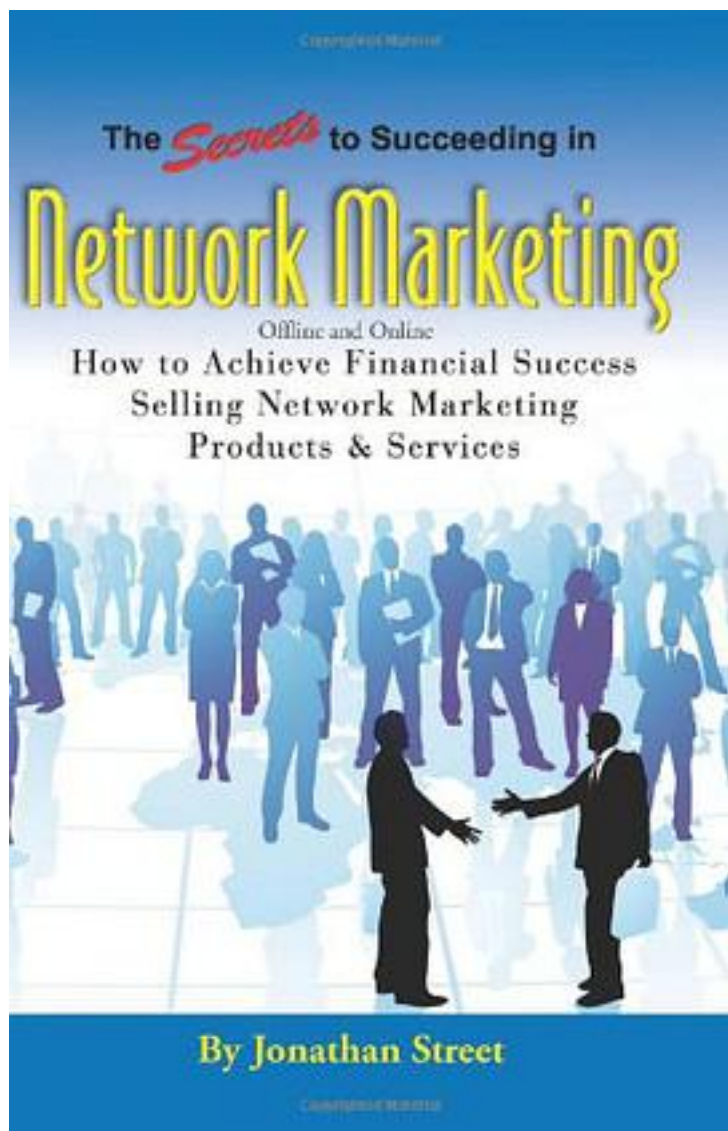


Secrets to Succeeding in Network Marketing Offline and Online



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If you have been looking for a home-based business, you have undoubtedly come upon business opportunities that are referred to as Network Marketing programs. Also known as Multi-Level Marketing or MLM, Network Marketing is just a way for businesses to distribute their products. Rather than using the usual distribution method that moves from manufacturer to a wholesaler or distributor to retailer and finally to the consumer, Network Marketing companies use independent contractor sales people to sell the products directly. If you are looking to be financially independent, own your own business, have more spare time, work from the comfort of your home, then MLM may be for you to be successful. In the past MLM required a lot of face-to-face meetings and sales presentations which are difficult to produce. The Internet, combined with Network Marketing, has created countless opportunities for individuals to develop their own business, working from home. The real ways to make a great deal of money in MLM is by recruiting a team of other independent marketers below you, and thus earn a percentage of their combined sales. This new groundbreaking book will show you how to build a successful business with MLM by harvesting the power of the Internet. In this easy-to-read and comprehensive new book, you will learn what MLM is, how to get people talking about your product or service, how to get your customers to be your sales force, recruiting, goal setting and managing time, getting customers to come to you, getting your MLM message out quickly, creating awareness, working with bloggers and online activists, marketing, dealing with negative customer experience, automating MLM writing online press releases, creating a blog, creating a customer references and referral programs, starting a fan club/loyalist community, and setting up discussion forums and boards. You will learn to use affiliate marketing, flogs, viral marketing, evangelism, buzz marketing, online MLM methods, reputation management. In addition, we went the extra mile and spent an unprecedented amount of time researching, interviewing, e-mailing, and communicating with hundreds of today's most successful MLM marketers. Aside from learning the basics you will be privy to their secrets and proven successful ideas. Instruction is great, but advice from experts is even better, and the experts chronicled in this book are earning millions. If you are interested in learning essentially everything there is to know about MLM in addition to hundreds of hints, tricks, and secrets on how to put MLM marketing techniques in place and start earning enormous profits, then this book is for you.

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