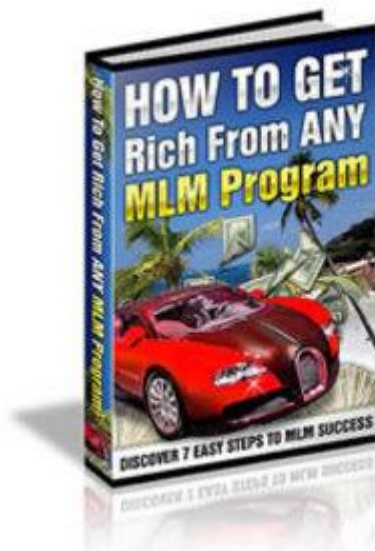


# How To Get Rich From Any Mlm Program



## How To Get Rich From ANY MLM Program

**What's inside:** (42 jam packed pages, PDF file.)

What is MLM? .....	Pg 07
Traditional Offline MLM (the hard way) .....	Pg 11
New Age Internet MLM (the easy way) .....	Pg 15
7 Steps To Getting Rich From Any MLM .....	Pg 22

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Part of Chapter one from How To Get Rich From Any MLM Program You Need A Funnel. This Book details How to Build a Funnel. Step One: Marketing System Before you begin with any MLM program, you need to have a marketing system in place. Your system does not have to reflect the model briefly covered above, but you need to have at least the following in place: Lead-generating web site. Autoresponder for collecting leads and following up. Focus in on a niche. In other words, you need the basics of the above model in place, but you dont have to start off promoting too many programs. The key is just to get going and start getting some results you can leverage into expanding your business. Your marketing system should also follow a clear, logical path towards conversion. Put another way, you want a step-by-step strategy which: - 22 - 1 - Drives targeted visitors to your web site... 2 - Converts those visitors into leads... 3 - Converts those leads into customers and/or downline members. Reminder: Your first step is always to choose a targeted niche. Everything you do from there on, is focused towards creating the proper Internet marketing strategy for that niche. Let me elaborate on that a bit... Your niche determines: The type of products you promote... The type of customer or downline prospect youre looking for... The key words and key phrases you use for targeted advertising to get targeted traffic to your site... Other methods beyond pay-per-click that you use for targeted traffic (e.g. Forums, Reprint articles, etc)... The tone of your copy writing, and how you position yourself and your offer to the market. In other words, the niche

you go into will determine the best strategy for: Driving qualified traffic to your lead capture page... Positioning your offer in a way that speaks to that particular market. Note: Your traffic and positioning strategies do NOT represent your whole marketing system. Rather, these are just the variables within the system. A complete marketing system works without regard to niche. In other words, your system is like a generic template you can use over and over again for any niche. Does that make sense? What I'm hoping to get across here is that the path to conversion does not change. - 23 - Your marketing system must always include some form of squeeze page, lead capture and e-mail follow-up. A high converting squeeze page is critical component #1 in your marketing system! In order to ensure the highest possible opt-in conversion rates, you need to offer something of high perceived value as an incentive to opt-in. Below is a perfect example of a high converting squeeze page:

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