

# ***Super Fast Start Guide:***

**Mindset:** The golden rule here is “Focus on Serving Others Well.”

**Business Model:** Combine Network Marketing and Internet Marketing –

- 1.) Build an e-mail list
- 2.) Build a relationship with the list
- 3.) Market to the list

Do this by:

- 1.) Drive traffic to a website with opt-in form
- 2.) Offer something of value in exchange for e-mail
- 3.) Follow up automatically with an auto-responder
- 4.) Market both (related) affiliate products and your network marketing opportunity on the back-end

Get leads for free (on a net basis) by:

- 1.) Paying for targeted traffic
- 2.) Build an e-mail list with an opt-in form on your webpage
- 3.) Market affiliate products to them on your site and in follow up
- 4.) The sales from affiliate products can offset your advertising costs
- 5.) You are now building a list at no net cost.

(Or, use free traffic sources to generate your traffic. Will take longer, but doesn't cost anything.)

## **Marketing Concepts:**

- 1.) You are marketing YOURSELF. Not your network marketing opportunity. You are the CEO of You, Inc.
- 2.) Use direct response marketing that focuses on your customers instead of image marketing focused on you.
- 3.) Track all of your efforts carefully.

## **Traffic Generation:**

- 1.) Pay Per Click (PPC)  
Advantages – consistent, can turn on and off, can get immediately, targeted  
Disadvantages – costs money, can be frustrating (particularly Google, where the most traffic is)
- 2.) Search Engine Optimization (SEO)  
Advantages – Free traffic (at least doesn't cost money), targeted, get more traffic than PPC ads for the same keyword  
Disadvantages – can take months to see results, inconsistent, can get lots of traffic one day and none the next
- 3.) Social Media Marketing  
Advantages – Free, bond more deeply with people than in PPC or SEO, can get quick results if content is viral

Disadvantages – Takes time to build up friends and followers, must produce good content to be viral which takes time and effort, can't turn on and off like PPC

YOU WANT A SYSTEM (eventually) THAT USES ALL THREE TO ENJOY THE UNIQUE BENEFITS OF EACH.

### **Conversion Secrets:**

- 1.) Traffic to Leads – targeted advertising, simple landing page, quality incentive to sign up
- 2.) Leads to Friends – Build relationship over time with quality e-mails in auto-responder (think of it like dating and don't propose on first date.)
- 3.) Friends to Business Partners – Provide exceptional content and an exceptional system for them to join

### **Set up Guide:**

- 1.) Get Domain with [Godaddy](#)
- 2.) Get Hosting with [Godaddy](#) (if only getting one domain) or [HostGator](#) (if getting more than one domain).
- 3.) Set up a wordpress blog on your site
- 4.) Add in an auto-responder with [Aweber](#), and faster im optin widget

### **My System:**

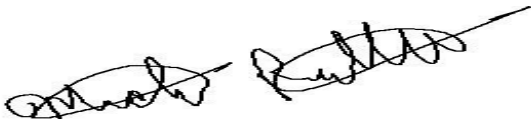
- 1.) This Super Fast Start Guide (2 pages) – includes 1 video
- 2.) Fast Start Guide (about 20 pages) – includes videos
- 3.) Owner's Manual (about 100 pages) – includes videos
- 4.) Daily Action Guides for 5 Strategies
  - A.) Pay Per Click Xpert
  - B.) SEO Xpert
  - C.) Social Media Xpert – Written Content
  - D.) Social Media Xpert – Video Content
  - E.) Social Media Xpert – Networking
- 5.) Ask me questions personally anytime
  - A.) e-mail: [mrutkow2003@hotmail.com](mailto:mrutkow2003@hotmail.com)
  - B.) phone: (330) 391-0139
  - C.) blog: [www.theonlinemlmbprint.com](http://www.theonlinemlmbprint.com)
  - D.) discussion forum: TBD

Additional Components of my system:

- 1.) blog templates
- 2.) pre-written e-mails,
- 3.) ads and banners to use,
- 4.) “traditional” co-op,
- 5.) “seo” co-op,
- 6.) re-brandable pdf reports to use as for free give-away,
- 7.) positioning strategies

- 8.) duplicatable training for you AND your downline
- 9.) Private members area for discussion
- 10.) Public discussion area to ask me questions and learn from others
- 11.) Continual training for you, based on my research and learning

Looking forward to helping you build your business!



Mike Rutkowski



How to contact me:

Facebook: [www.facebook.com/mikerutkowski](http://www.facebook.com/mikerutkowski) (please comment that you read this book)

Twitter: [www.twitter.com/mikerutkowski](http://www.twitter.com/mikerutkowski) (DM me that you read this book)

E-mail: [mrutkow2003@hotmail.com](mailto:mrutkow2003@hotmail.com) (mention that you read this book)

Blog: [www.theonlinemlmblueprint.com](http://www.theonlinemlmblueprint.com) (mention that you read this book)

Phone: (330) 391-0139 (Remember that I'm in Eastern US timezone please!)