

# -NETWORK MARKETING- Turn it into a Business

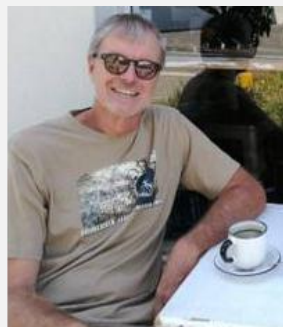
Have you exhausted your warm market resources?

Are you done with your friends?  
...or are they done with you?

...then what?

Do you need to expand your subscriber list?

...You have a plan B?



E-book tutorial

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If you were told to sell to your warm market and thereby hassle your family and friends with your online network marketing business offer,

...think for a moment.

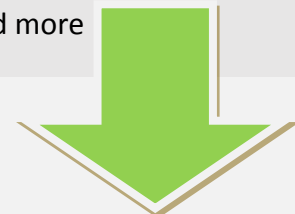
If 3 of your close friends sign up to your offer and 3 of your close family members also join in. Will that mean that you have a sustaining business?

...Then what thereafter?

**Network Marketing - Turn it into a Business -**

**The simplicity of the process revealed**

...Read more



## MY BUSINESS WHY

Brackenfell  
Western Cape  
South Africa

<https://mybusinesswhy.com>

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## Network Marketing - Give to receive. |The simplicity of the process revealed.

If you were told to sell to your warm market and thereby hassle your family and friends with your online network marketing business offer, I'm sure that two things will happen.

1. You cringe inside every time you approach someone with your offer, and
2. If you followed through with it, you may feel a bit alienated after each of your marketing attempts.

### Why?

Because speaking to anyone, is like speaking to no one. You need to target a specific audience. Do you really think that your family and friends all have an entrepreneurial mindset or an interest in your product?

### ---Think for a moment.



? If 3 of your close friends sign up to your offer and 3 of your close family members also join in. Will that mean that you have a sustaining business? Will these new warm market recruits of yours be motivated to expand and build their down line and thereby expanding your deeper levels?

...and then what? With your warm market exhausted, you will have to look for other prospects in any way, or else you will have to accept that your business has reached its full potential.

So why start off with people close to you, upsetting everyone including yourself in the process if it will lead to a saturated prospect situation with no real business for you anyway?

You have to get your offer out there in front of other people who will be interested to look at it.

...You may even have tried so hard to get your message out there in the past, but you only got cold "dead" leads. Then this information is what you were looking for.

***If you are serious in getting your big breakthrough in online network marketing, then do yourself the favour and read this complete document right up to the end.***

***It may be key to the breakthrough that you need.***

***This is going to be a lengthy read. If you are going to scan through it, then rather don't waste your time, because it will have no value for you.***

***Best is to sit down, pay attention and take notes as you go.***

***By the way, if a matured old baby boomer like me can be successful in this, so can you. 😊***

***You don't have to be tech savvy to do this!!***

It does not matter if you have never been involved in an online network marketing business before, or even if you are involved in this business sector for some time already.

### ---What matter is that:

- You have made a decision to be successful in building and improving your own online business.
- You are disciplined enough to follow through with the info shared with you in this tutorial.

- You are teachable.
- You will apply the knowledge acquired by this.

## CHAPTER1: The simplicity of the network marketing process revealed:

Think of a four-piece puzzle that is elevating your digital business as a loose centre piece on top of it. In other words, the four pieces are like a foundation, holding your business up.



The flow of the process is as follows:

### 1. You.

You do research on a “need” in the market. What is it that people need a solution for? Think of niches like weight loss, health supplements, fitness programs, study methods, earning extra income (stay at home parents, retirees with insufficient income, etc.) self-development, business skills, business tools etc. There are so many more and yes, it may seem as if these niches are overexposed in the market, but the size of the problem determines the size of the market. Rather join in on a market with a large potential customer base than try to sell to small market niches.

The environment of network marketing is constantly changing and evolving. Products in demand today, may not be relevant within a year. Present cutting-edge marketing platforms may be forgotten and old news very soon.

The key is, that you always have an open mind. Constantly improve your knowledge and your skills. Be an all-time student, but don't forget to apply what you learn as you go. Sometimes people can get so involved in the business of research and learning that they do not get to do the core basics necessary to promote their business at all. Keep a balance. Progress by immediately applying what you have learnt.

## 2. SOLUTION

Once you have established a niche, do some research on the **solutions** that your prospects in the niche may be looking for. Remember Google as your research friend. Establish what it is that people are struggling with and find the solutions to it. Package your solution as a free offering that you can give away to your prospects. You need to get the attention of your prospects. The word "Free" will always draw attention.

The reason why people are struggling in certain areas, is because they have not found a solution for their problem. It may even be that they did find a solution, but it seems just beyond their ability to implement it. It is therefore critical that the solution you're offering will be easy understandable, practical and proven to have the possibility to obtain the desired results.

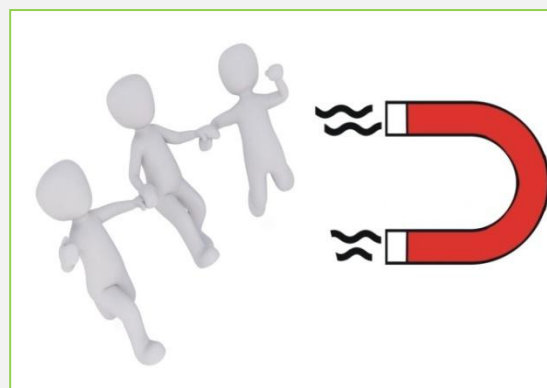
Read as many blog posts as you can find on the subject. Make a study of solutions. Then create your own information sheet on solutions to the issue.

An excellent lead magnet (free gift) is a **detailed e-book of about 10 to 15 pages** on the subject. If your lead magnet offers value to your prospects, it is very likely that they will be willing to look at future information that you will be sharing with them.

If you decide to write a shorter document on a subject, (3 to 5 pages). ***A Special Report on...*** (your subject) will do.

You may also choose to present a single page ***Information Sheet on...*** (your subject).

***Free Recipes*** (weight loss / health issues, etc) is another example.



All these can be excellent lead magnets.

My preference however is an 10 – 15 page e-book. The structure of an e-book leaves me enough room for being creative with content. The way I present it in my marketing system is firstly to reach a targeted audience. A second function of the e-book is to capture the attention of the targeted reader and to entice them to look at a sales offer after reading it. The result is that once we get to the point of making a sales offer, the prospect can be viewed as a warm lead instead of just being a cold lead.

If you think for a moment that writing an e-book of 10 pages is a mammoth task, then think again. You will find everything you need by researching the Internet. There are YouTube videos on everything available and there is an abundance of text info in blog posts. Personally, I prefer text as it is easier to take notes from than a video.

**---Take heed:** Do not copy and paste someone else's work. Apart from copyright issues that you will run into, the search robots will easily detect duplicate content and will reject your content in searches. Simply read those blog posts and watch the videos, study the

content, take notes from it and create your own story from your research.  
...or you may choose to pay a copywriter to do the heavy lifting of writing on your behalf.

The purpose and focus of your lead magnet will be to help the reader to find a solution to a specific problem. Though the solution that you write about will eventually tie up with a product that you will offer for sale, your lead magnet offer will not sell to your prospect. It will merely be solution focussed but enticing future communication. Your content must be informative, focussed and create the desire with your prospect to look forward to reading your follow up emails.

**---Give to receive:** You are going to put in a lot of work and your valuable time in creating your first lead magnet and you are going to give it all away for free. In return you will be expecting people to add their names and email addresses to your list to get your information. At this stage, you will not be making sales. You are putting seed in the ground by giving information away. ...for **FREE** 😊

### 3. PRESENT TO AUDIENCE

As you present your free offer to **people in need of the solution**, your offer will actually be directed to a targeted audience. As I said earlier, speaking to anyone, is like speaking to no one.

#### ---Target your audience.

This is actually so extremely simple:

- Find people looking for a solution.
- Put the solution in front of them and
- You have a targeted audience.

...no rocket science involved at all.

The next important thing is the size of the targeted audience that you reach. Say for instance that you have determined that there are more than one million people with a specific need (problem) and you have been successful in getting your message over to 50 or a 100 of those people, you will definitely not be successful in establishing a sustainable business.

**--- Key Info:** You have to create a substantial list of prospects to be successful. If you only start off, a target of getting 500 prospects on your list during the first 60-90 days may seem to be hard work, but it will be a ground-



breaking start. Scaling it up from there with about an additional 500+ per month will create a healthy basis for your business. Once you have reached between 2500 and 5000 prospects on your list, you will have a solid base and you should be able to earn constantly and increasingly from your business.

Don't get frightened by pondering on these figures. With the right approach and with the tools of the trade, it is achievable. This really is what is standing between you and your success in business.

Ask any successful network marketer about their list.  
They will all tell you that:

### ***“The Money Is In The List”***

Once you have harvested all these names as cold leads to your list, you will need to warm them up by building trust and good relations with them. This is done by follow up email series and email broadcasts to your list. Keep communicating, but don't share boring, useless nonsense. Share a mix of factual content and vary it with sprinkles of information about you and your personal life. The prospects on your list have to experience you as a knowledgeable person, but also as a real person just like they are, someone who they can relate to.

It is important that the primary connection between you and your prospects will be a quality experience for them. Your lead magnet that you will be offering must have such value, that prospects will look forward to future information that you may have to share. It should be almost like creating a situation of suspense.

There is a rule of thumb that it is possible to earn \$1 per month from each prospect on your list. Only between 2% and 8% of the actual prospects on your list will become loyal customers of yours.



For instance: take 5% (average between 2 and 8%) and you have 2500 names on your list, you may be selling to 125 clients. If your offer has a recurring monthly income of \$20 per customer, you may be earning  $125 \times \$20 = \$2500$  per month.

When you expand your list to 5000 contacts, you may be earning \$5000 per month from it.

(Please note: This is just an illustration and no guarantee. Other factors like time, effort, advertising, product quality, market size, penetration & competition, etc needs to be considered.)

#### **4. PRODUCT**

When choosing a product, it is best to stay clear from handling inventory. You don't want to get involved in storage, shipping, product returns etc. Should you trade as an affiliate marketer where your supplier is handling the inventory, shipping and customer support etc. It will be a far a better option. Physical products are not my preference,

My preference is rather to promote digital products like training courses, business systems, information sheets, combined with motivational and marketing content. In digital format, it

is by far the easiest way to get products over to customers as there is no need for shipping logistics and accompanying costs.

One thing however is to always promote a product of value. Stay away from high return “shiny object” opportunities. High return and high risk goes hand in hand.



Network marketing is a relations business. Just think of the time spent on growing your list and building trust with those on your list. Do you want to put it all at risk by promoting a crappy product?

You have to be prepared to add your face to your promotion.

...Only sell to others what you will sell to your mother.

Some products may be “high ticket”, meaning customers pay a fairly substantial amount for it, resulting in high commissions. It may also be combined with monthly recurring income.

Other products may require a lower initial outlay, but then include an affordable monthly subscription, with recurring income for the seller thereof.

You may also find quality product offerings at a very low and attractive initial outlay for purchasers, often referred to as “trip-wire” products. It offers such value to customers that the customers eventually decide to purchase higher levels of the product offering. This is called up-selling and it eventually leads to good recurring income.

## 5. BUSINESS SYSTEM

You will need a proper automated business system to present your free offer, capture leads and to convert sales. Depending on how your sales offer is structured, you may also need the system to keep your clients informed about additional products and/ or features that is available.

Chapter 2 will explain the basic functionality of the business system.

Chapter 3 will include a step by step explanation of setting up a complete business system.

**In Closure** of chapter 1:

1. **YOU**

- Need to make the decision to be successful.
- Must have an open mind.
- Need to be constantly learning.

2. **SOLUTION**

- You have to research and assess your market niche.
- Define and then target your audience (market).
- Package your product as the solution that your audience is looking for.
- Offer value that exceeds expectations by far.

3. **PRESENT TO AUDIENCE**

- Present the solution for free to your audience.
- Harvest the contact information of your prospects.
- Take massive action to build a huge prospects list.
- Warm up your cold contacts list.
- Create an expectation by prospects for more.

4. **PRODUCT**

- Quality
- Value
- Digital versus inventory
- Excellent sales system.

5. **BUSINESS SYSTEM**

Chapter 2 will explain the basic functionality of the business system.

In Chapter 3, I will guide you step by step how to setup your own business system.

...It is like creating your own selling machine.

**CHAPTER 2:**





## CHAPTER 2: The online business system:

In online network marketing, you won't have a physical shop to sell your products, but instead, you will need an automated business system to do the following for you:

- 1. Attract prospective customers and capture leads
- 2. Present your offer to your customers
- 3. Follow up with customers that have shown interest in your offer
- 4. Make actual sales
- 5 Deliver free offers and products sold to your clients

**You can therefore view your business system as your shop.**

**The better you understand and set up your system, the better the results that you will get from it.**

Here below is a simple diagram of my business system that is constantly bringing in new business for me. This business system consists of some free tools and a few excellent subscription tools. The combination of it all creates a very effective selling machine.

(In Chapter 3, I will explain where to find all these tools and how to set them up.)

Yes, I know it may look a bit daunting at first glance, but it is actually quite simple and I will break it down in sections in the explanations that will follow.



### 1. Promoting to your target market:

As in any business, you will have to advertise your offer to reach your prospects. Online advertising is rather costly, so it is important to get targeted traffic to your offer. One thing that you must understand is that no traffic, means no business.



So many online marketers fail because of two things:

- 1 They do not understand that they have to be prepared to spend money on marketing, &
- 2 When they do spend on marketing, they do not target their traffic.

**--- Key Info:**

Give to receive. ... Be prepared to give something of value away for FREE and

... Be prepared to spend money to make money.

Network marketing is a business. No business can survive without marketing exposure.

It is however completely possible to start your advertising campaign off with as little as \$50.00 and land a few front-end sales from your campaign, immediately putting you in break even or even into the profit zone. I had the experience with a cold offer that I sent through a solo ads campaign. I made two front end sales and my advertising cost was paid. ...When I repeated the campaign a second time however, I wasn't that lucky again.

(The way that we will target our traffic, is by our free lead magnet offer as explained in Chapter 1, Paragraph 2)

For most, traffic falls in either the free traffic category or in the paid category, but they do not grasp the importance of the targeting principle. Though I am using a combination of traffic sources, I will share my best traffic sources that is bringing in the fastest results in Chapter 3 with you.

Here below is a summary of different platforms where you can advertise your offer, but please, **there are so many, and you do not have to manage to learn them all.** The options are merely mentioned here to show you how many there are and there are even more than mentioned here. Keep in mind that paid traffic is the easiest to implement and is bringing in really good results.

**1.1. Social Media:**

You may join Facebook groups related to your niche market and promote free offers.

Facebook also has excellent targeting tools in Facebook ad campaign settings.

Create a separate personal profile for your business only, combined with a business page and set up your advertising campaigns from your Facebook business page. Facebook campaigns also allows you the option to integrate an Instagram account into your ad campaign. I highly recommend Facebook ad campaigns.

YouTube, Twitter, Pinterest, Instagram and LinkedIn are more excellent options for promoting your offer.

**1.2. Pay Per Click:**

Platforms that offers PPC options include:

Google Adsense, Bing, Yahoo and Facebook. Targeted PPC can be a very good traffic source.

**1.3. Solo Ads:**

This is good for list building, but it is normally cold traffic which is not really targeted.

Someone who has a huge list, will sell you some clicks to your offer to a segment of their list. It may be quality leads, or it may be tired and over exposed leads. ....it is a numbers game.

**1.4. Blogs:**

Write comments on other blog posts. Search for blogs related to the offer you promote.

Write constructive and positive thoughts on the blog article in the comments section. Add

your website link if space is provided for it, but dont drop promotional links in the comments. Two things will happen. You may get a click through on your comment to someone who wants to see who you are, and you have created a back link to your website which will contribute to search engine ranking.

Im writing my own blogs. It is an extremely slow way of getting the attention in a niche, but eventually it is bringing in good SEO traffic and it helps with branding yourself. Blog writing is a long term strategy and in my opinion, it is second phase marketing opposed to PPC traffic as first phase when you start out.

#### 1.5. **Forums:**

Same as blog posts. Take part on forum discussions. Add related content to the forum and you may start to get a follow from it. Be careful not to sound “salesy” and dont drop the link to your offer in your posts.

#### 1.6. **Publishing Articles:**

Writing content and publishing articles like for instance Ezine Articles has the benefit that you will eventually get traffic to your website. It has fairly similar benefits as writing blogs, but because it is published on a larger platform, it immediately draws the attention of search engines. Personally, I prefer to write my own blog and from there I may choose to publish out to forums and articles.

#### 1.7. **SEO:**

Searc Engine Optimization results in “free” traffic, but it takes some expertize to be really succesful in it. I went through a one year learning curve to master SEO traffic to my blog posts. Its worth it, but then on the other hand it is far easier to get results from targeted PPC traffic.

#### 1.8. **Popup ads:**

Some popup ads and ad swops my bring in good leads, but it seems as if these traffic forms may be targeted by traffic robots and thereby not constanly result in quality traffic.

To get traffic to your offer is really not an issue. You just have to find the source that works for you and be consistent in driving eyeballs to your offer.

## 2. **Free Lead Offer:**

As mentioned so many times, it is of extreme importance to target our traffic.

We’r using a free offer of value that will attract an adience who has an interest in the free offer.

We give it away in return for the prospect’s contact information. It is called a free lead magnet.

The lead magnet was explained in detail in paragraph 2 of Chapter 1.

- Immediately after the prospects information is captured, our system will do the following:

-P resent our free gift to the prospect.

- Add the prospects as a lead in your auto responder database. = Lead to your list.



### 3. Email Follow Up Series – Auto Responder

Upon receipt of your new lead in the auto responder, the auto responder will immediately send a welcome email to your new lead. The welcome email will also include a link to your free offer, asking your prospect to pay attention to the value of the free lead and motivate your prospect to unlock the full value of the free gift by putting the time aside to actually read through it.

Your auto responder will be loaded like a machine gun with a series of follow up emails. It will send them out in a pre-setup schedule. The contents of the emails will have three objectives:

- Building trust and good relations and thereby warming up your cold leads.
- Presenting front end sales offers.
- Offer up selling after the initial sale.

One of the main objectives of the auto responder is to be in constant communication with your list and to build relations and trust. Yes, you will lose some who doesn't like the constant communications. They will simply unsubscribe from your list and leave. Don't lay awake about those. Focus on your target audience who is prepared to pay attention.

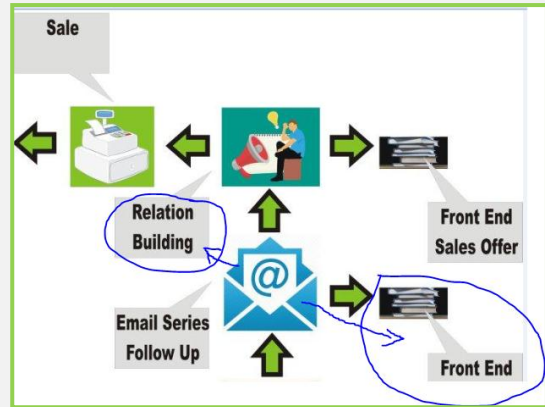
You will be able to create various lists in your auto responder, and for each, you can send a different follow up email series. It is thus possible to promote various opportunities to different lists from the same responder platform.

Auto responder lists can be segmented, and you will see exactly who actually read your emails, who it is that opened your links etc. Automation inside the system allows for un-subscribing from one list when a prospect subscribes to another list. All these are handy features to optimise your sales offer.

Another feature of auto responders is the ability to send a broadcast to one or even a combination of your lists.

All these are very useful in the process of building relations with your list and optimizing your sales approach until your prospect eventually decide to make a purchase.

Once the front-end sale has been concluded, your system of continuous relation building and up selling to maximum value will be conveyed through your auto responder.



#### 4. **Business system**

Your business system will have your own easy to setup website where your capture pages and subscriber forms will be published. Your capture pages will be plugged into an auto responder which in return will be an automated communication channel to your prospects. All this and even what to write in your emails will be described in Chapter 3.

This brings us to the end of chapter 2.

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I guess by now you may have noticed that you are reading an e-book, getting free information on how to get targeted traffic to an effective business system. I have not tried to sell you anything. Until now, I have not referred you to any web link at all. The reason for that is that I didn't want to dilute the impact of the content that I'm sharing by sending you (the reader) on a detour where you may find something of interest and by that lose interest in what is shared in this document.

This is a perfect example of a lead magnet. Valuable information is shared, but nothing has been promoted as a sales offer.

In chapter 3, I will share details of the tools and setting up those tools which you will need in your business.

The business system that I will introduce you to will really provide you with optimum business tools much needed to be successful in network marketing.

### **Chapter 3: Find tools and tools setup:**

In this chapter, I will help you to set up your own business system. I will reveal the tools and techniques that is bringing success for me and I will guide you step by step on how to set it all up. ...All for you to duplicate on your own success journey.

- I will assist you in finding all the tools needed to easily build your own targeted sales system.
- I will also show you how to set it all up into a working combination.
- It will be a step by step learning curve that will take you from A-Z
- Chapter 3 will be presented in a series of blog format tutorials, each on a specific topic.

### **Topics discussed in chapter 3:**

1. Product choice and research.
2. Research & create your own e-book lead magnet article.
3. Create and optimize your own free website.
4. Upload your lead magnet as a web file.
5. Ten mistakes to avoid in Network Marketing.
6. Register and setup an email auto responder (create list, subscriber form & follow up series).

7. What to write in an e-mail follow up series.
8. Build and expand your autoresponder follow up series.
9. Create a capture page, publish your subscriber form and a “thank you” page.
10. Get traffic to your capture page.

→ **Plus Bonus Info on:**

How to expand your online presence: -

1. Facebook business page
2. Write a blog
3. YouTube
4. Pinterest
5. Etc.

**---But, info in chapter 3 is shared by (FREE) subscription only.**

As I don't want to drown you in information overload, the information will be sized in digestible blog posts that will be following one after the other. It will allow you time to set up and implement what you have learnt before you proceed to the next step.

If you are therefore absolutely serious in setting up your own business system that will effectively bring in targeted traffic and ultimately business success for you, then this is a personal invitation to you to subscribe to the series that is making up chapter 3 of this document.

[Click here to subscribe.](#)



**Check your inbox for an email from me. Also check junk / spam and add me to your safe sender list.**

*Thanks for reading this e-book. I trust that the information was informative, but most of all, that you will apply it to make a huge difference in your personal monthly earnings.  
Best success, Cobus van der Merwe.*

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