

Fast Start Guide for Network Marketers:

Mission Statement: To help you cut through all the misinformation and lack of understanding on how to successfully operate a real marketing plan for a network marketing opportunity.

This document is a very high level overview of things. It is meant to be read first, in order to give you a clear understanding of important concepts and the “big picture”. The accompanying **Owner’s Manual** will lay everything out in more detail. That is the “how to” document. Think of it literally as the Owner’s Manual for your business. Once you read that, circle back and read this Fast Start Guide again one more time. That will help to cement it in your mind. At least, it will if your brain works like mine.

Ok, so let’s get on to it. What I’m going to cover in this fast start guide is:

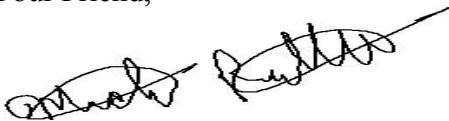
- Mindset
- Business Model
- Marketing Concepts
- Traffic Generation
- Conversion Secrets
- Quick Set Up Guide
- My personal system

A quick “oh, by the way” note to add here too: when you are done reading these 2 free resources (Fast Start Guide and Owner’s Manual) and watching the accompanying videos, not only are you going to learn about all the critical topics just listed above, but **you are also going to be a better, more informed internet user**. If you do nothing with this in a business sense, I *guarantee* you’ll get a lot more than you currently do from using the internet.

AND, I have a large amount of personal development information in the Owner’s Manual that you probably have *NOT* heard before, so you may well be a **MORE EFFECTIVE PERSON** once you go through the material, whether or not you start a business.

I’m glad to bring you all of this for free, and I hope I can be of continued service to you. Please e-mail me at mrutkow2003@hotmail.com AND post a blog comment at www.theonlinemlblueprint.com/initial-questions concerning all of your comments and questions. Let me know what you need help with, and I will help you in the best way I can.

Your Friend,

A handwritten signature in black ink, appearing to read "Mike Rutkowski". The signature is written in a cursive, somewhat stylized font.

Mike Rutkowski

Mindset –

If I could summarize all of the key mindsets needed for success with a network marketing business, ANY type of business, or in fact just about EVERYTHING that really matters in life, it would be this one idea: **Focus on serving others well.**

If you take nothing else away from what I write here but this one idea, and apply it to your life in as many ways as you possibly can, you can transform your life and ultimately create anything in your life that you desire.

There are several additional key mindsets that I will introduce you to in your Owner's Manual, regarding how to be most effective with your time, how to get the most out of "goal setting" and why most people do that wrong, how the now famous "Law of Attraction" really works, how to form intentional habits, and even how to read and learn more rapidly than you do now, and more.

Of course, those additional mindsets and strategies are things that you'll want to apply to your life, but for this Fast Start Guide, we are going to focus on the ONE most important mindset of serving others well.

In the Marketing section later, we'll discuss the fact that it is critically important to get into the mind of your client or customer, see things from their perspective, and talk to their specific needs. It seems like an obvious thing to do when I say it now (what else would they respond to, after all?) but in practice it is very easy to NOT do this.

Instead, what most marketers do is focus on the things that are important to themselves, or at best they focus on facts and features that they themselves find interesting, but which don't really have an impact on people. They do this because they haven't taken the time to get into the customer's head, and they are NOT focusing on serving the customer/client well. They are focused on the idea of making money from other people, what they get out of the transaction, rather than the other way around. Do you see the difference?

What if instead you came in with the mindset that you won't worry about money? Money will come automatically as a final step in the process if things are done as they should be done. You needn't concern yourself with that. Instead, you need to be concerned about just the very first step, and once you do that the next step, and then the next and so on.

The steps will become very clear when you ask yourself the right questions about the person who you are serving. In fact, the steps to follow are actually the ANSWERS to those questions.

What is your customer ("business friend") feeling right now? What emotions?
What is their single biggest problem in regards to the service / product you provide?
(Which, by the way, is your business opportunity itself, NOT the product or service of the network marketing opportunity.)
What are the other top 3 problems they face?

What has been their experience in the past?
What is their biggest fear / frustration?
What is their stated motivation?
What is their real motivation?
How can you help them overcome these problems / fears / frustrations?
How can you help them overcome these in the fastest way possible?

When you sit down and really think about this and write out your answers, you'll be amazed at the insights you can gain by seeing through their eyes as much as you can. Of course, having conversations with people and surveying them will connect you even more, but I won't discuss that process in this document.

Since you are either currently in a network marketing opportunity, or looking for one, we can discuss your prospects in detail right now. Here are my ideas about answers to these questions that you might find helpful:

At the moment, our friend is experiencing frustration. Frustrated with their current life situation and wanting to have more time with their family, they decided to pursue a network marketing business that one of their good friends joined recently. Although their friend isn't having success yet, some people just a few places upline are making good money doing this full-time. However, there is very little training and guidance on the best way to run and grow a business like this, and frustration is setting in.

Our friend, let's call him Tom, has an unsupportive wife who thinks this whole "MLM" thing is silly and a waste of time. Tom's friend is soon to drop out of the business, and Tom has already alienated a few friends that he pushed too hard out of desperation. He has looked to the internet and at first is excited about the idea of marketing online. However, he quickly becomes over-whelmed in a sea of information and what feels like hundreds of different strategies. He tries some pay per click ads on Google and quickly loses \$75. (He stops that in a hurry!) He then tries this "Twitter" thing, only to be immediately spammed by 5 different people, and fails to see the value there.

Writing articles, making videos? This stuff will just take too long...

At his wits end, Tom isn't sure what to do next. Maybe this just isn't the right business for him. He just can't seem to get anything to work.

Tom's single biggest problem is not having nearly enough INTERESTED people to talk to. Second to that is not knowing how to market, or where to begin online. Third, he doesn't have more than one hour per night on average to put into this business, so time is a major concern.

Unknown to Tom, he has a hidden problem that isn't even known to him, that is bigger than any of the 3 problems just mentioned. His mindset is all wrong, focused only on himself and the money he needs to make. Coupling that with a lack of skill and knowledge,

and he is literally pushing everyone he talks to away from him. The more desperate he gets, the faster he pushes.

Tom had heard about network marketing before this, and even tried it once a long time ago, but wasn't serious and quit soon after starting. What happened was a neighbor in college talked him into going to an old Amway meeting. He really liked the concept of avoiding the rat race and creating a residual income, and was very impressed by the business model. Although he quit just a month after attending his first meeting (again he didn't have much support or an actual marketing plan), the idea stuck in the back of his mind, which is why he joined this damned latest opportunity so quickly....

Tom's biggest fear is that he will experience failure again with this last attempt, his wife will be "right" again, and he will lose the last bit of hope that he would be able to leave the job that he dislikes so much. With the recent meltdown of his 401(k), which he wasn't investing enough in anyway, he'll probably have to work to at least 65 at the pace he's going now, another 20 years!

Tom's internal motivation is that he just basically wants a big stack of money, so he can leave his job, and enjoy time relaxing with his family. He doesn't really have a clear idea of what he'd do at that point, but freedom from all of his current stresses sounds like just the thing he needs.

Tom doesn't realize that his vague wishes have basically no real energy behind them. At least, not enough to power through all the obstacles and difficulties that seem to rise up to test him every time he tries anything at all.

Now, the question you have to answer is: how you can help Tom, and how can you do it in the quickest and most effective way?

The way to do that is with quick, focused education. And then having a true marketing system to tap into. Have as much already done and automated as possible. Offer Tom several different ways to market, and let him decide what he wants to do. Based on that, offer him the most efficient plan to follow to get results. Have a co-op available so he can start growing a business just by investing money, this is especially true if he does have some money to invest but very little time.

Now that you know this answer, you either need to create this system for Tom to follow, or join up with someone who has a system like this in place. Nothing else will do.

And by the way, Tom is just one example. There are many other people in similar, but unique, situations that you can market to. For instance, people interested in a legitimate home-based business (not "work at home" in the trading time for dollars sense, but those who are open to having their own business.) Additionally, just about anyone who is taking steps to improve their lives personally, spiritually, or financially is a possible person who would be open to your system. After all, how many people are completely content with

BOTH the money they have in their lives AND the amount of time freedom they currently have AND love their job? Not too many....

The trick is to speak to each one of these people where they are currently at, in their own language, and then educate them in a step by step process to what you can do to help them improve their lives. Each basic situation will require different marketing up front. Having a system that speaks to as many different situations as possible will be the most effective.

I guarantee if you follow this process, you will separate yourself from at least 95% of the people out there trying to build a business. They are all focused on themselves. Just look at the words they use and the actions they take.

Business Model –

Entrepreneurs have been using the internet to make money since day one of the internet. They have developed many ways to make money using this technology, and the true internet marketers are always on the cutting edge of technology utilization. The level of sophistication continues to evolve at a rapid pace. This has resulted in both an increase in competition AND more opportunity, as there continue to be thousands and thousands of new users coming online every DAY.

Network Marketing has been around since about the 1930s, but it really became popular in the 1950s with the advent of Amway. Until very recently that profession, although it has evolved in some respects due to legal pressure and increased competition, has not really advanced its method of growing: home “parties” or in-person opportunity meetings. It continues to be widely misunderstood as a business, but has been gaining more and more positive press as of the past 10 years or so.

I am going to simplify things for you right now, and spell out exactly how these two incredible opportunities can be blended together to create a home-based business for you, a legitimate business that you own and control, the likes of which have never existed in the history of mankind. Some of this is literally less than a year old, and will continue to evolve along with technology, but it is all backed by solid principles of human connection that go back as long as humans do. This is really cool stuff!

Among the many ways to make money using the internet, one of the internet marketer’s most prized strategies is known as list building. What this means is basically driving people to a website with an opt in form where they can leave their name and e-mail address (using any of a large number of traffic driving strategies), and offering something of value in exchange for that contact information. The marketing used to drive traffic should be targeting people interested in whatever the marketer is promoting, and people further pre-qualify themselves as interested by giving their contact information.

With a growing e-mail list of people interested in a particular topic, if the marketer sends out quality information, builds a relationship over time, and offers only quality products

and services that solve a legitimate problem that people on the list have, a marketer literally has a money printing press. They send out an e-mail to 100,000 people, and within minutes and hours can have tens of thousands of dollars and more.

The best part is this business is immune to almost everything: search engine rankings for their websites could be wiped out, they could stop spending money on ads, ALL other sources that drive traffic could completely stop, and they'd still be fine. As long as they aren't spamming (e-mailing people who did not give them permission to) or doing anything illegal, as long as they have their list, they have their most important asset. With just a click of a button, they can reach everyone.

Technology continues to evolve past just e-mail, although e-mail will remain a cornerstone for the foreseeable future. Facebook friends, Twitter followers, Youtube channel subscribers, these are all distribution channels the same as e-mail lists, and can be utilized in the exact same way. Please note though, there is a very specific way that marketing needs to be handled here, and it begins with focusing on OTHERS and their problems. I'm not talking about building a garbage Myspace friends list on autopilot and then essentially spamming them. I'm talking about building a real (though virtual) relationship where real value is exchanged.

How does this all fit in with a network marketing opportunity *exactly* though?

It is different than you might think, and if you've done any online marketing of any kind already, most likely different than you have already done. Your network marketing opportunity is NOT the front end product that you have for sale. It is just one small piece of the puzzle, and isn't even brought up until a person is very likely to join you, no matter WHAT your actual opportunity is.

What? You mean, you shouldn't go out and use pay per click ads promoting your replicated website, bidding \$2 for your company's name? YES, that is EXACTLY what I mean.

Instead, this is THE best, proven way to build a network marketing business online:

1. Market a specific solution to a home business seeker / network marketer
2. Offer something of value for free in exchange for contact information
3. Continue to deliver solid, personal content automatically while INFREQUENTLY marketing useful products / services.
4. Over time, market YOU and YOUR SYSTEM as a solution to their needs and wants. Solve their problems or concerns with joining a business, and it won't matter WHAT your opportunity is. Be sincere and authentic in everything you do.

You'll notice that most people will NOT join you in your primary business, but that is OK. Enough of them will buy related products or services that you offer to them that you will offset any marketing expenses OR MORE, so that you are effectively generating leads for free.

Since your traffic generation and follow up system will be mostly automated, you will only be e-mailing and talking to people who raise their hand and contact YOU for more information or to discuss their situation. In this situation, your network marketing opportunity is merely your “back end” offer, and is NOT what you market first.

There are additional ways that you’ll want to connect more intimately with the people who visit your site, but I’ll discuss those in more detail in the Owner’s Manual. This will include having short videos on your pages, an open blog for them to post questions and get conversations going, up to more advanced techniques like using the Tweet Mic application while you drive to work to “talk” to all of the people you are helping via audio posts on twitter.com. These social techniques will allow you to bond with people even though you may never meet them face to face. Because you will be offering so much value to them with their interests in mind and without thought of receiving, you will find many, many people interested in joining you.

Don’t worry about all the details to this right now. I have a system in place for you to tap into, immediately if you’d like, that does all of this for you (as much as possible) that you can use for free. More on that shortly.

As a final word on the business model here though, let’s be clear about what an advance a model like this has over BOTH traditional network marketing AND traditional internet marketing. Traditional network marketing does NOT leverage your time spent AT ALL. That was the huge issue I faced: going to parties, running around handing out free samples resulted in essentially ALL of my time being wasted, with my efforts having no real impact after the initial effort expended.

As for internet marketers, they are often times more focused on the one-time “transactional” type of sale, or if they do build a list, don’t build up quite the depth of relationship that a network marketer MUST do. A great example of the power of this is Mike Dillard, a network marketer who has a MUCH smaller list than many top internet marketers, yet outperforms them on many promotions. He does this because he has a much closer relationship with them than an internet marketer typically would have with their list.

The “network marketing online” niche is untouched by practically all internet marketers for a number of reasons. Not understood fully understood, they make money effectively in other areas, etc. By adding in the powerful compensation of network marketing, you’ll get a significant financial advantage that most internet marketers do NOT have.

Lastly, I want to make a comment here about what you should be looking for when joining a network marketing team to help you with that important decision and process. (Full Disclosure: Here is where I’ll give a little plug for my system ;)

Most importantly, you need to ask questions not only about the support that you will get yourself, but what support systems are in place that others you refer will have access to

also. Without such a system, you'll need to go and create everything from scratch yourself. It can be done, but it will be much easier to start with a strong system already in place. Plus, if you already have a strong system, everything you do personally adds to that to make it an even stronger, more valuable system.

Here are some questions I think are important:

- 1.) What kind of training is available and how detailed is it?
- 2.) What blog templates, pre-written e-mails, brandable websites and reports are available to use immediately?
- 3.) What marketing systems and co-ops are available for people to use immediately?

To give you some idea of the systems we've put in place for our team, and how forward thinking we are, let me list some items out:

- Ad co-op that you can use immediately to generate sign-ups without doing any marketing yourself. Build your business while you learn.
- Innovative "SEO co-op" that allows you to outsource some link-building to our team so you can start getting free search traffic without having to spend hours and hours building links yourself.
- Overall, note that the business system I will present actually goes beyond network marketing to internet marketing itself. I'll discuss this in more detail shortly, but I want to point them out here so you realize this goes beyond most systems. When you are done with this training, you could actually sell ANYTHING online, not just a network marketing opportunity. My team learns from many of the top internet marketers, and then teaches you all of the useful techniques and makes the process as easy to implement for you as possible.
- Wide marketing funnel (law of attraction, self improvement, financial problems, health issues, anyone looking to improve any element of their life, since we ALL want more money and time) is used to generate as many leads, and produce as many sources of income as possible,
- Built-in commissions as your team builds their business (hosting, domains, ar, some training, and MANY additional high quality products and services that you can earn direct commission from),
- High quality training utilizing a team training site, recorded calls, live calls, pdfs like this one, and lots of hands on video and audio, so training absolutely IS duplicated and is an area that you do NOT have to build up yourself.

Marketing Concepts

As you have seen from the key mindset of focusing on others, and the combination business model of internet marketing + network marketing, this is a VERY different strategy from what you've likely been exposed to if you've ever done anything with network marketing.

At the core here, you are building a business that no one can take away. Even if the network marketing opportunity that you promote were to suddenly go out of business, you would be fine. You'd have built a list, and most importantly developed a relationship with the people on that list, such that you'd simply have to find the right opportunity and then snap your business and marketing system over-top of the new opportunity.

(Certainly, that is a worst case scenario. Of course, you'll want to stay with your company as long as you can, but you will have the flexibility and security that just about no one else will have.)

The whole concept here is based on YOUR business: You, Inc.

YOU are the major asset, the brand, your system and what you can offer others IS your business. (Don't be concerned that you don't have a system and might not know that much right now. My training will help to educate you, and I have a system in place that you are free to use.)

Along with all of this: focusing relentlessly on others, building your list, and creating You, Inc., there is one other critical difference that will separate you from everyone else.

The quality of your marketing.

Everybody gets this wrong at first, and that is understandable. With the wrong mindset (focus on ME) this is VERY easy to do.

You see, there are basically just two kinds of marketing: image or brand marketing, and direct response marketing.

Image marketing is all about ME: getting my name out there, show-casing the company in a good light, etc. Picture nice-looking, glossy brochures showing random, nicely-dressed people and an office building in the background. This kind of thing makes corporate feel good about itself, but there really isn't anything compelling about it from a customer's perspective.

Direct response marketing, however, focuses completely on the customer and their needs. Long sales-letters in the mail, infomercials at night, one-page websites that look like a salesletter are all prime examples. Many times, these things won't look the prettiest, but that is half the point. Images and nice graphics don't sell, WORDS do. In particular, words that are focused on targeting the right person with a curiosity-causing headline, build up a

problem that the reader is now facing, and offer a legitimate solution to that problem by way of the product or service being sold.

For our purposes, direct marketing will always be the strategy that we will use, and it comes with a HUGE additional advantage in the online world:

Trackability.

You see, when an image ad is paid for and shown to people (generally just about at random), there is really no hard way to tie that back to sales. The purpose is just to kind of drill a brand in to people's heads and hope they buy at a later point.

With direct response marketing, an action is called for RIGHT NOW. Results are known if not immediately, then certainly within days or at most weeks for a mailing campaign. Especially with internet advertising, results are known either instantly or within hours, and can be tracked in automated ways down to extremely minute detail.

There are two main complementary ways to market to keep in mind here, one you've likely heard before if you've done any kind of internet marketing, and one you probably have NOT heard of yet. The ideas are: laser-targeted advertising, and broad demographic advertising.

Customers come in at different levels of knowledge and desire: from knowing all about your product and ready to buy, to not even being aware they have a problem or that you exist.

Getting the first group results in higher conversion to sales, and less education is needed for those sales. This will be a smaller, but focused group. On the other end, you'll have many more people, but the education process will be critical to success and much more involved.

Keyword targeted advertising – Through search engine marketing (discussed in the next section), we are now able to market specifically to active searchers who are searching for an exact phrase. If you do your keyword research correctly (taught in the Owner's Manual) you can become very efficient and targeted with your marketing, and everything is trackable down to the keyword so you know EXACTLY where you are getting your results. If you target the very end of the pipeline (i.e., people who are well-educated and looking to buy now), your chance for conversion sky-rockets.

Demographic Targeting –

If you target the other end of the pipeline, you are going after a larger number of people who are NOT educated in what you have to offer, but fit the profile of someone who is still likely to have interest in your products. The characteristics here are: larger group, you must provide more education and information, and your conversion rates will be lower. I strongly recommend first focusing on the narrow end of the pipeline, but there is a whole universe of people to tap into once you

have mastered targeting your narrowest group. As social media continues to evolve, the ability to advertise to specific demographics online will get easier and easier, and I'll show you some cool free tools to use to do some quick demographic studies in the Owner's Manual. The main thrust of this type of marketing right now will still be to use keyword targets, but the keywords will expand in different areas around your main area of focus out into only tangentially-related areas. We'll discuss this process in the Owner's Manual.

Relationship Building

In the business of network marketing, doing your marketing correctly and attracting qualified and interested people is NOT enough. You MUST also establish trust and build a relationship with them. That is what makes this business a challenge, but also what can set you apart.

The growth of social media, especially including social networks, micro-blogging, and video, are allowing us more and more ways to connect and build relationships. HOWEVER, e-mail will continue to remain a critical component in maintaining and building relationships. It will be a mix of these elements that allows you to grow your business, but it will be centered on e-mail.

(Here is a big e-mail tip: ALWAYS write to ONE person. Even if your e-mail is in an auto-responder sequence and will be seen by thousands of different people, focus your writing as if you are writing to one close friend. It will be much more personal and impactful if you do. That is how you should focus ALL of your writing, webpages, videos, etc.)

We are at an advantage because we know our potential partners so well. I'm assuming you've gone through a lot of network marketing pain already, I know I certainly have. Any prior failures and frustrations actually become an ADVANTAGE for us, because it all gives us an insight into the emotions, drives, and frustrations of the people we are looking to build businesses with. Armed with this knowledge, I've created the entire system you are starting to take part in now. I just kept asking myself "What would have been the PERFECT thing to find back when I was first starting?" and THIS is the answer.

Another technique to use to dig deeper is to continually ask questions of your prospects. Take a survey of leads as they come to your landing pages, ask questions in e-mails of friends on your mailing lists, and talk to your business partners to always learn about their needs and wants and how you can meet them better. This information is gold to you, and people are GLAD to share it.

The last discussion point here is to use video as much as you can to connect with people. I recommend this not only because you will connect much more deeply and quickly than you ever could with the written word alone, but because it leverages your time so efficiently as well. One 10 minute video can be watched by hundreds and thousands of people for years to come, not to mention generating new leads from video search as well. I'll teach all about this in the Owner's Manual.

Traffic Generation – PPC, SEO, Social

This is going to serve as a high level guide for your internet marketing strategy. Much more detail and specific action blueprints will be laid out for you in the Owner's Manual.

Basically, there are going to be 3 steps in this process:

- 1.) Drive traffic to your site
- 2.) Incent the (qualified, targeted) people you've attracted to your site to leave their name and e-mail and perhaps other information
- 3.) Continually follow up with them, educate them, and market quality items to them that you know they are interested in.

We'll cover traffic here, and then conversion strategies in the next section. Finally, I'll walk through exactly how to set this up, and then highlight my system that you can use for free if you choose.

There are 3 basic "prongs" to driving traffic: pay per click ads (ex. Google's ad words), search engine optimization (also known as "seo", ex: Google's free search results), and social media (ex: facebook, twitter, youtube.) There are other ways to slice this and plenty of other strategies (mass media banner ads, e-zine sponsorship, e-bay ads), but I'll discuss how they can fit into one of the 3 prongs above when I break these down.

Additionally, note that there are "feedback loops" between these 3 strategies that most people miss, ignore, or just plain don't realize. My advice to you is to master one strategy first, while being set up to work with all 3, and later expand into the others. In the long run, you'll want all of these working for you.

Don't worry if this seems like a lot to you: it IS a lot to learn right now, but I'll do my best to break it down as simply as possible for you AND lay out exact step by step blueprints that you can use depending on which of the 3 ways you choose to start. PLUS, with my system, you can very quickly and efficiently tap into both pay per click ads AND seo without spending very much time at all doing them. That is because I offer both a "ppc co-op" AND an "seo co-op" (and trust me, NO ONE ELSE in this industry is talking about "seo co-ops", since I'm the one that created the idea!)

With that said, let me outline the three strategies, and show you how they interact:

Pay Per Click (PPC):



This is definitely the fastest and most reliable way to reach people online. You can literally generate visitors to your website within 5-10 minutes. Most successful large marketers rely on this to a large extent, and it is the only way of the 3 to build a predictable business because you can control traffic flow and turn it on and off.

Additionally, a significant advantage of PPC over social media (though not SEO) is that you are attracting ACTIVE SEEKERS to your website, so they are much more likely to be interested in what you offer (if you do your marketing right!)

All that said, there are definitely downsides here too. It is the only way of the 3 that costs money, and it can get expensive quickly. Particularly with Google, it can be tricky to learn and very frustrating at times.

Ultimately though, you can track everything to the keyword, and use that critical knowledge to know what bids are profitable, which ones aren't, and how to adjust them. "Split testing" (testing one thing against another to see which performs better) is crucial to success. You must continually split test headlines, ads, and landing pages to constantly improve your performance. In this way, you run a social experiment where the world is your lab, and allow that to "evolve" your marketing.

(Don't worry if you don't follow the statements below yet. It will make more sense once you set up an account and read the Owner's Manual.)

Top Ten Rules to Follow:

1. Set your campaign up correctly right from the beginning, especially in Google. Your overall account has a quality score that will impact ALL of your bids. How do you set up your account correctly?
2. The whole trick in adwords is to get a high click through rate. To do this, keep your adgroups VERY tightly focused, so that each keyword phrase that you bid on within the group shares a couple words in common.
3. Use your keywords in your Ads, particularly in the headline. The keywords that people searched for are bolded, attract people's attention, cause higher click through rates, causing a higher quality score for you and ultimately lower costs. Most people don't understand this process and really blow it here.

4. Test EVERYTHING religiously. Continually improve everything you do. Over time this is huge. I give an example below this list.
5. As a baseline, use camel case. This Is Where Every Word Is Capitalized. This also causes higher Click thru rates (CTR).
6. Also, try writing your ad as a sentence, and use regular capitalization. Test this vs. the default in #5 above.
7. For your URL also test using camel case. Generally, this will give you a higher CTR of 2-3%, which is HUGE.
8. Have a high quality landing page. You need to do two jobs here, keep Google happy and generate an action from your visitor. Here is how to keep Google happy:
 - A. NO pop-ups (this will single-handedly kill your campaign)
 - B. Use meta-tags
 - C. Include the keywords on your page if at all possible
 - D. Use Video
 - E. Use Sitemaps
 - F. Get some links to this page, and link out to a few authority sites too.
 - G. Include a Contact Us page and Privacy Policy. An About Us page doesn't hurt either.
 - H. Don't have a one-page website. In addition to the pages mentioned in G above, link out to a few more pages on your website. All of these links can be included unobtrusively in your footer. Your reader won't likely be distracted by them, but Google will just see links and appreciate that you are providing more information. (Google HATES one-page salesletter-like websites.)

Again, I cover all of this and more in the PPC Expert Blueprint included in the Owner's Manual, so don't worry if you don't understand all of this yet.

9. To generate an action, you need to be targeting people appropriately with the keywords you use and the text of your ad. Ask for what you want, because you will get it! Then, on your landing page, you must focus the entire page on ONE thing: getting a name and e-mail (i.e., generate a lead). To get that, you should offer a compelling reason why they should trust you with their personal information. Keep the page clean, straight-forward, and compelling.
10. Bid high on competitive keywords to start with, and then gradually lower your bid after you achieve a high CTR. Bid what adwords tells you to in order to get #1 placement, watch that you are getting #1 placement, and quickly lower your bid once you get some clicks. I'll cover the exact formula of the bidding strategy in the Owner's Manual.

In the owner's manual I will give you plenty of additional tips and techniques for getting the most out of your campaign, including the step by step process you should follow to set it up, do your keyword research, start a campaign, test it, and manage it.

As an aside and something to think about (as stated in #4 above), let me just point out here how important improving your conversion rates are though and the impact it will have on your business.

Let's say that you generate 100 visitors at a cost of \$1 each. If your opt in rate is 20%, that means you are generating 20 leads for \$100, for a cost of \$5 each. If 10% of your leads end up buying a product that you earn \$50 in commission from, that means that you are effectively generating leads for free.

If you improve your landing page (perhaps by making it simpler and more direct, adding a video, making it personal, etc – we'll cover all of these and more in the Owner's Manual) and bump your opt in rate to 30% and everything else stays the same, look what happens:

You still spend \$100 but now you generate 30 leads instead of 20. Now you end up with 3 sales at \$50 each, for an overall PROFIT of \$50 (\$150 - \$100 ad cost) while you build up your list. In this case, you get PAID \$1.67 ($\$50/30$ leads) for each lead you generate! Once you tilt the odds in your favor like this you've literally created a self-funding lead machine.

The trick here is that this takes work, and is both science and art. You need to approach everything from the prospect's mind, test religiously, and listen carefully to the feedback you get. Most people will just throw up a campaign quickly, link their ads to a replicated webpage that 1000s of other people have, and spend themselves out of money within a week. IF Google even shows their ad, that is.

With the templates, knowledge, and resources I'm going to show you in the Owner's Manual, you won't make this same mistake. I'll also teach you some keyword research techniques that you can do for free, using some cool new tools that most people don't even know about yet, that will help to grow your campaign.

By the way, if all of this sounds intimidating right now, don't worry. I have a highly optimized and large campaign already set up that you can tap into to generate leads. I'll talk more about that in the Owner's Manual.

Other PPC-like strategies (overall concept is paying for targeted ad-space online): eBay, mass media, paid e-zine ads, banner ads, social site ads, don't forget MSN and Yahoo. Owner's Manual will cover all of these.

How it connects to the other 2 strategies: Use PPC to test and find keywords that convert, then focus SEO efforts on those phrases, so you aren't shooting in the dark. Use PPC to test headlines, titles, and the look of webpages too. PPC can also help with social media marketing by driving more and more people to join you in your social space. (I

know of a technique called “Youtube arbitrage” that can be used strategically with PPC, more detail on that in the Owner’s Manual.) Also, more social sites are accepting ads as part of their revenue model. So the skills learned in PPC will become valuable in the social space as well.

SEO



SEO has huge advantages over PPC (“Free”, though does take time, effort, and perhaps money to get good rankings. Spots in free search will get a lot more traffic than the paid spots, and are perceived by readers as generally more trust-worthy). And it has advantages over Social Media also (getting targeted, active searchers with seo vs. sometimes random people in social media; the traffic is extremely large for good SEO rankings).

The major drawback here is time: it can take sometime to get good rankings. Plus, once you do have great rankings, sometimes these can be taken away overnight, beyond your control.

As with PPC though, there are some tips and techniques I can give you that will help you to get faster results. I will have plenty of solid ideas for you in the Owner’s Manual that you can apply very quickly to your business. Additionally, in one of the following sections I’ll show you exactly how to set up your blog and websites to get maximal SEO impact. AND, when you join my system for free I have a unique “SEO co-op” that you can join (my own creation).

Other SEO-type traffic sources: some social sites (like youtube) are in fact large search engines themselves. The line gets a little fuzzy here; just know that SEO skills can be more widely applied than just with Google. To make things simpler, I will consider “SEO” to just be optimization with respect to traditional search engines.

How it interacts: an SEO'd, quality website will GREATLY expand the ease with which you can use PPC advertising, especially with Google. Some social sites are easier to SEO and get ranked than your own personal blog or site, and others provide strong link power that helps you significantly when you link to your own site. A complete strategy will combine these two, social media and SEO, to really leverage off of the other.

Social Media Marketing: it's a ZOO!!!!



Social Media is a huge and rapidly expanding area. This is the most complex of the 3, as I think it breaks down into about 7 or so different strategies (social networks, content sharing, video sharing, social bookmarking, blogging, podcasts, and micro-blogging, and you could probably even add more categories than this!) I will cover all of these very briefly now, and in more detail in the Owner's Manual. Let me add that social media marketing can HUGELY impact search rankings and free exposure, and in this way indirectly helps your SEO efforts as well.

Of course, the advantage here (at least over PPC) is that social media is free, but it is also easier to get quick traffic from social media than it is to get it from SEO. Plus, using video, blogs, pictures, and social networks (i.e. social media marketing) allows you to connect MUCH more deeply, quickly, and on a personal level with people than you could with a salespage. The downside, as with SEO, is that traffic sources can be unpredictable. Even worse, it can be untargeted. I've heard of people getting 20,000 views from a social media site and NO sales activity.

In fact, I have a personal story to relate here. For a time, ending about the year 2003, I dabbled with internet marketing (before I quit and then started up again.) At that time, the Iraqi Information Minister was making waves as he kept reporting ludicrous things that were immediately proved to be untrue, yet he kept making brazen claim after brazen claim. Someone started a website welovetheiraqinformationminister.com to report on these claims.

I quickly realized an opportunity here and registered welovetheiraqinformationminister.com, thinking people would sometimes type two "I's in the middle instead of just one. Boy, was I right. By the time I posted the site to be live until I logged in to check the stats, I'd had dozens of page views. I ended up having tens of thousands of visitors to the site, but got ZERO sales or leads from it.

Why did this happen? Because I broke the #1 rule of marketing: my visitors had NO interest in what I was promoting. They were untargeted and unqualified. Be careful of your social media approaches, or things like this can happen. You still need to be targeted and strategic here.

Conversion Secrets –

Here is the million dollar question: how do you most effectively 1.) convert traffic to leads, 2.) leads to friends, 3.) and friends to business partners / clients / customers?

The most effective way to think about this is to break each step down into its components, but let's keep two major ideas in mind at all times: adding value and establishing trust. After talking through the psychological elements here, we'll review some more technical elements that have proven repeatedly to increase conversions.

And, remember my point earlier about how impactful improving conversions can turn out to be. Once you have a system in place, improving conversion rates and the resulting leads and sales that come from them are ALL PROFIT. In other words, there is NO additional cost associated with getting these extra leads and sales!

Traffic to Leads

Getting high conversion rates here starts with good marketing. Your ads that are driving traffic, whether they are pay per click ads, a teaser line in a social profile, or anything in between, should be aimed at attracting the right type of person. The words and tones you use will attract a certain type of person, always be mindful of that.

If you are writing how easy and simple your business is, and how all of the work will be done for them and their business will be built automatically, you will attract lazy people looking for a free ride. If you write about the high quality of training, education, and support that they will receive in building their own business, you will attract entrepreneurial-minded people looking to expand their skill base so they can put it to use in building a business.

So, think carefully about the perfect person that you are looking for, and write (or produce videos) that speak to them, address their issues, and show that you provide what they are looking for.

When you use your advertising correctly, and qualify the traffic you are funneling to your landing page rather than appeal to the masses, the quality of your traffic will be high, more likely to convert to a lead, and more likely to be the type of person you are looking for.

Your landing page should offer some compelling information or training immediately, to establish how valuable you can be to them. Ending your initial information on a cliff-hanger, and requiring an opt in (entering first name and e-mail) to continue to get the next piece of information promised, is the best way to maximize your conversion to a lead here. Additionally, following the standard of offering a free downloadable report that has strong value for them will help to make opt-ing in a no-brainer.

Leads to Friends

If your landing page and follow up page (after opting in) had videos of you speaking, mention your name, and offer value to your visitor, you are off to a great start: You've started to establish trust with them. Doing this is NOT enough though. You need to continually stay in contact with them and continue to add real value. You can get started off on the right foot right away, but you can't have the level of trust you will need to have until you've been a consistent friend to them for some length of time.

Think of it like going on a date. You wouldn't ask the person to marry you after one date; they'd think you were crazy! It would simply be moving way too fast. Instead, you need time to nurture the relationship, learn about each other, establish and grow trust, and then continually build the relationship. What we are doing isn't THIS complicated, but it IS a

process. We are asking someone to become a business partner with us, and that CERTAINLY takes some trust and commitment that we have to respect.

Ultimately we do want to build a business with them, but first we can just become friends. By offering education and value to them, expanding their mind about what it is they are looking for, and then honestly helping them find the best solution for THEM, we are well on the way to establishing a trusting relationship. Continuing to use auto-responder e-mails, video messages, personal e-mails, blog posts, comments, and responses, and phone calls when necessary are all the tools that we will use to grow this relationship.

Friends to Business Partners

Not everyone who becomes a subscriber, friend, and avid consumer of your training will go on to become a business partner in your primary opportunity, and that is ok. As discussed previously in the Business Model section, you will still market useful products, services, and training that will earn you money even when people DON'T join your business.

The secret, I believe, in turning those in your marketing pipeline into business partners is to convey **EXCEPTIONAL** value. (Don't worry about feeling like you DON'T have that capability just yet. My system will help you overcome that.)

The bottom-line is, if someone is going to join you in business, they are looking (at least the smart ones are) either for a training and marketing system to be in place that they can get plugged into, or a mentor that can help them personally, or both. In order to sponsor someone into your primary business you MUST provide what they are looking for.

The great thing is, if you do have a great system, have resources that make implementation easy and painless, have built up a level of personal trust, and have only placed qualified people in your pipeline to begin with, this is actually the EASIEST part. Truly, once they see the value that you and your system offer, they see more pain in NOT joining you and potentially missing out than they would in taking the risk to start a business.

That is the equation of success for you: Pain and risk of joining < the benefits of joining you. Consistently deliver exceptional value and you are there!

To recap all of this in one line:

To maximize conversions:

- 1.) Qualify people with your marketing
- 2.) Continually follow up with value and build trust
- 3.) Offer a system of EXCEPTIONAL value.

That is the underlying human/psychological element of what is happening in the process, but what about the nuts and bolts? How do you best implement this, what exactly do you say, etc? I'll answer some of these questions and issues below, but others will be answered in the Owner's Manual, there just isn't enough room right here.

Here are some technical strategies to guide you:

Your Landing Page (note, if you use my personal system you will get a landing page optimized in the ways specified below, at no charge):

- 1.) Only allow TWO actions, either leave, or enter their name and e-mail
- 2.) Keep the landing page very simple and focused
- 3.) Connect immediately using video, but supply written content for those who can't watch the video for one reason or another.
- 4.) Include a non-obtrusive exit pop-up (that doesn't restrict their ability to hit the back button and leave). This ALWAYS increases total conversions. You can buy the coding for that here.
- 5.) Give substantial value and a compelling reason for the visitor to WANT to leave their name and e-mail. Best done using a free report AND access to a second portion of video.
- 6.) Of course, focused and well-targeted marketing will be your FIRST step here.
- 7.) Optimize your Landing Page to be Google Adwords compatible – much more on this in the Owner's Manual.

Your follow up system:

- 1.) E-mails should be personal, written to just one person as if they were a close friend, and should be delivered consistently but NOT too much. Generally every day for about 3 days, then every other for a couple more e-mails, grading down to about one every 4-6 days or so.
- 2.) Use the person's first name in every e-mail (your auto-responder will do this automatically if set up correctly, more on that in the Owner's Manual)
- 3.) To be more cutting edge, instead of writing everything out, send a link to a video of you discussing the topic. This dramatically shortens bonding time needed to build trust.
- 4.) Continually add great value. You CAN promote things, but only send a promotion for every few e-mails of content, OR do a "soft" promotion where you discreetly, in an off-handed way, mention a useful product or service that relates to the subject of the e-mail.

The "Close" to business partner:

- 1.) Offer an EXCEPTIONAL system that includes detailed training that they can pass on to people they will talk to AND extremely easy to implement AND systems that are ready to go that they can tap into, like: templates, pre-written e-mails, rebrandable pdf documents and videos, and advertising co-ops.
- 2.) Don't be intimidated by that. If you don't already have that in place, I do offer all of those items, plus a few extras, in my system.

Set up

So, what do you actually need to do to get set up? This can be **VERY** frustrating if you don't know exactly what to do and how to do it. What I'm going to do is give you a quick run-down right here, and accompany this with some step by step videos to walk you through each process.

Keep in mind, no matter which of the 3 strategies you decide to start with, **ALL** of the Blueprints start with these steps:

1. Register a domain name
2. Get Hosting
3. Set up a Blog
4. Set up your Auto-responder

After these initial steps, I also strongly recommend you do these steps as well:

5. "SEO" your Blog (I teach you how in the Owner's Manual)
6. "PPC" –friendly your Blog
7. Set up accounts (if you don't have them) with: Facebook, Twitter, and YouTube, su.pr
8. Integrate those 3 social sites into your Blog

Everything above is included in detail in the Owner's Manual. Once you complete these steps, you are ready to specialize into one of the 3 main strategies by choosing one of the step-by-step blueprints below. Note that you already will have the basics set up that will allow you to focus in one of PPC, SEO, or Social while at the same time being ready to benefit from the other two areas that you are not specializing in.

The additional BluePrints you will find in the Owner's Manual are:

1. **PPC Xpert:** Learn these critical topics:
 - Keyword research,
 - Adwords account setup basics
 - Using adwords editor,
 - Get my own spreadsheet to create campaigns quickly,
 - How to set up tracking (VERY important)
 - Landing Page Basics
 - Using Yahoo and MSN (Bing)
 - Other Paid Advertising Sources (Facebook, Ebay, and more)
2. **SEO Xpert:** Learn these critical topics:
 - SEO 101: on-page and off-page factors, what matters, what doesn't.
 - "SEO" your blog in 10 minutes
 - Internal link structure.
 - Link Building game-plan
 - Using PPC research,
 - Use analytics research.

- Link building warning
 - Outsourcing Link Building
 - Additional Resources.
3. **Social Media Xpert – Written Content:** Learn these critical topics:
- Articles Writing and getting the most out of your efforts,
 - Content Sharing sites: Hubpages, Squidoo, Wordpress.com , Blogger, and many more
 - Secret Content Site
 - Blogging
 - Outsourcing
4. **Social Media Xpert – Video Content:** Learn these critical topics:
- Video basics,
 - Sprucing up your videos,
 - Secrets to good content,
 - Video SEO
 - Youtube Arbitrage
 - Youtube Channel
 - Other video sites
 - Video Blog
 - Video Newsletter
5. **Social Media Xpert – Networking:** Learn these critical topics:
- Twitter
 - Facebook
 - Youtube (as a social site)
 - Ebay?
 - Su.pr (new)
 - Social Bookmarks
 - Forums (old school, but effective with a plan)
 - Blog Directories
 - Can you outsource some of this?
 - Other Social Networks

We are not going to go into the additional setups or the specialization blueprints right now, that is well beyond the scope of what is appropriate here, but we will talk about getting the basics set up properly now.

1. **Register a Domain Name** – This is YOUR brand and company site, your own asset that you completely control, and will be the heart of your business. Getting www.yourname.com is the best thing that you could do, followed by www.coolcompanyname.com for less personal branding, followed by www.importantkeywords.com. Don't get anything other than a .com, and don't keyword stuff the name or use “-“s, doing that will give the site an instant “scammy” feel. I use only godaddy for this because they are: inexpensive, fast, and have great customer support.

★ **Recommended Resource:** [Godaddy](#)

Coming Soon: Video Tutorial on buying a domain name (easy)

2. **Hosting** – I strongly recommend [HostGator](#) for this. Used by many top internet marketers, renowned for extremely high “up time”, very inexpensive for the value. If you are going to host more than one site, you absolutely want them. For \$8 per month you can host UNLIMITED sites. Very easy to add in a blog, which is the next step.

★ **Recommended Resources:** 1 domain: [Godaddy](#)

More than 1 domain: [HostGator](#)

Coming Soon: Video Tutorial on setting up hosting (can be slightly tricky)

3. **Make it a Blog** – gives tremendous flexibility to your site, many functional upgrades possible, one click theme changes, easy to “Seo” it, search engines love them, and can create RSS feeds and additional ways to reach people. You want to use wordpress, which is very easy to install using HostGator. You can also get free templates, buy templates of themes, or have one created custom very inexpensively. Or, when you use my system, you get some at no cost.

★ **Recommended Resource:** you should **ONLY** use Wordpress

Coming Soon: Video Tutorial for installing a wordpress blog on either [Godaddy](#) or [HostGator](#). Followed by a Tutorial on how to update your theme, set it up for basic SEO, and more. In the meantime, I have detailed information about all of that here as well: [My Hubpage Wordpress Tutorial Series](#).

4. **Add in your Autoresponder** – You **MUST** get an autoresponder. This will be the nerve center of your business, and how you will reach an ever growing number of people with the click of a button. I strongly recommend aweber: renowned in the

industry for high delivery rates, automatically expand your package as you get more subscribers, excellent reporting features to keep track of your business, great additional training, and integrates with your blog, twitter, and other social sites. Very inexpensive at just \$19/month. With my system, you can just import my e-mails as a starting point, so you don't have to worry about writing 25 e-mails right out of the gate.

★ **Recommended Resource:** [Aweber](#) (STONGLY recommended because they are highly reliable, competitively priced, have advanced reporting features, great support and training, and connects automatically with your Twitter account so they are very forward thinking.)

Coming Soon: Video Tutorial on integrating Aweber into your Wordpress Blog (10 minute job if you know what you are doing.)

My System –

I hope you've enjoyed reading this guide and if you've made it this far I'm sure you've picked up a ton of great knowledge that you didn't know that you didn't know. I have plenty more to teach you in much more detail too, so be sure to read the Owner's Manual as soon as you can.

For the record, I know that you feel somewhat overwhelmed right now. There is a lot to all of this, especially if you are new to this, but frankly this is a lot even if you aren't a newbie. I know that your time and budget to use this are almost certainly limited as well.

Because of that, I've developed a system for you to use that AUTOMATICALLY incorporates many of the things we just talked about. Additionally, I have several co-ops that you can tap into immediately, so you can effectively outsource some of your marketing efforts to me. Whether or not you decide to use those, you'll find tremendously valuable pre-produced templates, content pieces, e-mails, etc that you can brand and use as your own IMMEDIATELY.

This is some of what my system consists of:

- blog templates,
- pre-written e-mails,
- ads and banners to use,
- “traditional” co-op,
- “seo” co-op,
- re-brandable pdf reports to use as for free give-away,
- positioning strategies AND
- duplicatable training for you AND your downline
- Private members area for discussion
- Public discussion area to ask me questions and learn from others
- Continual training for you, based on my research and learning

As I mentioned throughout, much more detail about everything to be found in the Owner's Manual.

Thanks for reading, please leave me feedback and let me know what you thought, on my blog here: www.theonlinelmbblueprint.com/fast-start-guide

Looking forward to helping you grow your business any way that I can (whether you join my particular business or not),



Mike Rutkowski



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