especially since distributing information like this is easier and costs less now than ever before.

You see, the key to understanding how the internet works and how it can help you build YOUR business faster than you ever thought possible, is to think of it in offline terms.

Where have people always gone when they want to find out more about something?



The library right?

Or, if they're looking for a very specific solution to a problem of theirs, they flip open the yellow pages.

And if you pick up a book and you want to find something in particular, where do you go?

The index.

Well, the internet is the yellow pages or the library of the world.

And search engines or directory-type websites like Google, Yahoo, YouTube, Digg, etc are the index.

People Are Starting To Use The Internet More Than They Watch TV... Or Even Read The Newspaper!

Fact: A recent Jupiter research report found that more than 25% of the people they studied have cut back on watching TV... *so they can spend more time on the internet!*

On top of that, 18% of people in the study said they were reading newspapers less... and getting their information on the internet instead.

Because of the **speed, efficiency** and **number of options** available, the **internet** has become the primary method for doing **research**, making **purchasing decisions** and even **entertainment** .

A couple years ago, when Americans had a buying decision to make, over 70% of them used the internet to research their different options.

This number has risen dramatically since then.

The internet is now *the* standard method for researching anything.

Even the very name "Google" has become a verb and is used to describe the act of finding something. "Looking for _____? Just "Google" it."

Thanks to the internet, you can now get your message in front of more prospects than ever before in the history of the world.

All those people who were watching TV, reading the newspaper, flipping through the yellow pages, driving to the library or heading over to the mall are now going online and looking for things they're interested in.

...And instead of seeing commercials on TV, they can be looking at *your ads*, reading *your website*, and *buying YOUR PRODUCTS*.

And this is only going to increase... especially during "downturns" in the economy.

Despite the recession being felt in other areas of the economy...

According to Forrester Research, online sales will continue to grow by 11% in 2009

According to Jupiter Research, online video marketing will QUADRUPLE in 2009

According to e-marketer, online search marketing will continue to grow by 14.9%

Buying online is faster, more efficient, saves on gas and makes it obscenely easy to do comparison shopping.

Why would someone who's researching home based businesses take the time to go to five different opportunity meetings when they can hop online and in five seconds pull up

twenty different options on the front page alone?

Why The Internet Might Be Your Worst Enemy

The fact is, if you're not taking advantage of the internet right now – or more importantly, if you're not educating your audience – you're losing customers, prospects *and* existing downline members to those who *are* (whether you or your upline realizes it or not).

Bill Gates wasn't kidding when he said:

“ If your business is not on the internet, then your business will be out of business. ”

-Bill Gates, Founder of Microsoft



Say you're making your routine 50 dials a day to your batched opportunity leads. Or better yet, you're making your "three new contacts" a day while going about

work and errands. And you just so happen to hit on someone who's at the right point in their life where they're legitimately looking for an opportunity and you caught them at just the right moment in their day where they're willing to take the time to listen to you. And say you actually manage to pique their curiosity enough to the point where they're interested in finding out more.

What happens is, you setup an appointment with them to show the plan (aka – pitch fest)... you schedule a three way call with them and your sponsor (aka – pitch fest)... you invite them to attend a conference call about your opportunity (aka – pitch fest)... you send them a DVD or an email with a link to a video that's all about your opportunity (aka – pitch fest)... or you direct them to your beautiful company website which is all about... you guessed it. Your one-of-a-kind opportunity.

In the meantime, they're doing their own research online about your opportunity... network marketing (even though you told them it wasn't MLM, of course)... working from home... you name it... and in the process they come across someone who is offering a free report about why most people don't make money with their home based business or maybe a free video series about how to generate customers for free using the internet instead of talking to their friends and coworkers (which doesn't appeal to them very much).

So they give their name and email address in exchange for the information and most likely, forget all about their appointment with you.

They start receiving more of this person's emails offering useful information... they see them as a helpful guide, a friend, someone who's looking out for their best interests... trust is built... until eventually they ask that person how they can do what they're doing.

Thank you very much for the lead.

It's not really fair, but the people who are still doing the grunt work of one-to-one prospecting are fueling the downlines and customers lists of those who are positioning themselves as a valuable resource using the internet.

At the very least, you need to be online if for no other reason than to protect your offline prospecting efforts.

As millions of current MLMers, former MLMers, and people who



have been prospected by MLMers are being driven online, everyday people who are implementing even the simplest attraction marketing techniques can't help but scoop them up by the hundreds.

Those who are acting now are becoming the future leaders of the industry.

It's already happening but fortunately the internet hasn't even come close to reaching its full potential and there's still plenty of room left.

But that's only a small part of the story...

The Power Of The Expert

Now imagine if you had a book about, say, preventing most major diseases before they start by making a few simple changes in your diet, or something like that, and it became a #1 best seller on the New York Times list, which is read by over 1 million people everyday and over 1.4 million people on Sundays.

How to trigger a sales explosion



You can go from **Anonymous** to **Authority** practically **overnight** by simply sharing valuable ideas with others.

Or say you were interviewed on the Oprah Winfrey show, which averages about 8 million viewers per airing, about how more and more people are leaving the traditional 9-5 rat race and are instead making the commute from the bedroom to their computer for their main source of income.

Or what if you had a regular column in a popular home based business magazine, or maybe even your own radio show, where you gave people tips and techniques on how to work from home.

Do you think that you'd ever have to prospect another waitress again? Do you think you'd ever have to make another cold call?

Do you think you'd still have a problem with respect and credibility or getting people to take you seriously?

I don't need to tell you that best selling authors or people who appear on popular TV or radio shows have tremendous power and influence. All they have to do is put their name on something and it sells like hotcakes.

Being a recognized expert makes you sought-after and highly desirable to your target audience. And it gives you the power to recommend anything to your prospects and have them scramble to buy it!

This is the power that teaching gives you.

It's the same power I was harnessing with my health awareness seminars and that Jerry is with his YouTube videos.

If you haven't begun taking your business online yet, here's why you need to:

The Internet Has Made This Power Available To Anyone... For Free

And I do mean anyone.

Now even the most inexperienced newbie on the tightest shoe-string budget can implement large-scale marketing techniques that used to cost thousands of dollars – techniques that were basically “off limits” to the average person 10-20 years ago.

(By the way, this is the reason you've been taught to use one-to-one marketing to build your business. It's supposedly easier and because the “little guy” can't do marketing like the “big boys” can. Neither of which is true.)

“ The cost of publishing has fallen practically to zero... This turns mass media upside down. It creates media of the masses. ”

“ Your customers and rivals are figuring blogs out. Our advice: Catch up... or catch you later. ”

-BusinessWeek Magazine

BusinessWeek

This is why the internet has changed the rules of how sales and marketing are done forever.

It's essentially created Mass Communication 2.0 by allowing anyone to be their own publisher or have their own TV show overnight.

When you cut through all the noise and confusion, all these internet marketing and traffic generation methods are just different ways to distribute (ie – publish) your information.

Or in other words: Teach people.



Having a blog (Wordpress, Blogger) is similar to having your own regular column in a newspaper or magazine, except it's free and you don't have to meet any editor's requirements. Your articles or posts can be as long or as short as you want.

You can post them whenever you want and as often or as little as you want.

Social networking sites (Myspace, Facebook, Twitter – also a “microblog”) are just like participating in a real networking club that gets together every Saturday for breakfast. Except here the networking takes place 24/7, 365 days a year. Plus, your “sphere of influence” isn't limited to a meager 20-30 mile radius around the area you live. It's global. And it's free. And you never have to leave your house.

Social bookmarking sites (Digg, Delicious, StumbleUpon) are pretty unique to the online world but they could be compared to something like a library catalog, a directory of resources or a rolodex. They're basically ways of sorting information on the internet, which in and of itself IS a form of information. And when YOU'RE the one who's doing the sorting for other people (it's kindergarten-simple), it can be a very powerful way to position yourself as a valuable, go-to resource for your customers. However, just like the rest of the internet, these types of sites are infinitely more powerful and useful to marketers like us than their “offline equivalents” because they're interactive and are constantly changing based on what's popular. Plus, they're free.

Video sharing sites (YouTube, Metacafe) are of course like having your very own television station, the ultimate form of mass communication because it combines the power of visual *and* audio. And just like having a blog, it's totally up to you when you want to broadcast your message, how often you want to do them, and how long or short you want them to be. Oh, and it's free.

Pay-per-click ads (Google, Yahoo, MSN) are like newspaper classifieds on steroids. Podcasting is like having your own radio show. Ebooks are of course like books (except without the cost of printing and distribution).

There are thousands of other sites, marketing methods and tools on the internet, but the purpose of all of them is to get people to an opt in box (which can be on your blog or website), a sales letter, a landing page, a squeeze page, a reverse squeeze page, whatever the heck you want to call it... some place where they can give you their email address. This way you can...

Give them more information!

Collecting a list of email addresses and using an autoresponder to stay in touch with them is like having your own physical newsletter that gets sent out to your raving fans in the mail—perhaps the ultimate and most proven way to continually teach people (aka – make them want to buy from you without even asking for their money).

Again, the internet makes it free, or next to nothing.

Depending on how many pages you have, the type of paper you

use, postage, etc, sending a single newsletter issue out to 10,000 people can cost you in the neighborhood of \$5,000 or more.

On the internet: A good autoresponder will usually cost you anywhere from \$19-39/mo.

And your emails can be as short or as long as you want. Plus, just like with many of these internet methods, the results are nearly instantaneous.

So, to break the principle of “teaching sells” down into a more practical, actionable formula that you can begin incorporating into your business right now...

Your Job Is To Become A Producer And Distributor Of Information

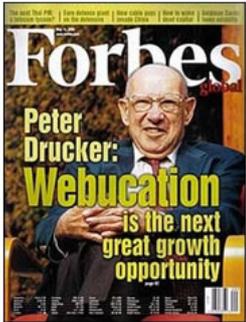
You're not in the network marketing business, you're in the information business.

Remember the man I opened this report with?
Here's what he has to say about teaching people via the internet:

“ The U.S. now spends around \$1 trillion on education and training!

Triggered by the internet, continuing adult education may well become our greatest growth industry. ”

-Peter Drucker, Interview with Forbes Magazine



You're not in the health and wellness business, you're in the information business.

You're not in the legal services business, you're in the information business.

You're not in the travel services business, you're in the information business.

You're not in the real estate business, you're in the information business.

You're not in the (fill in the blank) business, you're in the INFORMATION business.

You hear the word "content" used a lot on the internet. That's what my health awareness seminar was and that's what you want to produce. The more you produce, the more customers and leads you'll generate.

Very few people truly get this (I didn't for a long time) and yet it's sooooo simple.

Every piece of content you create exponentially increases the lead-generation power of all your other pieces of content.

Showering

prospects with free content that brings enormous value to their lives before you allow them to ever purchase from you ... opens the floodgates of growth and profits for you.

Think about this for a moment and what it means for your business:

Nothing is sold without content.

It's what makes the world as we know it function.

This is what every website, TV station, magazine and newspaper publisher on earth lives and breathes for: Good content.

Why?

Because people are attracted to value (content), not sales pitches.

People don't buy magazines for the ads. They buy them for the articles. The more articles a magazine has and the better quality they are, the more subscriptions the magazine sells. The more subscriptions the magazine sells, the

more readers the people who pay to have their ads in the magazine get to expose their message to.

When you provide your audience with content that helps them accomplish what they want:

- Retention will NEVER be a problem again
- You will enjoy a constant flood of free, word-of-mouth referrals
- Google, Yahoo and the other search engines will automatically send you thousands of new prospects for free
- People will quit other companies and organizations just to join yours. This is the cold, hard truth about how the network marketing industry works—you DON'T want to be on the losing end of this equation

Same with TV. People don't watch TV for the commercials. They watch it for the content and in the process they end up viewing the ads. The exception of course (besides the Super Bowl) is infomercials!

The point is: Content is the reason that advertising is able to exist in

the world.

If you're not doing something to educate your prospects and enrich their lives, you're like a TV station that runs nothing but commercials 24/7.

Who's going to watch that?

On the internet you'll also hear the phrase "content is king."

Well I disagree.

I don't think this even comes close to conveying the awesome power and influence that content gives you with your prospects, customers, other networkers and even the very internet itself.

I'm sure you've heard the old adage, "he who owns the gold makes the rules."

Well, in a world where limited physical resources are no longer the most valuable commodities on earth, this is not the case.

The truth is...

"He/She Who Owns The Content Makes The Rules"

And in reality, this has always been the case all throughout history, it's just that it's become a lot more apparent and in-your-face during the information age.

When you control the content...

- You become more valuable to your customers than the products you promote. This is the much-sought-after-yet-little-known solution to the massive problem of attrition that every network marketer faces. Your distributors and customers have to be bonded to YOU, not a product or opportunity. Sales reps are a dime a dozen. But someone who goes above and beyond and teaches their customers is a rare thing. When you do this, you have the ability to promote anything you want at any time, making you more financially secure than any one company can. If a company you promote goes down the tubes or you find something better, no problem. When you produce the content your customer's loyalty is with you and they will take your recommendation on anything.
- Search engines and other websites will love you and reward you with swarms of free visitors to your sites.
- Other people will pay you to let them advertise on your sites and they'll even pay you to let them use your content.
- You'll get free sales and leads from word of mouth like you've never experienced before. MLMers are often told that the network distribution model is so powerful because of word of mouth, yet for some reason very few people have ever truly experienced what it's like to have their message spread out-of-control like a wildfire.

Why?

Because regular sales reps who have only ONE agenda – getting the sale – don't get word of mouth referrals.

People who position themselves as leaders by teaching others do.

Just as I was writing this report I received an email from one of my subscribers that illustrates this point perfectly:

Actual email I received from one of my subscribers as I was writing this report:

This was the most straight to the point, & informative & useful info that I've ever recieved from a total stranger. It actually relates to my want, need and desire from my MLM business. I am going to share it with hundreds of people. Thank you!
Robert Dorsey Avon-SEUL

--- On Fri, 11/28/08, Ann Sieg wrote:

From: Ann Sieg
Subject: make more money marketing to less people
To: "Robert Dorsey"
Date: Friday, November 28, 2008, 7:39 AM

When you produce good content, people will link to you from their websites... refer others to you even if they don't get paid for it... publish your content in their newsletters and on their websites... and they'll even quote you in their content.

Because of the content I've created in the past, people quote me all the time in their blogs, emails, and websites, which gives me massive amounts of free exposure to their entire audience. As an example, just look at some of the people I've talked about or quoted in this Manifesto (which is being sent out to over 250,000 network marketers). As a result, they'll probably end up with a steady little stream of free sales and leads for a long, long time to come due to people reading this report and then going and checking them out on the internet.

Do you think anyone's going to quote your sales pitch? Don't count on it.

- You also get to take advantage of the "spillover effect." This is what we were talking about before about how people who are doing their prospecting offline are losing their leads to people doing it online. This also happens on the internet too though.

When you create content, you become a "rallying point" for people who need help (which is 98% of the marketplace) and you'll get a lot of the customers and leads of those who do nothing but pitch their prospects and don't provide them with any real value.

If you're just your average, run-of-the-mill distributor and you don't own any of your own content, you're basically working for those who do. It's no fun if you're on the losing side of this equation, but this is the reality of how things work and it's never going to change, so you might as well be the one on the receiving end.

This happened to me all the time with my health awareness seminars. Someone from someone else's downline would bring a friend who would then go home and tell one of their friends about this great demonstration they just saw and how it might help them with their problem. But instead of giving them the phone number of the person who brought them to the seminar, they would tell their friend to call me. A lot of the times I would find out who referred this person and then tell them to order through them, but they would adamantly insist on buying through me. They didn't know how it was "supposed to work," they just knew that I was the one putting myself out there and helping people.



Producing Content Is Better Than Counterfeiting

Producing content is better than having a license to print money.

While printing more money only *decreases* the value of the rest of the dollars in circulation, producing more content *increases* the value of all your

other content exponentially.

Any physical resource has a relatively fixed value. Even during periods of extreme inflation, gold has only topped \$1,000 an ounce just once.

But the value of a single piece of content to your business can be *priceless*. Every piece of content you produce (like Jerry's YouTube videos) is a perpetual money machine that will continue to pump fresh new customers and leads into your business months and even years after you produced it.

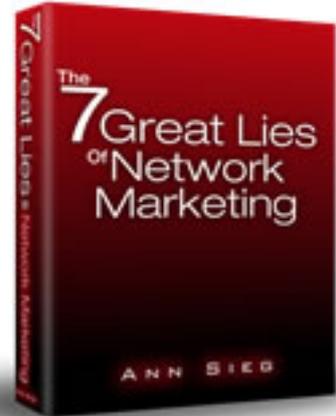
And unlike physical resources, content is free to produce and you can do it right from your own home.

Almost two years ago, I published my very first report on the internet – 'The 7 Great Lies Of Network Marketing.' It was packed with 35 pages of high-value content.

I used this report to generate leads for my business and I also allowed other people to use it to generate leads for theirs, whatever it may be. Once someone generated a lead with this report, they could offer them their opportunity or any other product they wanted.

Plus, if their leads ended up buying any of my own info products it further qualified them as a great prospect for their business and they also got a commission on it.

It was a true win, win, win: People who downloaded that e-book received tremendous value and were thankful to me or whoever offered it to them. I made money and so did the other people who used the report, and all of us ended up with tens of thousands of new leads and customers.



So far so good right? Wait: The story gets better.

Still Generating 160,000 New Prospects A Year: Worth \$1,267,200

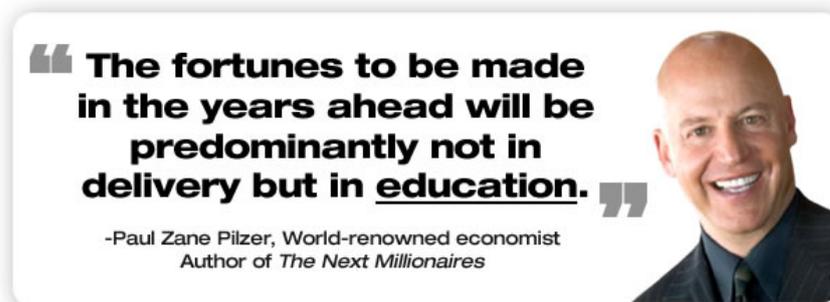
Today, nearly two years later, direct links to that download page still generate an average of over 440 opt ins a day – roughly 160,000 new prospects every year.

Pretty impressive right? Hang on to your hat...

About 9% of those prospects will make their first purchase within three months. That's 14,400 new sales with an average first time order of \$88. Total revenue: \$1,267,200.

That's \$36,205 per written page!

This isn't even counting future purchases (which is where the bulk of the profits really come from) or all the money that's made when they buy anything from the person who generated the lead or join their opportunity. The first sale is just the beginning.



All that from a little report and download page I created in 2007!

My current time investment? Zero. My cost? Zero.

Do you think that "marketing as usual" distributors -- distributors who fail to provide leadership for their prospects and instead simply hound them for the sale

or the sign up every time they talk to them -- get that kind of “residual” effect from their marketing?

Of course not!

The network marketing industry loves to talk about the power of “leverage” but it fails to teach people how to apply this principle to ALL of their business activities.

Most distributors work their butts off, pay through the nose for junk opportunity leads, and dedicate a massive amount of time and effort for every single sale – and their results still aren’t even close to being this good.

I’m not telling you this to brag, but to simply illustrate what the power of one good piece of content can be and to inspire you to begin creating your own.

You don’t have to wait until you have a sprawling organization to experience the peace of mind that comes from having a passive income stream.

TEACHING SELLS
Until you begin implementing this **formula** in your business, you’re always going to be **paying** other people **money**, rather than being the one **collecting** it.

You can start enjoying it right now (and frankly, with a lot less headaches than trying to find other people who will duplicate you).

If you’re currently doing any kind of marketing on the internet like blogging, articles or videos, you’re not far off from something like your own special report. What do you have when you’ve got 15 blog posts or so? A special report! The same pieces of content can be used over and over again in many different ways. Just repackage them and they automatically have a higher perceived value.

So to sum it up, failing to teach your audience in the form of content...

- Dooms you to obscurity and invisibility
- Sentences you to spending a fortune for “biz opp leads” and traffic generation that other distributors get for free
- Condemns you to working much, much harder for much, much less
- Ensures that you will always just be one small insignificant voice in a sea of offers screaming for your prospect’s attention

And on the other hand, taking the simple steps required to position yourself as a trustworthy resource...

- Lifts you head and shoulders above your competition and gets you the attention you need to explode your business
- Empowers you to attract massive traffic, new leads, new customers and new profits without spending a dime on advertising
- Multiplies the money and results you earn for each hour

“But I’m Not An Expert”

I’m going to let you in on a little secret:

The only difference between you... and the people who are enjoying the type of lifestyle-choice and total freedom that you’ve always dreamed about... is that one day they woke up and said, “Hey, I’m going to be an expert at _____.”

Perceived Authority Status

The true power of these strategies lies in the fact that you can begin enjoying all the respect and benefits of being a recognized authority figure, without actually having to be one!

The vast majority of people in the world have convinced themselves they are incapable of achieving great things, so they

settle for the mediocre. Therefore, the level of competition is actually fiercest for the techniques that are MOST ineffective, ironically making the methods that actually do work the easiest to implement.

It’s easier to sponsor five people a month than it is to sponsor one person every five months. It’s easier to sell a couple thousand dollars worth of product every month than it is to sell a couple bottles.

You may think to yourself “I could never do that”... or “that might work for some people, but not me”... or “who am I to be teaching others how to do something? I don’t know anything about _____.”

But I’ll show you other people who were more inexperienced and who were in worse situations than you are right now who are now attracting 300-500 new prospects every month for free on the internet, and they’re doing it working only an hour or two a day on their business.

I'll show you how you can get started knowing nothing more than what you know right now.

You may not realize it, but the very fact that you're reading this report and that you've been on my email list makes you more knowledgeable about marketing and how the internet works than 95% of network marketers or even traditional business owners out there. This positions you right now, as is, to attract hundreds and even thousands of people to you.

Remember, I wasn't anything even close to an expert when I started doing my health awareness seminars. Neither was Jerry Neumann or Diyana Alcheva or any of the other dozens of case studies I'm going to be sharing with you in a little bit.

Eventually I did become somewhat of an "expert" along the way, but it wasn't until well after I had already started attracting customers and making money.

Being an "expert" for the purposes of lead generation means knowing slightly more about the topic than the customer.

Nothing more.

This is a very important point for you to realize if you haven't already begun to put these techniques to work for you. You can get started RIGHT NOW no matter how new you are... no matter how much you know (or don't know) about your products or opportunity... and regardless of what level of success or achievements you currently have.

The true power of these strategies lies in the fact that you can begin enjoying all the respect and benefits of being a recognized authority figure, without actually having to be one!

All you have to be is one step ahead of your prospects (and I can guarantee you already are, you just may not realize it). That's all that's needed to get the kind of results I'm talking about.

Out of all the people I know who are receiving massive amounts of exposure for their business – even the big names you would recognize – almost *none* of them were actually experts when they got started.

They just used some very simple techniques that anyone can use to immediately elevate their status with their market.

Why Some People Make 47,600% More Money Than Everyone Else

Let me ask you a question:

Do you really think Dr. Phil is the best, smartest, most experienced psychologist in the world?

Or do you think he's just positioned that way because he's on TV?

The average income for a psychologist with a PhD in most states is around \$63,000/yr.

Dr Phil makes \$30 million a year.

That's more than **476 times** the average income of his peers!

What makes him so different? Is he really 476 times *better* or more experienced than all the other psychologists in the country? Does he work 476 times *harder* than everyone else?

Or is it just because he knows something about marketing that they don't?

Dr Phil makes 47,600% *more* per year than the average person in his field because he's postured himself as *the* premier go-to guy for personal, social and relationship problems.



Not only is he the host of a hit TV show, he's also the author of six #1 New York Times bestsellers.

Dr Phil isn't doing anything that anyone else couldn't do, he

just knows that his job as a psychologist is NOT doing the things that a psychologist does... it's producing and distributing information that relates to his audience's problems.

Because of the tremendous leverage the internet offers as a communications tool, you don't have to write a book or have your own daytime TV show. With many of the techniques available to you, even just a few sentences is all it takes to produce 5-10 fresh new leads a day for your business for months on end –

numbers that are hundreds of times better than what the average network marketer experiences!

You can apply these principles on a much smaller scale and begin experiencing amazing results at no cost and with very little effort.

On the other hand, with a lot of effort, you can produce results that are almost dangerous...

The True Story Of How A Quiet Homeschool Mom From Minnesota Nearly Crippled Her Network Marketing Company... In Less Than 90 Days

If you begin using this strategy of teaching your audience and you decide to go all out with it, you have the ability to make – or even break – your network marketing company.

As I told you before, I was selling thousands of dollars worth of products every month as a result of my health awareness seminars, but I was still extremely frustrated because I didn't know how to use these same methods to sponsor people into my business. I asked everyone I could for advice and it was always the same thing: Talk to more people.

I was almost ready to give up when my son, who was a top performing online affiliate for companies like Best Western and Walmart, told me I needed to learn how to go after my target market on the internet.

I was tired of the all-fluff-no-substance training at every meeting, so I decided to start completely over.

I left the company I was with and went on a long process of mental "detoxification" and re-education.

I joined another company specifically for the purpose of improving my phone skills and I started to work leads that were supplied by my upline. These leads

were generated from my upline's own personal website where he offered an

The key to making sales **easy** is not what happens **ON** the phone, but rather, the process that someone goes through **BEFORE** you ever talk with them.

educational CD to people in exchange for their contact information. This CD gave people a few simple steps on how to build their own home based business, and as a result, produced a lead that was highly-qualified and very pre-sold.

They were such quality prospects that I quickly became a top performer in the company, sponsoring 10 or more people every month.

At this point I had now tasted success with both retailing and sponsoring and the wheels in my head started to turn.

It finally began to hit me that all these different phone tricks, sales gimmicks and fancy closes that people were taught to use were just band-aid answers that didn't really get to the root of the problem—the same way I had been teaching people that drugs and surgery treated symptoms, not causes. The key to making sales easy was not necessarily what happened ON the phone, but rather, the process that someone went through BEFORE you ever talked with them.

Eager to take my business to the next level, I began studying everything I could on internet marketing and how to generate my own pre-qualified prospects. I consumed massive quantities of information, picking up every book and course I could get my hands on. As I studied people like John Reese, Perry Marshall, Clayton Makepeace, Gary Halbert and other information-marketers, I came to a shocking realization:

I Hadn't Even Scratched The Surface Of What I Could Have Done With My Health Awareness Seminars

With the internet, I could have created my own information empire with content-rich health newsletters... videos of my seminars on my own blog and other sites like youtube... how-to articles that would get distributed all over the web... my own information product... the sky was the limit.

I may not have been selling health and nutrition products anymore, but I now realized the same model could be applied to recruiting people into my opportunity.

Around this time I was also paying for individual coaching with the director of training for my company. He told me that I needed to start becoming an independent marketer by positioning myself as an expert.



That was all the encouragement I needed.

I put up my own website that differentiated me and my ability to help people. I offered the same educational CD my upline was giving away and I also started sending follow up emails to people who requested it.

It was déjà vu.

People were calling me and lining up to get my advice once again. So much in fact that I had to start charging \$200/hr for my time. (Bummer right?) And people were more than happy to pay it. Think about all the time you spend chasing people around... leaving messages... without even knowing if they're going to sign up in the end or not. Wouldn't it be a heck of a lot easier if they just paid you for your time up front, and then if you got the sign up that was just icing on the cake? Essentially that's what was happening. I was being paid to prospect people (and it wasn't even in a leveraged way like with an info product). After giving them some helpful pointers on how to start their own home based business and what to avoid, their next natural question was, "so what business do YOU do?"

I was sponsoring 10+ new distributors a month and so were lots of other people on my team.

I Had Finally Cracked The Code

I had a clear picture in my head of how it all worked and after years of relentless dream-building, goal-setting and near-financial disaster from my husband's windshield replacement business going under, I was ready to take it to the next level.

After someone became a lead on my website, all we did was sponsor them into the business. My downline was growing rapidly but it was still taking awhile to actually get the residual commission checks.

I knew that if I could make more money right away up front I could expand my advertising even faster.

If you can get someone to pay you to become a lead, you will never get a higher quality prospect.

So I went to the owner of the company and asked to do something that had never been done before.

Like many companies, this one had sales training courses and other material that it typically only sold to distributors who were already in the business. But I figured that if the free content I was giving away produced such a high quality lead, charging people for additional how-to information would create an even more qualified prospect for my business.

So I asked the owner if I could buy their courses at wholesale and re-sell them on my website at retail.

I'll never forget the conversation.

They weren't used to selling large quantities of these and I wanted to make sure that they could handle all the orders I was *going* to bring them. Because of the incredible results I had been getting so far, I knew people were starving for this kind of information.

Understandably the owner thought it was all talk. With a little chuckle, he replied, "don't worry about that part Ann. We can handle whatever you can bring us."

What happened next floored me... along with everyone else.

In Less Than Three Months I Was Selling So Many Courses They Couldn't Hire People Fast Enough To Keep Up With All The Orders!

I was getting close to 7,000 unique new visitors to my website every day and was taking over \$75,000 in orders every month.

I expected it to go well, but not *that* well!

Now before you think I'm getting all "hypey" on you here, there's a couple things you should know:

1) To say that I was working more than full time on my business at this point would be an understatement. And...

2) I had some help. By this time I had been forced to hire a couple people just because of all the prospects who were calling and emailing me (easiest place to look if you're in this situation: people who are already in your organization).

I was now sponsoring 50 or more people a month without even talking to them and dozens of people on my

Your Competition

**If you don't position yourself as an expert,
there are plenty of other people who are
more than willing to.**

team were sponsoring anywhere from 10-20 people a month. Every month corporate posted a list of the top performing distributors in the company, and every month 80% or more of those listed were people on my team.

It got to the point where the company actually stopped posting my real numbers because I wasn't doing it the way everyone else was being taught to do it and they didn't want people asking what I was doing.

But the side effects were unavoidable.

Word got around (just like with my health awareness seminars) about how well our team was doing and people from other teams in the company started calling corporate to ask to be moved to my downline. This was against their policy of course, but people simply quit and waited the required three months to re-enter under me.

All because I was offering people good how-to training material before I offered them my opportunity! And it wasn't even my own content – I was just using someone else's!

Remember what I said about how distributing content makes you a “rallying point” for people who need help (which is basically everyone)?

Some people don't think this is fair, but...

If You Don't Give People A Reason To Follow You, They're Going To Follow Someone Else



And if you're not going to do it, there's plenty of other people out there who are more than willing to reap the rewards of standing out from the crowd.

For example, just go to www.ezinearticles.com and click on the “expert authors” link in the upper left

hand corner. You'll find over 125,000 very ordinary people who happen to like the

idea of being their own boss – just like you – who are all enjoying the freedom and peace of mind that can only come from daily sales and leads on autopilot.

Go ahead and click on a few of them and see what they're up to. Many of their articles are as short as three paragraphs. Click on their links at the bottom and see what they're promoting. You'll find every niche and industry imaginable, from cell phones to debt consolidation to coffee.

Are they doing anything you couldn't do?

It wasn't all smooth sailing though. I started to run into problems.

When I ordered more training courses I placed the order with my company who then placed the order with their supplier. The supplier then shipped the courses to my company who then shipped them to me. My home had become a makeshift warehouse/USPS depot.

Being an MLMer I was used to this kind of "home takeover," but the problem was we weren't getting the courses fast enough. At times I was forced to slow down, and even pause my advertising altogether, because they couldn't keep up with all the orders. On top of that, their customer service was starting to suffer because of the rapid growth.

(I'm not suggesting this is what you want to happen, but it just goes to show the power of information marketing.)

We talked about setting up dropshipping and I was even considering going directly to the supplier, but then I realized something:

What was stopping me from putting together my own information product?

If I did it in an electronic format (aka – an ebook) keeping up with demand would never be an issue... plus... the people who came to my website were begging me to show them how to setup their own marketing system! The sales training course was great (and still infinitely better than the painful and humiliating techniques most distributors are taught to use), but what people really wanted to learn was how to get prospects to call them, like I was doing.

So I compiled everything I had learned about marketing and lead generation up until that point and released them in an ebook called *The Renegade Network Marketer*.

Because I had been building up a loyal following of people for awhile, my business almost tripled from over \$90,000 a month to \$250,000 a month, and to be honest, I'm still in disbelief to this day!

Not because of my rapid transformation from “quiet homeschool mom from Minnesota” to “well-known and respected international business coach”...

...BUT BECAUSE MORE PEOPLE AREN'T DOING THIS TOO!

The reason I'm telling you all this is not to toot my own horn but to illustrate a very important point and to show you how to progressively and systematically take YOUR business to higher and higher levels of income as you learn attraction marketing.

The point is:

You Have No Credibility

Huh?

Stay with me here.

Have you ever heard the saying, “credibility is the only real currency?”

It's an inescapable fact of life that most people think like this:

If it's on TV it must be true.

If it's in the newspaper it must be true.

If they have their own book it must be true.

If a professor says it it must be true.

If my doctor says it it must be true.

If the government says it it must be true.

Our entire paper money system is based on credibility. Do you trust your treasury department? If you didn't, and no one else did, the global economy would very quickly collapse.

Credibility Ranking

One of the best ways to **dramatically increase the lead flow** coming into your business is to increase your **perceived credibility**.

Credibility is everything. And it's very difficult to influence anybody if you don't have it.

This is bad news for us because we all know that our biggest problem as network marketers is that no one takes us seriously.

The best way to permanently solve this is by increasing what I like to call your “credibility ranking.”

Many people, after getting started with the basics and generating a few new leads a day for their business, want to know how to take their attraction marketing to the next level.

For me, there were two key factors in blowing past the part-time/side income level and jumping to the six figure mark and beyond:

- 1) Creating my own content
- 2) Gradually creating more and more “advanced” levels of content

Now, I’m not saying that you’re going to be able to retire tomorrow by doing this or that you even need to take it as far as I did.

What I am saying is that *anyone* can easily get a few hundred top-quality prospects contacting them every month by implementing just a fraction of what I’m talking about here.

And once you’ve started doing this using some super-simple techniques like blogging, video sharing, article marketing, social networking, etc... your next major breakthrough is not far off.

Okay, here’s how it works:

Your Prospects Equate Different Types Of Content With Different Levels Of Knowledge Or Expertise

The more effort it takes to put something together—or more importantly, the more effort your audience *thinks* it takes to put together (think Dr Phil)—the higher your credibility ranking.

The higher your credibility ranking, the easier and easier it gets for you to make money.

For example, did you know that many people put together marketing campaigns that are *specifically* designed to get their book to the top of the New York Times or Amazon bestseller lists (it’s not that difficult if you know how to work the

system) not because of the actual profits from the book sales, but solely because of the immense credibility it gives them?

Here's something else to consider: The vast majority of the population *still* thinks that you have to be a super-geek (or hire one) to be doing business online and that it costs a small fortune. This is great news for you because it doesn't. Your customers and prospects don't realize this however, which means they attach a higher credibility ranking to your online pieces of content than they would if they knew the truth.

This is why I encourage people in The Renegade Network Marketer to begin developing their own "stuff."

**The harder your audience thinks it is
to put together a piece of content,
the higher your credibility ranking**

Creating your own content gives you a higher credibility ranking than using someone else's content

and it also forms a greater bond between you and your prospect.

When you go from being just another sales rep who does nothing but regurgitate the same old company lingo... to providing even the smallest bits of useful, educational content, you will immediately see a 300%... 500%... even 1,000% or more increase in your credibility and therefore your "recommendation power."

Once you've started this content production process, you will experience a "credibility snowball" effect. In order to generate more customers and more leads, just produce more content and/or more "advanced" levels of content.

You can get started immediately by placing your own ads that simply lead people to a website where they can request a piece of information.

From there you can begin creating your own articles... your own videos... your own blog... your own lead capture page (also called landing pages or squeeze pages)... your own website... your own special report... your own emails... and yes, even your own information product.

Why might you want to consider creating your own information product some day?

Because your credibility and "recommendation power" shoot through the roof!

If You Want To Become The Top Distributor In Any Company, This Is The Easiest And Fastest Way To Do It

Since I decided to come out with my own info product, I've become the number one affiliate/distributor for many different programs by doing nothing more than sending out a few emails!

For just one such program I promoted about a year ago I now collect regular five-figure checks every month and have done nothing to actively promote it since.

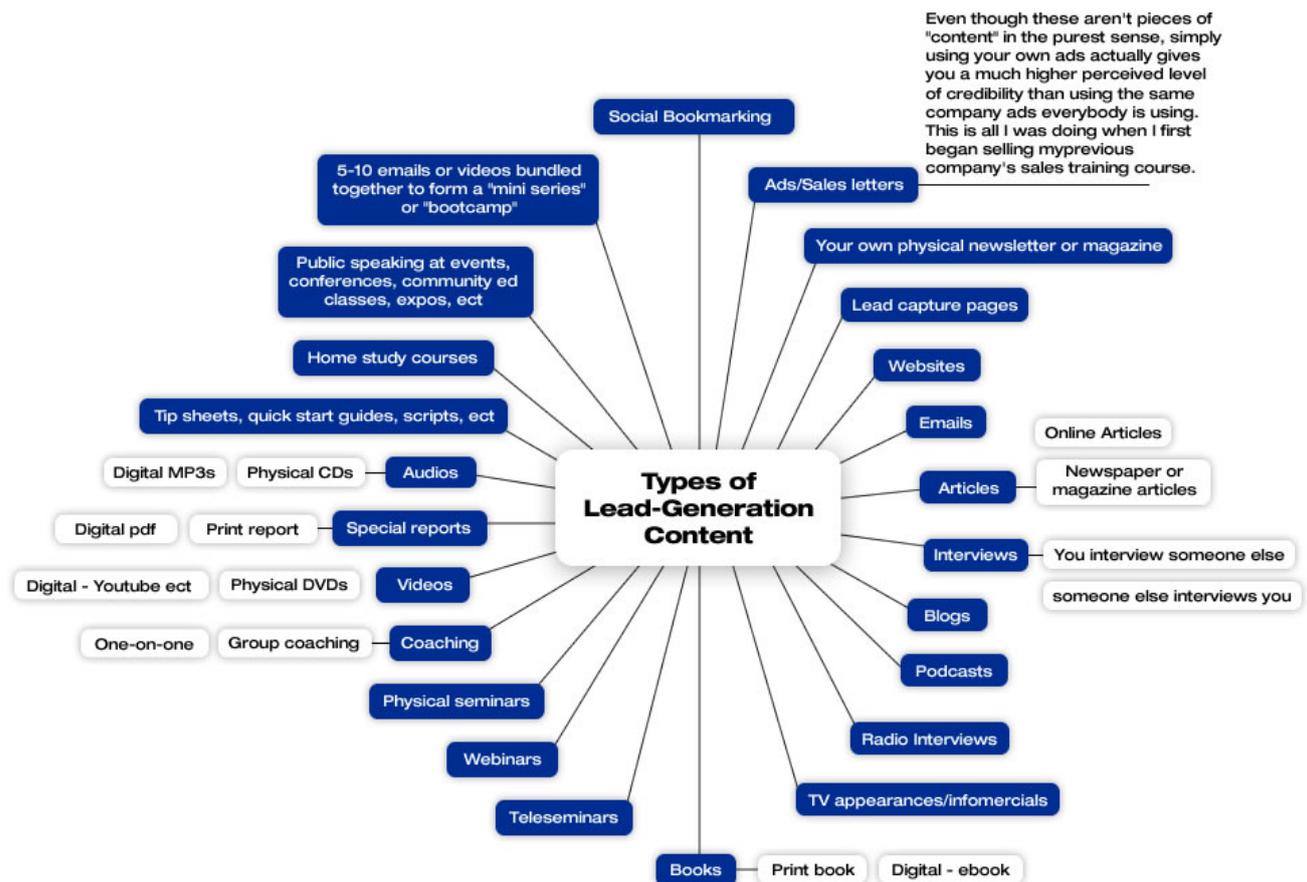
All this stuff isn't about taking you away from what you're currently doing, it's about causing a crowd of people to be magnetically drawn to... and to come under your influence and happily give you money.

The amazing thing about it is it's totally under the radar.

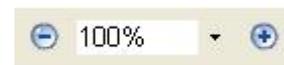
While everyone else is trying hard to pressure people into buying, producing your own content allows you to influence the crowd in a more subtle way. You're perceived to be more of a friend than a salesperson.

This results in people wanting to buy from you repeatedly.

Here's a very short list of some different types of content you can create. Generally speaking, the same piece of content in physical form carries a higher credibility ranking, ie – an actual physical book vs an ebook.



(If you're having trouble reading the words on this diagram, just increase the viewing size on your pdf reader. It looks like this):



Now, if you're brand new to all of this and you're just getting started with attraction marketing, don't let all this confuse or intimidate you.

A home study course is just a higher level of teaching people than say, a two minute Youtube video. Same concept.

You don't have to do all this to become massively successful. Not even close. (And if you want, you don't even have to do it yourself).

Most of my students haven't even implemented 5% of these things. They spend about 45-60 minutes a day setting up a few simple pieces of automated lead-generation content and they now make more money in one month than they have in all their previous years of MLM combined, many of them having been in network marketing for 10 years or more!

This is just to give you some ideas and show you that the possibilities (and your income potential) are endless with educational style marketing.

The #1 Most Over-Looked Secret To Becoming A Prospect-Magnet

(Plus, 133 Or More Ways To Differentiate Yourself)

When most people are introduced to online network marketing or “attraction marketing” for the first time, it’s usually through a message, a piece of content, or an ad that sounds something like this:



Compared to the typical zero-value messages that most reps put out there when they try to do their own advertising (the same reps who will tell you that “the internet doesn’t work”), these how-to messages offering useful information stick out like a sore thumb.

Now, when someone stumbles upon one of these messages and they begin implementing attraction marketing in their own business, their first instinct is usually to do exactly what the person who introduced it to them is doing – in the exact same way.

This is extremely effective and it’s how many of the people I have been, and will be sharing with you, have gotten their results.

However, there is an even easier way to become the center of your prospect’s attention, and it’s going to become increasingly more important as the network marketing industry develops and more and more people start using attraction marketing.

You may have already guessed what I’m going to say.

What happens when everyone starts saying “find out how to add 5 people a week to your business” or “stop cold calling and start getting prospects to come to you?”

It can all start to sound the same right?

You won't hear this from your company, but lack of uniqueness has always been one of the biggest problems with the way network marketers have been taught to sell things. The internet just makes it a lot more apparent.

The frame of mind your customer is in when they view your message has more of an impact on their buying decision than anything else.

You can influence their frame of mind by making your message different from everyone else's.

Before the internet came along, it took a few decades for network marketing to saturate the marketplace to the point where, if you stopped 8 out of 10 people on the street to share your opportunity, they'd ask “is this Amway?”

Because of the mass-reach, speed and low-cost of communication on the internet, this same process is happening in a few years online.

One of the most profound things I've ever learned in marketing, from one of my favorite teachers, Mark Joyner, is this:

The Frame Is More Important Than The Message

Most people think that their sales message is an isolated event in their prospect's life.

It isn't.

Very few realize that it's taken in relative to everything else that's going on out there.

All this other “noise” in the world – the news, something a friend told them, a headline on a magazine rack – creates your prospect's frame of mind or “the glasses” that they view your message with.

Their frame of mind, the things they see and hear prior to viewing your message, has more of an impact on their buying decision than anything else.

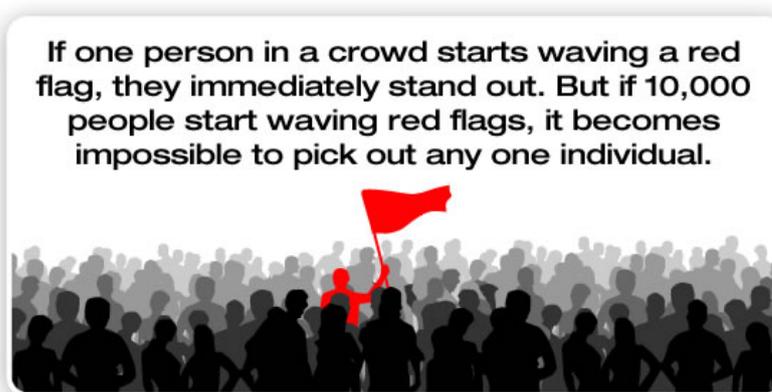
And one of the biggest influences on your prospect's frame of mind is your competitors.

“Your First Job As A Marketer Is To Position Yourself Against The Competition”

-John Carlton
Million dollar copywriter

Here's something else your company won't tell you:

All those other thousands of distributors in your company (and the millions of distributors in other companies)... guess what?



They're all your competition.

When it comes down to it, you're all competing for the same prospect's attention.

This can either work against you... or... if you learn how to

differentiate yourself, it can be the greatest opportunity of several business lifetimes.

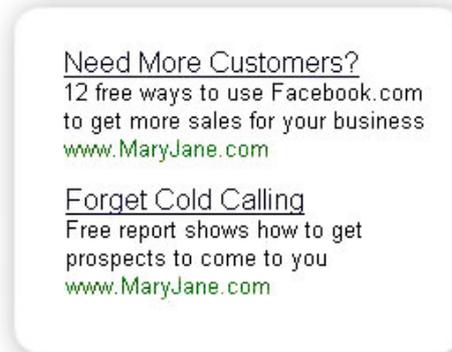
These things never even cross most people's minds. They certainly never crossed mine.

For most people, their "business" is really nothing more than a big scratch off lottery ticket. Their marketing plan can best be described by my former upline's favorite saying, "when in doubt, blurt it out!"

This means that those of us who *are* strategic in business and in life get to reap the big rewards that others simply envy and dream about.

The key to immediately seizing your prospect's attention and getting them to enthusiastically ACT on your product recommendations is not blending in and just being a cookie-cutter replication of everyone else... it's developing your own unique angle.

Which of the ads below is more believable, more intriguing and seems more likely to be able to help you?



If your goal is to recruit business builders for your opportunity (we'll cover retailing in a minute) the first step in attraction marketing is giving your prospects useful information about how to build a business.

The next step, if you want to secure yourself a permanent spot at the forefront of your prospect's mind, is to specialize in teaching them a specific method or strategy for building a business.

You want to carve out a niche for yourself – become known as “the blogging guy” or “the myspace gal.”

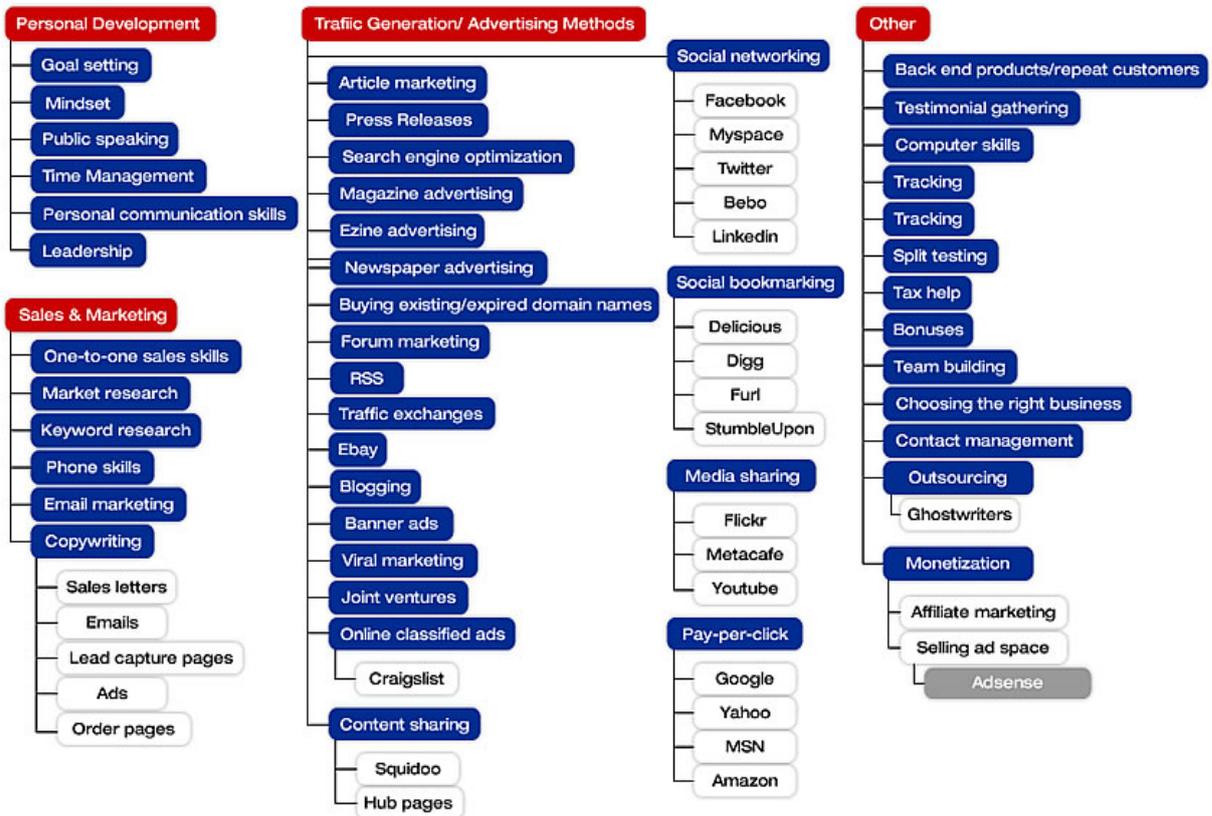
This is a counter-intuitive lesson. It's natural to assume that you won't get as many prospects this way because your message isn't broad enough, but in fact, the complete opposite is true. You'll draw more people to you than even those who are trying to appeal to everyone.

Creating A Targeted, Laser-Focused Message Is The Most Surefire Way To Cut Through A Sea Of Offers, Gather A Loyal Following Of People To You, And Double... Triple... Even Quadruple Your Response!

The possibilities for you here are endless. There are thousands of sub niches within the make-money-from-home/network marketing industry, possible more than any other out there.

Here's a very short list of examples to help you brainstorm some ideas:

Home-Based Business Niches



You're probably terrified now because you think you have to learn ALL these things in order to make money online, but you don't. In fact, you'll probably never even have to bother with 90% or more of them.

Again, educating other people on how to use any one of these methods has the ability to supply you with more leads than you would ever know what to do with. Just pick one or two of them that appeal to you and specialize in them. Each one of these topics is an entire world in and of itself and there are hundreds more that I haven't mentioned or don't even know about.

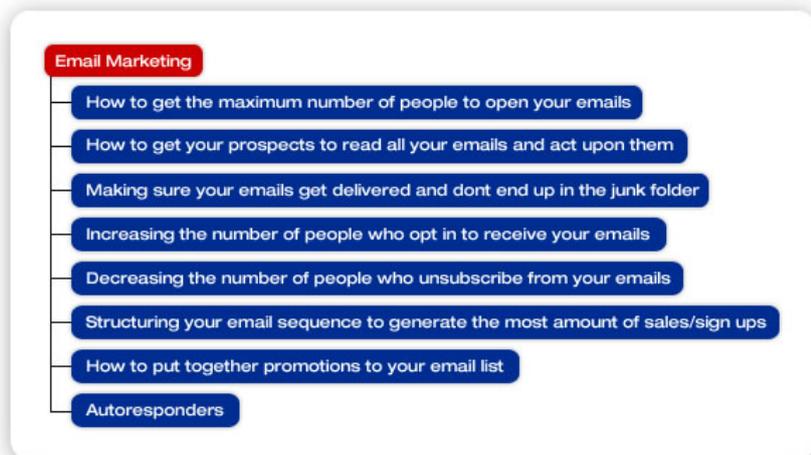
These are all different aspects of building a business that you can teach others about and position yourself as an expert in – even if you know nothing about them right now.

Remember:

Being An “Expert” For The Purpose Of Lead-Generation Means Knowing Slightly More About The Topic Than The Customer. Nothing More.

Simply go out and buy one book about any of these topics and you’ll have all the content-material you need to start attracting swarms of information-starved prospects that are desperately looking for someone to follow—someone who’s willing to offer them a little bit of guidance.

Just to give you an idea of how deep you can go with any one of these topics, here’s an example of some more “sub niches” within the email marketing niche:



Also, as you can see from the main list above, you can even focus in on a certain website within one particular type of advertising method. For example, Craigslist.

I know one guy who specializes in teaching people how to get the most out of their Craigslist ads with tips like these:



That’s the kind of stuff that makes people fight to be on your team!

And if there happens to be a lot of competition in one of these sub niches, so what?

You can do it better.

You can do it cheaper.

You can do it with more “edginess” to it.

You can do it more creatively.

By simply presenting your information with a different “spin” or story, it can be perceived as an entirely different piece of content or product, even if it’s teaching the same thing that someone else is.

Last year a well know internet marketer released a course that taught people how to launch a new product of their own.

Not long after that, another well known internet marketer released another information product that essentially taught people the exact same thing (I know because I bought both of them :)

However, because the second guy told a different story about how he had used the information contained within his course, it was perceived by the marketplace as being a completely different, one-of-a-kind product.

Both courses cost a couple thousand dollars. Both sold out within hours or days of their release.

**In an information-based economy,
your content is only as good as
the “spin” you put on it.**

Want some more ways to differentiate yourself?

Just take your content and repackage it in a different format than other people. This has a similar effect as using a different story (sometimes even more so).

Some people prefer ebooks over physical books. Some people prefer the latter. Some people don’t like reading at all and prefer to learn by watching or listening.

Or...

How about taking any of the sub niches from the diagram above and specifically focusing on teaching them to people in XYZ or ABC network marketing company?

With over *two thousand* network marketing companies out there, that idea alone multiplies your niche possibilities exponentially.

Marketing to other MLMers – people who are looking for a new opportunity... are in between opportunities... used to be in MLM or whatever the case may be – is what many people do when they first begin using attraction marketing and it's a very powerful strategy.

What's Stopping You?

The future leaders of the MLM industry are going to be those people who develop a unique message that targets a specific group of people.

When a new network marketing company launches, who does the corporate headquarters target their ad

campaigns toward? People who already are or have been in the industry. It's the fastest and most guaranteed way for them to build a large distributor base quickly.

This audience already believes in the network marketing business model, and that's half the battle right there.

There's over 15 million network marketers in the United States... an estimated 53 million worldwide... and 95% or more of them have never made a dime in profit with their business.

That's a lot of people who are looking for help.

It's a very hot niche, but it's not the only one.

There is of course the broader home based business niche – people who may or may not have ever been involved with MLM.

You'll find wildly varying stats on this saying that anywhere from 63%-98% of adults want to start their own business. I do know that CNN reported that someone starts a new home based business every 11 seconds in the United States. Plus, with the economy in question, more people are looking for other options now than ever before.

So the point is, it's a pretty big niche.

All these people need to be taught the same skill sets from the diagram above.

From there you could specialize in marketing to...

College kids...

Stay at home moms...

Single parents...
Baby boomers...
Seniors...
Working professionals...

Any definable group you can think of.

How To “Repackage” Your Product So That Your Customer Sees It As One-Of-A-Kind... Even If Everyone Else Is Selling The Exact Same Thing

What if you want to focus on retailing your company’s products rather than recruiting other distributors?

The same principles apply.

Everyone’s got a cure-all product these days.

Rather than trying to be all things to all people, pick one group of people or one very specific need and focus in on it.

Again, it may seem like you’ll miss out on customers this way, but you’re missing out on a whole lot more by having your offer drowned out by a barrage of other offers that all sound the same.

The people who’s specific problems you are addressing – say, people with eczema – will respond in droves as opposed to if you were marketing your product as a cure-all (even if it really IS a cure-all).

Most people are afraid to narrow their niche like this, which is exactly the reason why it works so well. There’s far less competition for those who do.

Differentiation is **crucial mandatory** to the success of any business in any industry...



But it’s **even more powerful** for people in the network marketing industry because everyone is programmed to look the same, act the same, and say the same things as everyone else.

Tim Ferris, the #1 best-selling author of 'The Four Hour Workweek' (hmm... are we on to something here?) freed himself from his 12-hour-a-day-corporate-prison by selling a nutritional supplement called BrainQUICKEN.

It was designed to improve focus, memory and mental performance.

In his book he explains how he started out by marketing his product to student-athletes, which at first glance seemed like it would be a good niche to go after. However, it proved to be too broad as no orders were coming in.

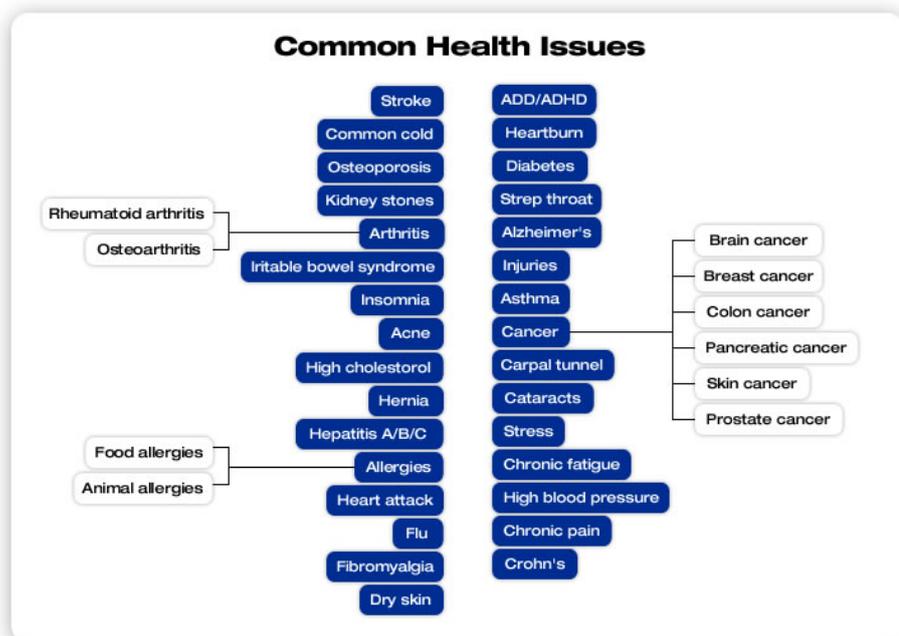
He "repackaged" his product and narrowed his audience even more to martial artists and powerlifters – miniscule markets compared to the massive student market – and sales took off, eventually reaching as high as \$80,000 a month.

Exact same product.
Different target audience.

If you're in the health and nutrition industry, again, the possibilities are endless.

Here are just a few examples:

The beauty of educational style



marketing – and the precise reason why you MUST begin putting it to use in your business today – is because it allows you to market your products to people with these health conditions on a mass scale using the internet, while staying 100% compliant with even the strictest company guidelines and without getting into any trouble with the FDA.

If this is unclear to you right now how to do this, I have a resource I'll be pointing you to in a minute, if you're interested, that shows you exactly how to set up your own marketing pipeline that's specifically tailored to your products.

What about if you have a team of people?

If your company has one main product, you can all market the same product, each taking a different angle. Or, if you have multiple products, you can do the same.

This is what my team and I started to do with our health awareness seminars. As we started to grow, each of us began specializing in different areas. I started with digestive health and eventually others branched out into dental health and women's health.

If you're not in the health and nutrition industry, all the same principles apply.

For example, if you sell legal insurance there are all kinds of different niches.

- Traffic violations
- DWI/DUI
- Criminal actions
- Civil actions
- IRS audits
- Personal injury
- Divorce
- Workers comp
- Medical malpractice
- Bankruptcy

I know of one person who makes a very good living online by marketing specifically to people with speeding tickets.

The Future Leaders Of Network Marketing

Targeting a specific niche like this is not mandatory to get started in attraction marketing, but if you can begin identifying a certain group of people or a specialty that you want to go after, you will be light years ahead of where most network marketers are today. It's already starting to happen, but the people who begin doing this now are going to dominate this industry in the future.

This means that for a period of time there is a tremendous window of opportunity for you. If you differentiate yourself right now using these strategies, it will give you an impenetrable competitive advantage that will last a long time into the future.

But be forewarned: Each and every month thousands of new distributors and entrepreneurs are discovering just how powerful, and profitable, attraction marketing really is.

So if you hesitate... if you allow others to get the jump on you... you'll experience its power in an entirely different way – a decidedly costly way – as they leapfrog

ahead of you and scoop up the customers, prospects and distributors that should have been yours (or maybe were yours).

Make no mistake about it: Those people who are still clinging to the old school network marketing techniques don't stand a chance against the attraction marketers of today.

I created this Manifesto to help make sure that doesn't happen to you. But understand this, within the next 23 days alone over four million emails will be sent, and a minimum of 250,000 network marketers will read THIS document... so the world will know soon enough. The ones who move quickly will reap the rewards. For those who don't, their dreams of a residual income through network marketing will become harder and harder to fulfill.

But none of this will do you any good unless you put it to work right away.

A Quick Recap Of Attraction Marketing

As I said before, my goal with this Manifesto was two fold:

First, to help "de-mystify" this whole attraction marketing/lead generation

**Attraction Marketing =
More sales. More duplication.
More free time.**

thing to show you that, if you are still sitting on the sidelines, there's nothing complicated or fancy about what you see other people doing online. And there's no reason you shouldn't be participating in this modern day marketing gold rush either.

Secondly, to help you quickly (much more quickly than you may have previously thought possible) "scale up" your marketing and breakthrough to new levels of income that, until now, may have seemed too far fetched to even dream about.

We've covered a lot of ground. Here's a quick recap:

- The amazing sales miracles that begin when you STOP thinking of yourself as a marketer and begin thinking of yourself as your prospect's advocate and trusted advisor.
- How to completely eliminate all resistance to your message so that people listen intently to every word you say and enthusiastically ACT on every product recommendation you make by simply educating them instead of pitching them.

- The internet allows you to enjoy the benefits of mass communication that were previously only available to large corporations and people with a lot of money. By reaching 10, 100 even 1,000 times the amount of people with the same message for little or even no cost at all, you are able to create MORE results with less work and less time... for once making a truly part time business a reality for the average person with a full schedule and a limited budget.
- Prospects and customers flock to those who demonstrate that they're knowledgeable about a subject. The key to attraction marketing is a simple two word formula (Teaching Sells) that allows you to effortlessly sell massive quantities of any product or service, in any industry. On the other hand...
- Failing to teach and educate your audience makes you invisible to your prospects – indistinguishable from everyone else. This dooms you to obscurity and a never-ending treadmill of having to fight tooth and nail for every sign up you get, along with the nagging uncertainty of never knowing where you're going to find your next potential prospect.
- Because of the speed, efficiency and number of options available, the internet has become the primary method for doing research and making purchasing decisions.
- The people who are still doing the grunt work of one-to-one prospecting and daily cold calling are losing their customers and prospects to those who are positioning themselves as valuable resources using the internet.
- No matter what business you are in, your job is to become a producer and distributor of information. The purpose of every internet marketing, traffic generation or advertising method is to distribute your information.
- When you become a producer and distributor of information (content) you'll get free sales and leads from word of mouth like you've never experienced before... eliminating the need for you to spend a fortune or huge amounts of time on advertising or junk "opportunity leads" like other distributors.
- The difference between the top income earners in any industry and everyone else is the way they package and distribute their information.
- Being an "expert" for the purpose of lead-generation means knowing slightly more about the topic than the customer. Nothing more. Because of the tremendous leverage the internet offers, you can get

started right now regardless of your past experience or level of success.

- Producing lead-generation content is better than having a license to print money. It's free to make and one single piece of content can continue to fuel your business with fresh customers and distributors for months and even years after you produced it. This kind of "residual" traffic effect is not enjoyed by regular sales reps.
- If you don't give people a reason to follow you, they're going to follow someone else. By handing out valuable information to people, you will collect all the "orphaned" customers and distributors out there looking for help, rather than losing them to other people who are doing the same.
- People equate different types of content with different levels of knowledge or expertise. Once you've gotten started with attraction marketing, there are two ways to predictably and systematically explode your "credibility ranking" (and therefore your income):
 - 1) Create more content
 - 2) Create more "advanced" levels of content
- The easiest, fastest and most guaranteed way to become the top distributor in any program (even if you're struggling right now) is to produce more advanced levels of content and offer your product/service to people *after* they've consumed your content and have become bonded to you.
- The #1 most over-looked (and therefore most powerful) marketing strategy in the network marketing industry is differentiation. A few ways to differentiate yourself are: Specializing in a niche, putting a different spin on your content, packaging your content in a different format than others, and targeting a different audience.
- How to get all the attention your product deserves by simply "repackaging" it for a different target audience, creating the perception of a totally unique, one-of-a-kind solution that will have people clamoring to buy – even if everyone else is selling the exact same thing you are.
- Information marketing allows you to sell your products and services on a mass scale using the internet while staying 100% compliant with your company's guidelines -- whereas the traditional "bulldog" style of selling/advertising that leads with a heavy pitch for your product does NOT.

As you can tell, this is just a little bit more of a scientific approach to building your business than “make a names list” or “dial 50 leads a day.”

It’s easy to see why normal people are able to achieve such phenomenal results in such a short period of time on the internet.

These marketing “secrets” are so powerful they can increase your results even if you do them wrong!

Time To Join The Conversation!

I hope you got a ton of value from this Manifesto.

Most importantly, I hope you’ve learned that ***YOU CAN, INDEED, DO THIS.***

You’ve caught a glimpse of the changes that need to be made – changes in how you think about your business and yourself... changes in your marketing strategy... and changes in how you communicate with prospects and customers... in order to turn the tables and become highly sought-after.

And unless I miss my guess, your brain is bubbling with ideas, questions and visions of your impending success and stratospheric new growth “trajectory.”

So congratulations, my friend. You’ve taken a giant step towards building the business you’ve always dreamed of.

If you like what you read, and these ideas make sense to you, you’re next step is to...



Number 1: Follow in the footsteps of my most successful students.

What’s stopping you from becoming the next online success story? The answer: Absolutely NOTHING.

[Just click here pick up your copy of The Renegade Network Marketer](#) so you can start experiencing the same results that have changed other’s lives.

You’ll discover the exact blueprint a quiet, stay-at-home mom used to go from frustrated and broke to attracting over 800 leads a day and making \$250,000 a month with her business in less than 6 months.

And as a brand new subscriber and reader of my special report, you can literally get access to my entire system for just \$1 today.

Once you've logged in to your account, just follow the proven action guide to get started. You'll also want to be sure to participate in all our live calls and events and give me feedback on how you're doing as you progress. Let me know about your results and what else you'd like to learn! We're constantly adding new stuff and we love staying on top of our students needs to help them advance to the next level!

But don't wait around too long to get started... there's no risk to putting this system to work for you, but this special \$1 offer is available to new readers of the Manifesto only and may not be around much longer.

Number 2: Be sure to keep your eyes peeled for any communication from me because I'm going to be sharing lots more strategies with you over the next few weeks that will be very valuable to growing your business!

Sincerely,

A handwritten signature in cursive script that reads "Ann Sieg". The signature is written in black ink on a white background.

Ann Sieg