

Sweet Leads



How To Generate Thousands of Leads For Your Network Marketing Business

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What you are about to read may change your life!

This is probably the most important book you will read as it will help you to build your network marketing business online and generate thousands of leads which in turn will create a substantial income for you if you follow the instructions. These methods have enabled me to do the same and I'm so excited to share them with you.

Keep in mind that it will take work, but not the kind of work you might be used to in network marketing. But I promise you, if you follow these instructions, your life will start to fill with abundance and prosperity in ways that you could have never imagined.

Who is Tracy Matthewman?

So who is this Tracy Matthewman anyways? Well I'm an Internet Entrepreneur. I've been fascinated with marketing and business since I graduated from high school. Then the internet came along and my technical savy starting surfacing. I went to university to study business with a major in information technology and ever since I've been involved in linking business and the internet together.

I'd always heard about network marketing but was under the impression that it was always about hocking vitamins. A few people had approached me about joining them in their business but I got the impression that making money in that industry was long and hard and required a certain personality, one that I was sure I didn't have.

Then I met a successful network marketer who was making a multiple six figure income and had got to 100K in only 18 months. That was attractive to me, but when I asked her how she did it, she started listing all the ways that had brought her success. Cold calling, warm calling, opportunity meetings, etc. Exactly what I wanted to stay away from. Not to say that these methods don't work, they most definitely do. But some people just don't have the type of personality that goes along with those marketing methods or the patience to wait for them.

Then I figured out that if I could use my education and experience in business marketing and internet and apply these skills to building an online network marketing business then I might have something. So I didn't spend much time generating leads the old way, instead, now, I'm doing it the fast way. And this is exactly what I'm going to teach you in this book.

First Off...Know This

Before we get into the nuts and bolts of it, you need to be aware of a few things:

#1 - You will have to spend money to make money.

Nothing is free. There are no valid businesses you can start and run without a bit of start up cash. This is a business like any other, except for the limitless income potential. :-)

#2 - You will need to invest your time - lots of it.

Time is money, it's a fact. Nothing comes for free and as much as I love the book "Think and Grow Rich", just thinking about being rich doesn't get you very far.

#3 - It will not happen overnight.

Persistent and consistent action is just as important in the new ways of marketing your business as they are using the old methods. The methods may change but the way to put forth action doesn't. You will not make thousands of dollars overnight or even in the next few days, but with consistent and persistent action, you will see results and eventually it will take on a life of it's own.

#4 - You must be willing to learn.

There is a lot to learn in the field of marketing. Are you willing to learn at least some of it, bit by bit? Are you willing to spend the time and money to learn what it takes to make \$20,000 a week in this industry? It takes a lot of effort to earn a lot of money.

#5 - The opportunities are out there. How fast are you willing to run to get it?

Everyday you can read about people making money online in a variety of industries. The number one reason people use the internet is for research. That may be how you discovered this ebook. People want to get answers to their questions. If you can provide answers and solutions, then you can make money. But it's not about selling, keep that in mind. I'll explain....

Simple Steps To Success

For 10 years, I built many "static", brochure style websites for myself and my clients. It was fun, I loved doing it, but something happened and people started to realize that having a website wasn't really increasing their business. They wondered "What was the point? So great now I have a website...how does it make money for me?"

This is when I started to realize that getting visitors to a site was pretty important. So this is where SEO (search engine optimization) comes in to play. Learning how to optimize your pages as well and getting quality, inbound links was the next necessary step.

But then clients started seeing traffic, but no real increase in sales. So what was missing? It was the marketing. Marketing ties it all together. It takes traffic from a site and converts it into leads and sales. That was the missing link and that is the key that ties the "success secret knot".

So really my experience tells me there are two steps to online success.

Step #1 - Build a Website That Converts, Attracts & Sells

Step #2 - Send Loads of Targeted Traffic To Your Site

So let's get started.



Step #1 - Build A Website That Attracts, Converts & Sells

Build A Website

First of all you need a website to drive traffic to. So how do you do that?

Well there are two ways, use a hosted solution such as Blogger.com or WordPress.com. These hosted solutions are a little limiting but great for first timers or those less technical.

The alternative is to put together your own site in which you will have full control.

If you're starting from scratch, first you'll need a domain name. Pick a name that fits with what you are going to put on the site. Don't be afraid to use hyphens if the name you want isn't available.

Visit: www.GoDaddy.com to get low cost domain names.

Once you have a domain name, head on over to www.HostGator.com to purchase a low cost hosting account.

Once you've got these two you'll need to login to your GoDaddy account and point the DNS settings to the Host Gator server.

You can call GoDaddy's 24 hour support line for help.

Then you can install WordPress on your hosting account at HostGator via the cPanel option. Again, contact HostGator to help you do this or search the internet for instructions. Here is one page that explains it nicely: <http://www.vodien.com/support/22/how-to-install-wordpress-using-fantastico.html>

After you've got WordPress installed, you will want to make it "attract". This is the first element to building a website. When I say "attract" I mean from a visual point of view, but more importantly from a Google point of view.

Search the internet to find a nice WordPress theme that you like. Most themes are free. Some cost a little bit of money. You decide. Install your theme. There are lots of instructions on the internet on how to do this. Here is one of them: http://codex.wordpress.org/Using_Themes

Build A Website That Attracts

Once you have your site looking pretty, to make it attractive to google you need to put some content on it. Now you should already have an idea of your subject matter, but if you're struggling for specific topics to blog about, here are some helpful places to look:

- News - What's happening in the news and how can you relate it to what you are doing or what you know? [Google News](#), [Yahoo News](#), [CNN](#)
- Social Bookmarking - What are some hot topics circulating the social bookmarking sites? [Digg](#), [StumbleUpon](#), [Propeller](#)

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- Idea Generators: <http://blog.ezinearticles.com/index.php?s=Article+Topics+to+Get+You+Unstuck> Remember that whenever you have a question about anything, just Google it. For this link I just typed into Google: “What to write in my blog?” and over half a million pages were returned.
- Other ideas could be book reviews, product reviews, site reviews.
- What are you passionate about? What problems do your products and/or services provide solutions for? Take a variety of angles to attract various interests from different people.

Build A Website That Converts

The money is in the list. That’s what every single internet marketer says these days. This is also crucial to building your network marketing business. When someone visits your page, how can you capture their email address so that you can keep communicating with them? They probably won’t just fork it over because you said “Please?”. Most people want less email these days, not more. So how can you convince them that giving you their email will be worth their time?

Give them something for free. Maybe it’s an e-book that you write or one that someone else has written that you have permission to give away. Maybe it’s an audio interview with someone who offers some great advice on building a network marketing business or on prospecting. There are tons of free giveaways out there. Find one you love or create your own.

If your offer is compelling enough and people do give you their email address, this allows you to continue building a relationship with them. If the value you provide in the freebie is high enough, they will stay subscribed to your list and start trusting you. Don’t stop there. Just sending one free e-book isn’t enough to build relationship. But then again you don’t want to be spending your whole day emailing people as they subscribe to your list.

To make it easier you will need an auto-responder. Auto-responders capture people’s email addresses and then send out automated emails in any frequency you specify. This is a simple way to stay in constant communication with people. Auto-responders are a key element in building an online business. It provides the follow up and I’m sure you’ve heard how important follow up is.

As with blogs, there are two kinds of auto-responders: hosted and those that you buy for a one time fee and host on your own server. Each has it’s advantages and disadvantages. Hosted auto-responders can cost a lot over the long term especially if you have a large list. I prefer the non-hosted versions because it’s a one time fee and doesn’t increase no matter how large the list grows.

Three of the more popular auto-responders are iContact, AWeber and ConstantContact. I personally use [AutoresponsePlus](#). It’s a one time fee and can be used on many different sites. They even offer one free installation with our initial purchase.

These systems all provide a small bit of code that is required to be put on your website which will capture an email address. Follow the instructions to copy this code and put it into a side widget on your blog. Here is a link that can show you how to do it: <http://wpaddicts.com/turn-wordpress-blog-into-a-list-building-machine/>

These forms usually allow you to add additional fields to the form to capture things like phone number or location. Keep in mind that the more you ask for, the less sign ups you'll get. My recommendation would be to get first name and email address.

If you do decide to create your own e-book, you'll need a cover design. You can hire a graphic designer to do this or you can take a stab at it yourself. There are a ton of sites out there that offer this type of service. Just try Googling "ebook covers". Ensure that it looks professional.

Build A Website That Sells

Once you start to see some of your own success you can develop some of your own products for sale. Most beginners wouldn't know where to start with this so I would suggest selling someone else's products and make an affiliate commission. This money can go towards advertising your business opportunity or your products. This is called a funded proposal. Meaning that you sell another product (usually an information product) in order to fund advertising your opportunity or products.

If you do not already have an affiliate account with some strong network marketers such as [Mike Dillard](#) or [Anne Seig](#), I would suggest you get one. You only need to purchase one of their products to get an affiliate account and then you will be able to resell their products. The lowest priced product from Mike Dillard is approximately \$40 US.

You can also use a sites like [Squidoo](#) and [HubPages](#) to not only attract visitors to your site, but also to make additional income as well. These sites generate lots of traffic and the more popular your page, the more money you can make. Check the Squidoo University pages for more explanation on this.



Step #2 - Send Loads of Targeted Traffic To Your Site

Warning

Before you get started on some the suggestions I'm going to make below, I want to stress the importance of starting with one thing at a time until you have it mastered. You WILL GET OVERWHELMED if you try to do it all at once.

There are a ton of ways to generate traffic to your site. Each will take a bit of time and skill. Some will require writing skills, others video skills, and some just straight out "technical" skills. I know you're cringing, but remember what I said at the beginning "You must be willing to learn."

Actually, if you've already followed the instructions in this book and have put some content on your blog, then you will have already started the traffic generation process. WordPress has a function built in that automatically lets Google know when you've posted something new. This means that Google has your pages indexed and if someone is searching for what your pages offer, Google may display your page as part of it's search results. This alone will bring you traffic.

Now don't think it's that easy. If it was everyone would do it and actually everyone is, which doesn't make it very effective. It takes a lot more than just a few blog posts or pages on your site to get some great rankings from Google.

Keep in mind that the more quality content you put on your site, the more pages you'll have indexed with Google and the higher up the rankings you'll climb. Remember what I said at the beginning of this book, you will need to invest your time and some of that time will need to go towards creating quality content for your site.

So onto some other ways to get those visitors to your newly created, "converting" site.

Your Signature

This is the simplest of all. You send email right? Probably every day. Most email programs offer a method to add a signature to every outbound message. This is a very non-invasive way to create curiosity in what you are doing or what you offer.

Here is an example:

Tracy Matthewman
www.DiscoverRealLiving.com

Notice all it is is my name and website address. This one is easy and simple because I picked a domain name that also piques curiosity.

TIP: Use a capital letter at the beginning of each word in your domain name. It makes it much easier to read.

Writing Articles & Press Releases

Writing may not be your thing, but remember what I said. You need to be willing to learn. The fact that you even found this e-book reveals some level of higher intelligence. You can write. You took English in school right? I hated English. It was my worst subject. When I first started writing for the internet and for marketing purposes, I was scared. Not only did I not know what to write about, I was petrified of being laughed at for bad grammar or punctuation. Now I write how I think and as long as I get my point across clearly, then I feel it's enough for my purposes. I'm not trying to win a Pulitzer.

Actually many leading successful network marketers out there, including Mike Dillard himself, are self admitted poor writers, and look where his courage got him. Have the courage and just start writing. It does get easier.

The most important piece of article marketing is your bio box. This is a short 2-3 sentence bio at the bottom of the article where you get to shamelessly promote yourself. Different sites have different rules, but usually you can include at least 2 links pointing back to your site.

Tip: When creating links back to your site don't just use the url like this: <http://www.mysite.com>. Instead use an SEO tactic where the link text is actually a keyword. Such as this: [network marketing training](#). The code behind this link looks like this: `network marketing training`

Building your links like this is much better for search engine rankings. It tells Google and other search engines that your site is about "network marketing training". The more of these optimized links you have, the better.

Some great article sites are ezinearticles.com, goarticles.com, articlecity.com, weeno.com, jogena.com, articledashboard.com, articlecube.com, articleclick.com, articlealley.com just to name a few. There are literally hundreds. Also look for ones that fall into your niche market.

There is also software call [Article Post Robot](#) which can submit your articles to multiple sites at once. Another one that does something similar is [isnare.com](#).

Press releases can provide a huge influx of traffic if done correctly. There are many template and tutorials online about how to structure a good press release. Remember the content needs to be newsworthy. This is the most important thing to keep in mind when writing press releases. You can also use software such as [www.press-equalizer.com](#) to submit multiple press releases at once.

Some press release sites to use are: [freepressrelease.com](#), [preweb.com](#), [prwebdirect.com](#), [prlog.com](#) and [free-press-release.com](#).

Social Networking & Bookmarking Sites

A lot of my leads have come through social networking sites such as Facebook, LinkedIn and Ryze. These are social community sites where you can connect with people and start to build relationships. Think of your profile page as your house. Decorate it with what interests you. This could mean links, banners, pictures, videos...whatever you like - and not just business decorations, but personal ones as well. Some people will connect with you because of other common interests and you never know where that can lead. Then attend the parties. What I mean by this is participate in what is going on. Update your status, respond to other people's statuses, search out and connect with others who have similar interests. I don't spend a lot of time on those applications and sending fake, digital flowers. That's not a good use of time, but be a real person and just connect naturally.

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Bookmarking sites are a great way to get traffic. Think of it like putting your hand up on the internet and saying “Hey I have something cool here” and then providing a link for everyone to find it. Every time you write an article or blog post, send it to the major social networking sites like Digg.com, StumbleUpon.com and Propeller.com. Keep in mind to use an attention getting headline to attract more readers.

Forum Participation

This is a fun and satisfying way to generate traffic.

When first joining a forum, be sure to read the rules. Some will allow signatures with links, others won't. Each one is different, so find out what you can and cannot do or you may get booted out.

Create an attention getting signature. This will go on every post you make. If possible, include a link back to your site or a capture page where your free offer (e book) is - then participate.

The easiest way to do this on a daily basis is to subscribe to certain forums. This will send you and email every time someone posts a question or comment. Subscribing makes it easier to participate on a daily basis because the posts are coming to your inbox instead of you having to go to the forum. Once you visit a post it will not notify you again unless there is activity on that post, so it's best to subscribe to an entire forum, not just a single thread. Note: This may fill up your inbox if it's a busy forum, be prepare to delete a lot of emails for posts that you can't contribute to or don't have time.

Be sure to provide valuable comments and suggestions. If you try to blatantly sell or promote your own stuff, you'll either be booted off or no one will want to play with you.

Video Marketing

Video marketing is hot and Google loves it. This may cost you a bit of money but believe me it will be well worth it. If you don't already have a built in camera in your computer, you can get a relatively cheap, easy to use one from www.theflip.com.

Create a YouTube account and be sure to setup your own channel. Then embed your videos into your social networking sites and remember to bookmark them on the social bookmarking sites as well.

When entering your video description, be sure to use lots of keywords that people may be searching for but yet are still related to your video. The very first thing in the description should be your website address. Be sure to use the http:// in front and also use my tip from earlier of capitalizing the first letter of each word for easier reading.

Also, be sure to include a call to action even if it is “Click here to find out more”. You have to tell people what to do next.

Record your videos in surroundings that looks professional, clean and neat. Remember attraction marketing is about attracting people to you and presenting yourself as a mess in a messy environment isn't very attractive.

Tip: Video tape yourself outdoors in surroundings that people want to be in, such as a garden or by a lake, a nice backyard or even better a beach. Your office will work as long as it's tidy and presentable.

So what should you say in your videos? Say what you know. What you've learned. What you're passionate about. Demonstrate how your products or services work. Incorporate testimonials.

To really blast your video out into cyberspace use services like TrafficGeyser.com. This is a paid service, but you can get 1 month for \$1 to try it out.

Here is a cool trick for you. Upload a video to TrafficGeyser.com, then for every site TrafficGeyser uploaded your video to, visit the page, copy the URL and then bookmark that page on some of the major bookmarking sites like Digg and StumbleUpon. Then create a Squidoo and HubPages page and embed your video on that. Also put it on Facebook and other social networking sites.

If you can do all that in a relatively short period of time you'll generate a nice whack of traffic just from one video.

Make sure you're sending all this traffic to page that captures visitors information and your video description should include a call to action.



So Now I Have A List...What Next?

As you build your list of targeted prospects, you need to realize that 90% of them will not join you in your network marketing business. But through some of the methods explained above you will still be able to make money off of these people.

Build Relationships

Keep in contact with this list on a regular basis. Setup a number of auto-responder messages that go out. Once or twice a week would be ideal. You need to stay “top of mind” as they say in marketing circles. Every once in a while work in an email that shares something about your business. This could be in the form of a case study, testimonial, product demonstration, podcast or event or even another free offer. Remember to make it subtle and not too “salesy”.

Once you have hundreds or thousands of people on your list, keep in mind that everyone has different timing. Some people may not be ready for years, but that’s ok, continue to send valuable content and they’ll stay on your list.

If you did collect their phone number as part of the conversion process, phone them and let them know that you are a real live person and you are there to help them build their business - no matter what business it is. This can be powerful because now you have a one-on-one personal connection with them.

All The Best

So there you go. That is the method I use to build my network marketing business. There are many ways to do it. And you’re sure to meet many successful people in network marketing who have built their business in other ways. Choose what works best for you and be sure to find a leader who will really show you their techniques. A strong mentor is critical in this business if you want to see extraordinary results. But more important than anything is to TAKE ACTION TODAY!

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