

FREE REPORT

LEAD GENERATION FORMULA

How To Generate
ENDLESS LEADS
Online For Your
Business, And
Convert Them Into
CASH BUYERS Or
PARTNERS!



Jerry Maurer | www.JerryMaurer.com

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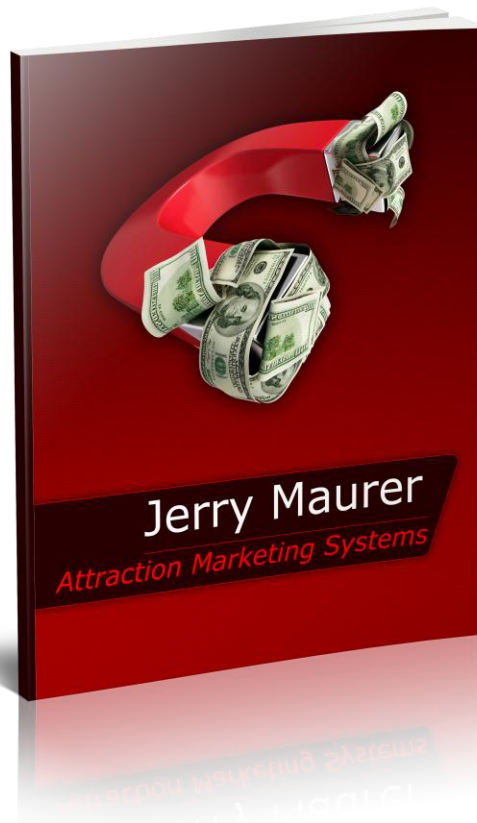
Online Lead Generation Formula:

The Step-by-Step Lead Generation Blueprint To
Generating Endless Leads Online For Your Business,
And Converting Them Into Cash Buyers or Partners!!

Brought to you by:

Jerry Maurer of www.AttentionNetworkers.com (More Tools &
Passive Income)

<http://www.WhoisJerryMaurer.com> (Personal Blog)



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About The Author

Meet Jerry Maurer



Hey there! My name is Jerry Maurer and welcome to the “Online Lead Generation Formula!!”

First, let me say thank you for downloading this ebook! I realize your time is valuable, so I will make sure every page is rich in content and will be the **“Online Lead Generation Formula”** you need to help propel your business.

As a dedicated father of two teenage girls and a husband to my wife Lori for 20 years, I understand the importance of leveraging my time, energy and money. Since starting in network marketing many years ago, the only forms of marketing I was ever taught was to meet cold strangers in malls and to cold call leads. I quickly realized that path was not for me, which is what lead me to online marketing.

Since marketing online, ***I have always known success is based on 2 things:*** One, you must be willing to invest time and/or your money in yourself (in either coaching and/or training) and two, you must be willing to invest in the right tools and resources. I am proud to share with you that my partnership with Nicole S. Cooper is one investment I have made that has proved invaluable. Below read more about Nicole and learn about her immeasurable contributions.

My goal for you today is to share with you an **Online Lead Generating Formula** you can start implementing today!!!

To connect with me online and share testimonials about how you have benefited from this information, please visit me at one of the sites below:

- My Blog: <http://www.WhoisJerryMaurer.com>
- Facebook: <http://www.Facebook.com/jerrysmaurer>
- Twitter: <http://www.twitter.com/jerrymaurer>

Feel free to send questions, comments and concerns to us at ***info.jerrymaurer@gmail.com***

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Why You Must Create A Powerful Lead Generation Strategy For Your MLM Business

Since the public reveal of the Internet back in 1991, the Internet has grown as a huge necessity for most businesses and it has been said that if your business isn't on the Internet by 2015, then you won't be in business.

Therefore, now more than ever, we have to find multiple ways to build a presence online and create buzz around our businesses, so that we can outweigh our competition!

As a Network Marketer, your business isn't any different. If you want to be seen as a credible source to do business with, it's imperative that you establish a presence online, and make sure that you have several sources of valuable content out there in cyberspace to support your area of expertise.

Here are a few benefits to getting your business online:

- Massive exposure to a world-wide audience**
- Unlimited potential in the amount of leads you can generate daily**
- Automate the Lead Generation Process**
- Target Highly Qualified Leads**
- Build Credibility & Visibility for your brand**
- Allows leads to find you when they google you**

Lead Generation isn't new and neither will it ever go away. Every business that exists today has some big wigs sitting in their sky-rise offices, trying to figure out multiple ways that they can get more people to do business with their companies.

From grocery store chains, to car dealerships to financial investment firms and banks, everyone needs leads in order to stay in business, including you!

Our business is no different than fortune 500 companies. Whether you're a network marketer, service provider or consultant, I'm sure you're desperately in need of generating more leads for your business, and in this report, we're going to show you how to do just that!

Before we get into the tips and techniques to generating leads, there are some Internet Marketing Basics that we must cover, relating to those of us that are Network Marketers, wanting to build our business online.

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The Great Escape

One of the most misleading ideas of Internet Marketing for MLM'ers is the idea that you're going to avoid “recruiting techniques” that you are highly encouraged to do offline. Although the Internet is an easier vehicle to generate leads, there are a few foundational things that you must learn to master, in order to have an impact online.

Influence is the underlying characteristic for Network Marketers that are successful both online and offline. If you suffer from low self-esteem, fear of admitting that you're in the Network Marketing Industry or a lack of belief that people will want to follow you, then we'll need to address the “mindset” aspect first before getting into lead generation.

A mistake that many newbie MLM Online Marketers make is “avoiding connecting with leads via the phone”. Just as the good old sales saying goes, **“whenever it's time to pick up the phone to dial our leads, all of a sudden the phone weighs 10,000 pounds.”**

When generating leads online, building your brand and becoming a dominant force within your niche, you need to have **POSTURE**. Posture is an aura of confidence that you believe in yourself, your business and the ability to help your leads reach their dreams. And when people follow you with the anticipation of signing up in your business, they expect to talk with you **PERSONALLY**... not through email, chat, or through video, they want to **CONNECT WITH YOU!!**

This is very important because of all the techniques that we will share with you throughout this eBook, the end result is to ultimately connect with a ready, willing and able lead and close them into your business.... and yes, that will be by phone!

Very few people will tell you this due to the fear of losing you and your interest in Internet Marketing. **But if you want to avoid talking to people personally, don't believe in your industry, and hate the idea of sales, then you may want to reconsider your industry, and potentially seek to become an Affiliate Marketer primarily, rather than a Network Marketer.** I'm not going to go into detail about being solely an Affiliate Marketer, but I do want to remind you of the benefits of being a Network Marketer:

- ❑ **Being plugged into a community of like-minded individuals** – by being in a network marketing company, and hopefully you're apart of a very active team of leaders, you have the opportunity to connect with that community of inspiring and motivational people who will push you to grow more as a person, and desire more out of life.
- ❑ **Having access to mentors and leaders who push you to grow** – Accountability is essential for all of us to get out of our personal limitations and seek to push ourselves harder than we ever thought we could. When you have a mentor that sees your potential, your ability to excel will be ten times faster than if you tried to keep yourself motivated on your own.

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It's just like having a coach or personal trainer who challenges you physically to reach your goals versus trying to convince yourself to work out alone. If you know someone is EXPECTING you to show up, you're fear of disappointing them will overpower your feelings of not wanting to do something that day.

- **Personal Development Coaching** – MLM companies are probably one of the biggest and best industries that promote personal development. I've never been to a company meeting or convention where they weren't sharing some type of book, cd or personal development training program that would help you to develop better skills and confidence in your business.
- **Recognition and Awards** – Who doesn't want to be recognized? We all want someone to acknowledge our accomplishments. The benefits of being in an MLM company, while reaching certain milestones in your MLM Career is that you will get recognized by your team and company, and you'll get that much needed pat on the back that you didn't even realize you needed!
- **Team Building & Leadership Growth** – The ability to grow and lead a team can be personally rewarding. Having the opportunity to tap into the potential of others while you help bring out the best in them really does benefit you more in ways that will take you to higher heights in your future.

It also forces you to think like a leader, which will separate you from the mediocre population, which consists of nearly 97% of people in the world today. **When you become a leader, you transcend into the elite population of people that carry the titles of Millionaire, Creator, Leader and Influencer. People will respect you more and your posture will be poised more than ever.**

- **Residual Income** – funny that you may have expected Money to be at the top of the list but honestly, it's just a byproduct to all of the other powerful benefits above. Residual Income however is what we all dream of. To no longer have to exchange time for dollars but to instead be able to work hard for a few years and reap the benefits for years to come is exciting.

Network Marketing companies can provide this in some ways but the truth to this matter is that ***if you're not a business builder who seeks to grow large organizations, then you may never access this benefit.*** It takes numbers and volume to make this possible... so you gotta get over your fears and shoot for the numbers and growth so you can make the mullah!

- **Instant Income / Make Money Now** – There are 2 ways to make money in MLM, Retailing and Recruiting. When retailing products, you have the opportunity to make money RIGHT NOW when you sell the products. You can also increase your income pretty rapidly when you focus on recruiting. Where some things may take a little longer online, implementing some offline marketing

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to build your business can help you get that RIGHT NOW MONEY that you may otherwise have a delay in when trying to do it outside of the offline marketing methods.

As you can see, there are tons of benefits to this industry that have driven so many of us to choose this road less traveled. With sharing these benefits, it's important for you to understand how powerful it is to have access to these benefits, and begin sharing them with others that you seek to recruit for your business.

Far too many people want to focus solely on the money of an MLM, and overlook all the other benefits that actually give people the desire to stay in the industry. If you can change your focus and consider how powerful Network Marketing companies are, and all the emotional and personal support that it can give others, then you'll become a champ when it comes to recruiting and your online influence will be that much more powerful!!

The Secret Formula For Converting Leads Into Cash

When it comes down to making money online, there are only 2 ways that you can really do so effectively:

- 1. Build a List**
- 2. Begin Marketing To That List**

As easy as this may sound, there are several things that you must know upfront when it comes to implementing the list building process.

The reality is, there's more to generating leads than just posting things on facebook and twitter while shooting a few youtube videos. In order to succeed, you actually have to implement a lead generation strategy that properly leads people through the process of connecting with you and ultimately spending money on your behalf.

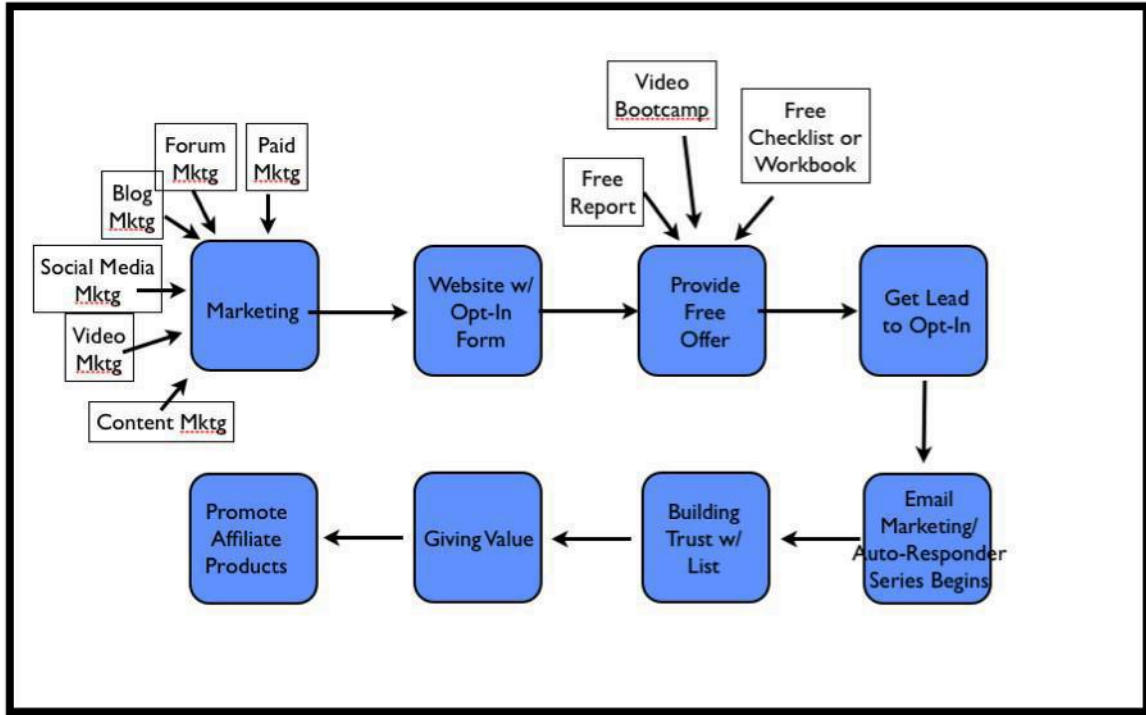
You also have to seek to build a relationship with your followers and learn to meet their needs through your marketing. This is so critical and it's a skill that very few people have taken the time out to master. However, it is the dividing line between those who succeed and those who flop in their online efforts.

Over the course of this training, I'm going to give you several tips and insight into how to master this skill and ways that you can overcome the common bloopers that many newbie online marketers make.

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The Lead Generation Sales Process

Let's go ahead and take a visual look at the Lead Generation Sales Process and how it all works together so we can get you well on your way to building a powerful sales funnel online!



As you can see from the graph above, there are 8 steps to successfully building a list.

- Step #1: Marketing
- Step #2: Website / Lead Capture Page
- Step #3: Free Offer
- Step #4: Capture the Lead / Get the Opt-in
- Step #5: Email Marketing Campaign Begins
- Step #6: Build Trust w/ the List
- Step #7: Give Value
- Step #8: Promote Affiliate Products

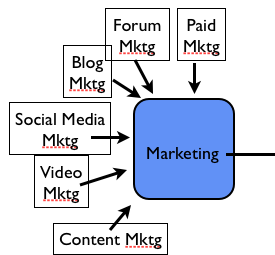
Before you get too overwhelmed and question "how in the heck can I do all of this", I have several quick and easy solutions for you that will take the pain of technology away, so don't get deterred, let's just focus on the big goal at hand... GENERATING TONS OF LEADS and we'll work the rest out later!

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8 Step Plan To Lead Generation Success

There are 8 simple steps that everyone must take in the lead generation process to guarantee their success. We're going to walk through each step briefly so that you can begin getting traffic to your site, and making connections with your leads.

Step #1: Marketing



Although Marketing isn't really the first step in the process (setting up your website is, technically), but it is the MOST IMPORTANT step that you must consider before doing steps 2-8.

Why??

Because you need to fully understand the following before trying to set up a website or begin any form of marketing efforts:

- Who your target market is?**
- What is it that they want?**
- How can what you have to offer line up with their needs?**
- Where does your target market hang out?**
- How can you get their attention?**
- Why should they buy from you?**
- When can you start connecting with them?**

When you've gone through and considered all of these options, it makes it that much easier to set everything up.

Knowing who you're marketing to can allow you to see results so much faster. It also creates a level of comfort in knowing their language, their needs and their preferences.

We actually discuss this in great detail in the article [“How To Create A Lead Generation Strategy For Your business!”](#)

When you know your audience, you can easily put your content together and address the following:

- **What [blog posts](#) to write about**
- **What topics to discuss in your various [Email Marketing Campaigns](#)**
- **What kinds of posts and tweets to share through social media**
- **What types of things to discuss in your videos**
- **What types of [webinar trainings](#) to offer**
- **What kinds of products you should create**
- **& So much more**

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As you can see, this is the foundation that you must lay before trying to build a house of leads. It's very similar to building a house. If you've ever built a house from scratch or witnessed one being built, the first thing that the developers do is clear the land so that they can lay the concrete foundation. Once that's laid, they then can move forward with the plumbing, framing and all the other steps involved in building a house.

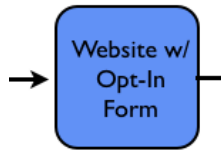
Your concrete foundation is your “Target Market Analysis”. This may sound a bit technical but if you want to avoid spending countless hours marketing online to not receive one lead, then you'd better listen up and get this right!

To properly map out your marketing plan, review the questions above and write down the answers by considering what you're selling, who your ideal customer is, what they want to buy, and where they hang out!

Once you do that, we can move on to mapping out your personal Marketing plan and the various methods that we'll use to connect with your audience!

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Step #2: Have a Lead Capture Page or Website



This is so, so, so important to your marketing process. What you'll want to do is have either a lead capture page or a blog/website that you use to promote yourself or your business. On the website, you need to have an opt-in form where people can give you their names or email address. If you don't have this, then you're leaving a lot of money on the table.

Just having a website without a log in form for people to log their information into is causing you to not keep track of those who have further interest in what you and your business has to offer.

Bottom line, if you haven't been capturing leads, you need to get that set up TODAY!!

In order to set this up, I'm going to give you 3 options.

Option #1: Set up a blog yourself

Option #2: Get a Free Custom Blog set up

Option #3: Get the very best Attraction Marketing Tool that's designed for MLM'ers marketing online and have it set up in about 15 minutes! ([This is my #1 Recommendation](#))

Option #4- Get started with the [Empower Network Viral Blogging System](#)

Let's discuss these options more in detail!

Option #1: Set up a blog yourself.

Setting up a blog isn't as complicated as you would think because with the growth of its use, they've made tons of user-friendly options for us non-techie people. With that said however, there are several "techie" components that may have you buried under "how do I do that" questions, and ultimately cause you to say "forget it"....

BUT, if you're the engineering type, or someone that's already quite comfortable with the techie side of things, let's read further!

If you know you're not a very technical person, you'll want to probably use a FREE blogging platform to set your blog up so that it's an easy plug and play process.

There are free platforms that you can use but they do come with various restrictions on what they allow and don't allow as far as promotion and monetization.

However, just for times sake, let's consider these options just so you don't get caught up in the technical excuses and end up never launching your site.

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You can use:

- www.Blogger.com
- www.Wordpress.com

These sites are very user-friendly, and if you have questions, you can just search for youtube videos on the topic and someone has likely done a video on the subject and in their video, they'll give you guidance on the step-by-step process.

Option #2: Get A [Free Custom Blog](#) Set-up

Yes, I know you maybe wondering [“FREE Custom Blog?”](#)... yep, there's actually a company out there that will set up a FREE Blog for you. The reason why they're willing to do this is because they get paid for setting your blog up on a web host, so in order to earn your business as a referral, they exchange a free blog for getting residual income from the web host.

Don't get defensive, someone's bound to get paid from the referral, so why not let it be someone that will set your [custom blog](#) up for free.

And if none of this makes sense to you and is flying 10,000 miles over your head, just forget what I said above and go [get a FREE BLOG setup by clicking here!](#)

For seriously customizable options, they do have minimal fees, but to get things going and avoid any delays, get the free option and you can always upgrade and customize along the way!

Just get it set up ASAP!

BTW, you'll also need an [auto-responder](#) provider. This is an essential expense so consider this apart of your “overhead” for your business. Without an e-mail auto-responder, then you're not in business.

There are a few I'd recommend, but one in particular that I know is the best in the industry:

1. [Aweber](#) – this is the most highly recommended provider in the industry and you'll find that nearly most Internet Marketers use them.

The leaders with bigger lists and bigger budgets eventually move on to a more sophisticated choice later on down the line, but nearly all leaders start off using [Aweber](#).

They have a \$1 trial for the first 30 days and yes, you'll need to watch instructional videos to use it because there is a learning to using auto-responders period.

Click [here now to](#) get your \$1 trial....

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Option #3: Get The Easy Plug & Play System That Is The #1 Attraction Marketing Tool For Network Marketers

The options above are great and will really help you with getting your site up and running but if you want a ready-to-go tool that is designed to get you up and running in 15 minutes or less and already has the auto-responder messages, affiliate program links embedded to convert sales, tons of training along with the potential to make tons of money while generating 25 leads per day... then you'll need to use [MLSP](#).

When you follow the Top Online MLM Marketers, you'll find one common denominator that they all have, [MLSP](#). This system is the #1 Attraction Marketing Tool and they provide the perfect community for newbie network marketers who are clueless when it comes to building your business online.

One of the keys to using [MLSP](#) is the fact that they give you 15+ pre written emails you can use with your Aweber account. All you do is follow their instructions and drop a code inside your [Aweber](#) account. It really is that simple.

If you haven't yet, you'll want to get your copy of [Magnetic Sponsoring](#), which simply is the training manual to [this system](#). It will show you why you'll want an attraction marketing system and how to maximize it to your benefit to attract leads to you to join your business.

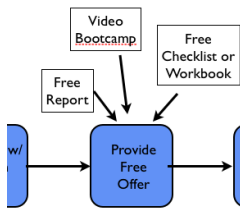
To get a sample of some of the [FREE TRAINING](#) that they offer, check out some of their killer lead capture pages as well as the hours of seriously powerful content that they give to help you convert your leads into partners!

- [Recruit Leaders Now](#)
- [Become Famous In 60 Days Using Facebook](#)
- [Free Twitter Training](#)

To get started with your Free Trial, [click here now](#) and save yourself hours of agony trying to figure out what to do!

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Step #3: Provide a Free Offer



The secret to getting people to opt-in to your website is your offer. Once upon a time, people could care less about giving you their email addresses and would do it without thinking twice. However, with the popularity of Internet Marketing and all the others who're discovering the power of building a list, you have to be a bit more compelling with your offer.

A few things that you can offer as a freebie to get others to opt-in to your list are:

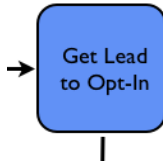
- Email Ecourse
- Video Bootcamp
- Free Report
- Free E-book
- Access to a Free Webinar Training
- An interview with an industry leader
- A workbook
- An mp3

If you're flustered under what to talk about and how to come up with these resources, I'd recommend just purchasing a [PLR Product](#) and customizing it to your own taste by visiting the [MLM PLR Store](#). They already have tons of products you can use as freebies to build your list, so [go here now](#) and check it out!

Using either of these are great ways to win the opt-in however, there's one last thing you must consider, THE HEADLINE! Which leads to my next point!

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Step #4: Get The Opt-in



What does this mean, you may be asking!!

Here’s the deal, once you get people to the site, and present the Free Offer, it’s time to sell them on the opt-in with your HEADLINE!

Yep, that’s right, you better have a compelling headline to urge the viewer to feel that they’re missing out if they don’t get access to your training.

The headline is the teaser, the conversation starter and the appetizer that you use to whet the appetite of your target market. It makes them say, hmmm, interesting stuff, I think I want to hear more of what he/she has to say!

Just to give you an idea of what kinds of headlines you need to use to format your offer, **here are a few headline template secrets** that you can use just in case you’re clueless about this topic:

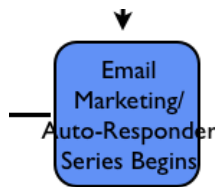
- _____ **Ways to** _____
- _____ **Ways to Avoid** _____
- _____ **Reasons Why**
- _____ **Steps to** _____
- _____ **Hidden Secrets about** _____ **Revealed**
- _____ **Little Known Ways**

In order to determine what things you need to cover in order to create an effective headline, you’ll need to go back to point #1. In point #1, we discussed the fact that if you know your target market, what their common problems are and the solutions that they desire then you could easily offer them some type of FREE content that educates them on the issue in your opt-in offer.

Take some time to think about things you may have struggled with in the past and how great it felt when you had finally had that “Ah ha” moment. Now, give them the same experience with the content you offer in your Free Offer!

And btw, don’t cheat them on the info. Actually give them great content and value and deliver on your promises. This way, you’ll encourage them to continue to follow you, read your emails and connect with you more in the future.

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Step #5: Set up Email A/R messages

Setting up auto-responder emails can be very intimidating and daunting initially, and can often be a huge deterrent to getting our marketing campaigns going. The truth is, you're not really here to master all things marketing, you're simply here to navigate a powerful marketing strategy so you can get more people on the phone and convert them into business.

At the end of the day, your job is to close deals. With that said, if you are great at writing, and you've become a genius at writing copy and embedding it into your auto-responder messages, then by all means, write away!

On the other hand, if you're struggling with the thought of writing the first letter of the first sentence, spare yourself the agony and use a few of these strategies to get your content going:

Strategy #1: Hire a writer

This can be a bit expensive and time consuming as the process can often take a while to really connect with a legitimate English speaking writer who actually understands your industry, your market and your message. However, it is an option that you can try.

Strategy #2: Create a Swipe File

This is a strategy that most internet marketers use where you collect catchy emails that you've received from other leaders and simply swipe the copy and customize it to your personal message, using it for your personal email campaign.

The downside to this is that it still requires a bit of writing on your end, and may take a while to sift through tons of email messages to truly find great content.

Strategy #3: Use PLR Products

This is actually the solution I'd highly recommend for various reasons. PLR stands for Private Label Rights and it basically allows you to use pre-written content on your specified Niche instantly, while promoting it as your own personal product. You get to take full credit as the creator and the beauty about it is that you can have access to it in less than 5 minutes.

The key is to find a PLR provider that has the following:

- Writes content specifically on your niche
- They actually know about your industry and can speak from experience and personal knowledge rather than just research

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- English is their first and predominant language, and the writing reflects that
- The content is of high quality and affordable

I've come across tons of [PLR](#) content that lacked in several areas above, which inspired me to provide the specific content that I know we need to generate leads online.

I highly suggest you check out the site by [clicking here](#).

Take some time to browse around the site and see all that the site has to offer. They provide content in the following areas:

- Blog Posts
- Articles
- Auto-Responder Messages
- Ebooks
- Free Reports
- Webinar PowerPoint Presentations
- & So Much More

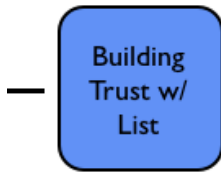
[Go here now](#) to take a peek, and grab up your first auto-responder series while you're at it!! That way you can avoid the headache of trying to figure this stuff out on your own!

Strategy #4- When you get started with [MLSP](#), they give you 15+ pre written emails you can use immediately with your Aweber account. This makes it so easy to start looking like a pro! I use them in my business and so should you!

BONUS TRAINING!- By joining MLSP through my affiliate link, I will grant you access to my exclusive video trainings as part of my membership site. My trainings will help you with your MLSP account (in setting it up with Aweber and getting your first marketing site up and running). My trainings also include on how to get image ads up on Craigslist, solo ads, Facebook training etc...

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Step #6: Build Trust



Your auto-responder messages are designed to build a rapport with your audience by actually servicing a need that they have. With that said, whether you use [PLR](#) or not, be sure to throw in a few personal messages that are a no-pitch, straight from the heart message that reveals who you really are while sharing your personal experience in this journey.

Seek to serve your audience first, and know that you will be able to monetize successfully later, because of your authenticity and willingness to serve your market. This doesn't mean you "don't sell", this just means that you're seeking to get to know your audience, and you're considering their needs first before yours. In turn, you'll win their trust, and will ultimately have a raving fan for life.

Here are a 5 tips for building trust with your audience:

- **Be honest** – Don't become this over-exaggerating pitch person that says everything is great all the time and nothing never goes wrong in my life! I personally dislike people who try to make it appear as if they're lives are perfect and love it when people allow me to see their human side. Share your struggles, challenges and imperfections. This is the glue that bond people to you!
- **Be transparent** – this is a great way to win your audience over. One of the best ways to do this is by posting videos and pictures of yourself to show people who you really are. Bringing the human side of who you are outside of what you do, allows your readers and followers to relate to you.
- **Be accessible** – have multiple contact points where people can connect. This doesn't mean you need to plaster your phone number all over the Internet but using Social Media to connect with your followers is a great way to make them feel like you're accessible. Tweet with them on [twitter](#), respond to their comments on [facebook](#) and if you have a [skype](#), let them chat with you to connect personally.
- **Be humble** – Don't become overly boastful like the "ha ha, I'm great and you're not" kind of person. Those are the first groups of people to get booted and overlooked, so stay humble despite your successes. And yes, it's okay to gloat over your victories, but don't make other people feel "less than"... you know what I mean;)
- **Be consistent** – being consistent proves to your followers that you're not just another fly-by-night wanna be marketer, but that you're actually here for the long haul. With so many people on and off the Internet in the blink of an eye, it's very hard to find those that are reliable leaders. Remaining consistent in your marketing efforts positions you as one, and therefore will encourage more people

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to continue to follow your lead!

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Step #7: Give Value



I believe this is a source of advice that can become a bit redundant, but I need to touch on it anyway. Over-delivering on what you give your audience is the best way to win them over.

Always try to find ways to share powerful insights with them, whether you've read a book and discovered a new method to do something or as mentioned earlier, when having those “Ah Ha” moments about things that you know would be enlightening to others. Convert that revelation into content by blogging about it, creating a video about it or simply adding it as an email message to your auto-responder funnel.

Don't question yourself about ever sharing things that you've learned personally. That brings the unique element to your brand and your business. People can get generic information anywhere, but it's those personalized insightful messages that tend to resonate with your audience, so make it a habit to share!

Here's a few tips to Add Value to your readers:

- **Have a Purpose with your content** - When sharing information in an article, video, blog post etc., always seek to answer yes to the question “Did I give my reader something to take away from this?”, “Did I provide a solution to their problem?”. Have purpose in your content, and that will resonate with your readers.
- **Be generous** – Giving is a great way to create loyalty with your followers. If there's a tool like a checklist or worksheet that you come across that has helped you, instead of keeping it to yourself, share it with your followers. You'll be surprised at how much giving stuff away can actually win your readers over.
- **Ask Questions** – Finding out what your readers and followers want is the quick and easy way to avoid playing the guessing game. You'll want to just simply ask them “How Can I Help You?”, whether via blog post, email blast or video message. Either way, once you ask that question, find a way to streamline those questions by turning them into a Q&A Blog Post or Video that you use as content, while killing two birds in one stone, and also answering questions and meeting the needs of your audience!

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Step #8: Promote Affiliate Products

Now that we've gotten all the mushy stuff out of the way, here's a huge tip.... **DON'T BE AFRAID TO ASK FOR THE MONEY!!**



So many people grow very timid when building a list or following, and feel as though any type of promotion that has an offer for people to buy something from them will damage the relationship. The truth is, people actually want to know things like, what tools your using, the products you purchase and the people you follow.

I can recall times when I'd follow people and constantly ask myself “how did they do that?”, “what tools does he use to do this?”... It was almost a gift when people that I'd follow would share their “purchases” with me.

And the bottom line is this, you're looking for people that are buyers, not information hoarders, so if people unsubscribe because they don't want you to pitch them anything, then great....celebrate!! You don't want those people on your list anyway. They're dead weight, and they're the kind of folks that make you think you're not doing enough, when in actuality, all they want is more, more, more with no intentions of doing anything with the information!

Buyers are your best friends, and you want a list full of them. Promoting products every now and then is fine. Just follow the rules on these specific reminders to make sure you promote with balance:

- Never pitch or promote your product in the first initial introduction.** This can be a huge turn-off and it doesn't make room for you to build a relationship with your audience. Unless they opted in to a site that specifically indicated that they'd be updated on products and services, be sure to mix in valuable content in between the sales pitches.
- Keep your subscribers engaged** – if you chose to send out a sales pitch of an email, use a story or some form of engagement to get their attention before just begging them to buy your product. I've seen people be flat out honest and say “look, I can win an Ipad if x amount of people click this link, so I'll do this for you if you do that”... people will appreciate honesty, but don't make this type of thing a habit. Use storylines, examples and things like that to incorporate your pitch, but use the story as an example of how this item helped or enhanced your business.

There's obviously tons more that I can tell you but the bottom line is to respect your audience while providing value through the services and products that you offer. Pay attention to other pitch emails that people send, and swipe the styles of those that you like!

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Either way, the more you practice, the better you'll get at it so don't let the fear of messing up keep you from taking action.

Recommended Affiliate Programs:

Here are a few affiliate programs that I'd highly suggest you join, and if you're curious about how to promote your different affiliate products, we take care of that for you at the [MLM PLR Store](#) and provide tons of products that are replete with various affiliate products that you can cash in on!

- [Aweber](#) – I've spoken about the power of Aweber early on in this report, but it's definitely a tool that you'll want to both utilize and promote. An auto-responder is essential to our industry and you cannot get away with marketing online without one. Therefore, anything that anyone “needs”, you need to be an affiliate for.
- [Magnetic Sponsoring](#) – This book is the foundation of attraction marketing and was the leading product that compelled so many people to reevaluate their recruiting methods, and incorporate more attraction marketing techniques. It's a MUST READ for anyone who's serious about being a leader in this industry, and it also unfolds the mystery of why we do what we do in the Internet Marketing space as a Network Marketer. I'd highly suggest you grab a copy first, as you will then become an affiliate and begin sharing this with everyone on your list and in your network!
- [HostGator](#) – Just like [Aweber](#), web hosting is another essential in the industry. Having a host comes when people make a decision to be leaders in the industry, and a lot of times it's up to you to educate them on why they'd want to become a leader, and the tools that leaders use. This company is very reliable and another industry favorite, so hop over here right now and become an affiliate!
- [MLM PLR Store.com](#) – Content creation is probably one of the biggest hindrances for most wannabe online marketers. The bottom line is that most people just want to make money, but they had no idea that being a writing genius was apart of the criteria to do so in the Internet space. Therefore, having tools like MLM PLR Store allows Network Marketers to focus on one thing “lead generation and closing deals” while you can leave the writing genius up to us writers at MLM PLR Store.com. This report that you're holding in your hand is an example of our teams genius, so stop wasting time, and start outsourcing this task to us over at MLM PLR Store.com
- [Free Blog Factory](#) – Creating a blog is another time sucker, and as a newbie, the worst thing you could do is get bogged down with technical challenges and overwhelm your brain. FBF is a quick and easy solution to help people who want to get started fast online, and the kicker is, they will set your blog up for free. The beauty about this is you get paid for those that even sign up for FREE as well as if

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they purchase any premium services, so don't hold out on this resource. It's a blessing to those who are non-techies, and are ready to build their brand today!

- [Clickbank](#) – This is an industry “affiliate hub” where people market their products, allowing you to become an affiliate. It's another quick and easy way to get your hands on niche specific products. Visit the site, set up an account and start promoting!
- [Paypal](#) – In order to begin making various transactions online, you must have a paypal account. Most affiliate companies pay using Paypal while others require a paypal account to purchase their products. Be sure to sign up today by visiting their website here, and you can also begin selling your products as well as others products, using things like [PLR](#) to generate more income streams for your business!
- [My Lead System Pro](#)– MLSP is another industry favorite for attraction marketing. It's basically the physical layout of what Magnetic Sponsoring teaches, and it's the best plug and play system you'll ever want to use to promote your business. They have tons of killer content, and free training that can take your business 10,000 miles above ground. In order to be an affiliate you have to be a member but I'd highly suggest that you check it out and do the trial to explore all that it has to offer. They have tons of systems you can use as your own personal bait to generate leads like “Free Facebook Trainings, Twitter Trainings, etc.”, requiring that the lead opts-in in order to receive access to the training!

BONUS TRAINING!- By joining MLSP through my affiliate link, I will grant you access to my exclusive video trainings as part of my membership site. My trainings will help you with your MLSP account (in setting it up with Aweber and getting your first marketing site up and running). My trainings also include on how to get image ads up on Craigslist, solo ads, Facebook training etc...

- [Wordpress Dream Theme](#)- this is the blog theme I use as at my personal blog at www.whoisjerrymaurer.com
- [GFYD- Go For Your Dream](#)- Learn WordPress and more- Highly Recommended!
- [Oprius Contact Manager](#)- Oprius is a fun contact manager that enables you to keep track of all of your leads and you can send emails to them too. Watch the video to get a better understanding.
- [SendOut Cards](#)- As a business owner, one of the most important elements to financial success is the FOLLOW UP. Many business owners do not follow up on their potential customers and or current clientele. This is a major mistake. In my own experience, whenever I follow up with a customer by

sending a physical greeting card, I always earn more business. Send Out Cards is a worthwhile service for ANY business owner.

- [Traffic Zipper](#)- Traffic Zipper is your complete Safelist/Listbuilding solution. Every one knows sending emails to Network Marketers using listbuilders and safeslists are a proven marketing strategy. But what if you could send an email to 15 list builders at ONE time through ONE site. Watch the video below to learn all about Traffic Zipper and why you need to add this to your overall marketing strategy.
- [Message Magic](#)- Message Magic is a powerful downloadable software you can use to target hundreds of Skype users.
- [Social Media Free Leads](#)- This is your complete training resource to dominate Facebook, MySpace, LinkedIn and other social media sites.
- [LeadPower](#)- this lead company offers bulk leads at a great price. How would you like 600 leads for \$97. Normally, I'm not in favor of buying leads and calling...but this strategy can prove to be a major winner. There is a phenomenal [training webinar](#) you can see here that teaches you how to call these leads and using a [Speed Dialer](#).

Be sure to visit our site at [MLM PLR Store.com](#) to check out the company and product reviews that we currently have and will continue to release to help you with the pitch process of your various affiliate programs!

MORE BONUS TRAINING

Every single word of this e-book is right on the money. You do need a marketing system tied to an Aweber account just to be considered a professional in this industry. But it wasn't until I started using **Voice Broadcasting** correctly, did I start to attract 10, 20 or 30+ leads in a single day. I got so good at voice broadcasting that in one day, I generated over 156 leads in one voice broadcasting campaign. Don't get me wrong. VB does cost you money, but I have found that VB cheaper and way more effective than any single marketing strategy.

- The learning curve with VB is much easier here compared to PPC.
- You can jump start your business within 1 hour after getting started.
- You receive instant gratification knowing leads are being generated.
- and so much more...

Take a look at my #1 [choice for voice broadcasting here!](#)

Secret Marketing Strategy

Since you are reading this report, you may have seen my Email Marketing Solution, but have not gotten started with it yet. Let me explain why this little email system is a GOLD MINE!!! This report covers how to create a marketing system using [MLSP](#) and integrating an Aweber account. The key to you marketing your [PRIMARY COMPANY](#) is not to promote your [primary company](#) the same way everyone else is doing.

I use [Push Button Emailer](#) to promote any tool, resource or software I know can benefit another marketer. This is the essence of true attraction marketing. Let's face it. People do not want to hear about your primary company until they at least get to know you better and.....only after you show them how you can help them!!!!

Another killer ninja software I use to generate unlimited email leads from Facebook, [Linkedin, Twitter, Myspace and more is here...](#)

Again, thank you for downloading and reading this ebook!!!



Nothing happens unless YOU take ACTION!

It is very important to know that 95% of network marketers do nothing but expect different results. Do not make the same mistake 95% of network marketers do on a daily basis. Decide and declare to be a part of the 5% of network marketers who invest in themselves and take the necessary steps until they see SUCCESS!

I guarantee you this: If you take action, you will see results.

Congratulations to you on taking the next step!!!

If you have any questions about the information in this ebook, I want to encourage you to write to me at info.jerrymaurer@gmail.com

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Here’s How You Can Turn This FREE Report Into Your Lead Generation Cash Machine On Auto-Pilot!!

I hope you’ve enjoyed this report and found an amazing amount of value that will get you jumpstarted with our lead generation journey!

Before you go promoting this eBook to your family, teammates and friends, I want to share an opportunity with you to use this very same report as your very own while customizing it with your affiliate links!!

If you said “YES, PLEASE TELL ME HOW”, then perfect... We can get you going in less than 5 minutes.

But really quick, here are **7 reasons why you’ll want to use this as your very own rebranded report:**

- 1. You can use it as a list-building tool!** - All you have to do is add this as a free report to share with those who opt-in to your blog, website or facebook fan page and you’ll be generating leads on auto-pilot as well as.... (my next point).
- 2. You don’t have to do any work!** - How many times have you said you were going to write an ebook or free report to help you with your lead generation and sales funnel? Did you ever get around to it? Probably not! Here’s the simplicity of it all... in less than 5 minutes, you will have a 25+ page Free Report that you can use to unleash the dragon and get your automated cash machine going on auto-pilot!
- 3. You can make money on auto-pilot!** - Adding your own affiliate links and educating your list with information that is high in value will allow you to convert those leads into buyers, while you sit back and watch the cash roll in. (Well, you’ll have to do some work marketing the report, but we’ll show you 20+ ways to market your report once you get your own copy!)
- 4. It will position you as a credible source!** - People are looking for value and when you offer this ebook with those who are buried under information overload, you’ll find that they’ll swarm to you like a honey on bees anticipating your next release of a video, blog entry or ebook!
- 5. Mass Marketing!** – The beauty about using a brandable free report is the ability to have it go viral. Others will have the rights to share this report with their list and friends BUT they will have your personally branded version. When you put this report in their hands, your going to experience a massive increase of leads, all because you were willing to share;)

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6. **Creates an Online Asset For You!** – The one thing you want to do with your online efforts is to develop tons of assets all over the internet that are paying you for your efforts on automation. Having this ebook out there and watching it go viral is a serious step towards increasing your online assets!

7. **You don't have to have a blog, website or list to get started!** – Many people worry about not having everything all together before they start marketing, but the beauty about using this report is that you don't need a website, blog or anything to put it to work. How can that be you ask? With this ebook being available on a website that allows the book to be downloaded (I'll give you a list of free sources to use), you can start driving traffic and making sales before you actually “have it all together!”. (You will need a list building tool like [Aweber](#) however, to get you started!)

Here's what you need do to begin using this FREE REPORT as your very own...

Step #1: [Click here now \(choose Free Reports under Categories\)](#) to grab your copy of the Free Report.

Step #2: Sign up for the various affiliate programs that are listed in the report if you haven't done so already as you will need them for your Report! (***see the list above of Recommended Affiliate Programs***)

Step #3: I highly encourage you to become one of our friendly affiliates with [MLMPLRStore](#), earning 40% for every sale you make. You can do so [by signing up here!](#) (choose Affiliates on top of the page)

Step #4 Start using the Marketing Techniques that you'll receive once you get access to your Free Report.

Step #5: Enjoy the cash and Close Your Leads!!

THE END :)