

Viral Prospecting

*How to Generate Massive Residual Income
For Your Network Marketing Business*

By Michael Price of Priceless Possibilities

Legal Disclaimer

This eBook is FREE and you may freely share it with others with the requirement that you do not alter it in ANY way.

The use of our information, products and services should be based on your own due diligence and you agree that our company is not liable for any success or failure of your business that is directly or indirectly related to the purchase and use of our information, products and services.

© Copyright Priceless Possibilities 2008 All Rights Reserved.

Chapter 1

Can I Do It (CIDI)



How to Generate Massive Residual Income For Your Network Marketing Business

Chapter 1 - Can I Do It (CIDI)

There I was with literally just 14 cents in my pocket, the clothes on my back and sleeping on someone else's couch and ...

I had dropped out of college for the 3rd time! It was 1980, and I was 22 years old with a very bad drug and alcohol habit so I called my parents for help ...

I was a failure ... AGAIN!



have you ever been so humiliated that you said to yourself or others ...

"Someday I'm going to show them that I can be successful!"



How to Generate Massive Residual Income For Your Network Marketing Business

Chapter 1 - Can I Do It (CIDI)

Well, thanks to the support of my family who loved me enough to put me in a rehab, I got off the drugs and alcohol (December of 1980 I had my last drug or drink) ... and I thought ...

Now everything will be fine ... I finally will be successful!

But, little did I know that ...

I was still the same person ... except I wasn't drinking or doing drugs. I needed something drastic to change.

Then I got introduced to personal development (and later more importantly to God, but I will share more about that in Chapter 9) ... and things began to change!



Key Point - For things to change, you must change!



How to Generate Massive Residual Income For Your Network Marketing Business

Chapter 1 - Can I Do It (CIDI)

Today, the good Lord has blessed me with a multiple six figure income from home, so I get to spend a lot of quality time with my wife and two young children. I'm passionate about helping others and ...

You could say that I am an overnight success ... but the only thing about an "Overnight" success is that I spent many nights working "Over night" pursuing success!

My prayer for you is that rather than taking the long slow road to success like I did for many years, you will take the short cut by reading this eBook in its entirety and applying the *principles*.



I can show you how to generate a massive residual income from a home based business ... and I pray that you will use your success to then go out and HELP OTHERS!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 1 - Can I Do It (CIDI)

So let's get started ... whether you are currently involved in a home based business or thinking about starting one, you've heard of all the benefits ...

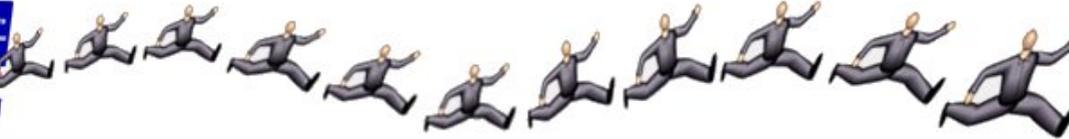
The Benefits

- Work Whenever You Want
- From Wherever You Want
- Take 20 Second Commutes to Work
- No More Rush Hour Traffic
- Enjoy a Lot More Quality Time with Your Loved Ones
- Freedom to Do What You Want Whenever You Want
- Great Tax Savings
- Ability to Be the Boss



And MUCH More!

So with all those great reasons to be involved in a home based business, why doesn't everyone join a home based business ... especially your business! *(Hint, the answer is coming up)*



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 1 - Can I Do It (CIDI)

Every person considering joining a home based business has as their major concern (whether they ever tell you or not) the following:

Can I Do It?



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 1 - Can I Do It (CIDI)

Can I Do It?

Can I Do It (or CIDI for short) must be addressed and in a way that the prospect believes they really can be successful at building your home based business or they'll never join your opportunity.

Think about it ... most network marketers when presenting the business focus on telling the prospect all about the benefits ... read them again, but remember this key point ...

Prospects don't care about the benefits if they don't think they can successfully build your home based business ...

Key Point - Prospects care about CIDI (Can I Do It)



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 1 - Can I Do It (CIDI)

Let's look at the benefits again ...

The Benefits

- Work Whenever You Want
- From Wherever You Want
- Take 20 Second Commutes to Work
- No More Rush Hour Traffic!
- Enjoy a Lot More Quality Time with Your Loved Ones
- Freedom to Do What You Want Whenever You Want
- Great Tax Savings
- Ability to Be the Boss

And Much More

They still sound great don't they? But do they address CIDI (Can I Do It)?

NO!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 1 - Can I Do It (CIDI)

If your prospect has been in network marketing or has been thinking about joining your company and you don't have a REAL solution for their concern (CIDI) then they won't join ...

It really is that simple.

And ... *what is a prospect's real concern* when it comes to whether or not they can successfully build a home based business ...

Let's Find Out!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 1 - Can I Do It (CIDI)

A prospect's real concern when it comes to whether or not they can successfully build a home based business:

Is it A, B or C

- A) Can I take the product or use the service?
- B) Can I cash the checks the company will send me?
- C) Can I find enough people who are really interested in joining this business?

Obviously the answer is C!

And how are most network marketers taught to share the opportunity with others? The same old fashioned ways that still don't work for 98% of the people ... you've heard it before haven't you ... they tell you it's as simple as 1, 2, 3.

- 1) Make a List of everyone you know ... and
- 2) Present the opportunity to them ... and
- 3) Sign them up!

Simple ... Right?

WRONG!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 1 - Can I Do It (CIDI)

So why doesn't the simple old fashioned way (step 1, 2, 3) work when ...

Step #1 addresses the need that you must have prospects ...

And #2 addresses the need to make a presentation ...

And #3 addresses the need to close your prospects.

The answer is simple ...

Most people aren't good at #1

getting prospects

Many people aren't good at #2

doing presentations

Many people never get to #3

closing people

(and most that do aren't very good at it!)



How to Generate Massive Residual Income For Your Network Marketing Business

Chapter 1 - Can I Do It (CIDI)

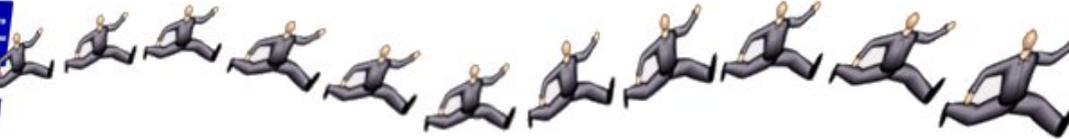
So then technology came along and some people (our company included) started to offer beautiful looking websites with automated tools as the solution (we've been doing this since 1999) so that the website could do a much better job of #1, #2 and #3

- A website with marketing tools could help attract more prospects (#1)
- A website with a great video could do a professional presentation for you 24 hours a day (#2)
- A conference call or website with a "call to action" could help close for you (#3)

And guess what ... results improved a LOT for the people who were good at getting prospects ... but for the average person something was still missing!

Many people still couldn't get enough quality prospects (Step #1) to their website before they ran out of money for advertising.

Sound familiar?



How to Generate Massive Residual Income For Your Network Marketing Business

Chapter 1 - Can I Do It (CIDI)

There's a saying that I'm sure when you think about it has tremendous wisdom ...

You can say all of the wrong things to the "right" person and they'll still join your business ... and you can say all of the right things to the "wrong" person and they'll never join your business.

Key Point - The key to successfully building a home based business is your ability to attract the "right" people who are already interested in joining your home based business.

And where do these people exist (in large numbers) and how do you find them?

First you need to identify a Key Influential Person who has access to a large number of your "Ideal" prospects ...

And who are your "Ideal" prospects?

People who are **ALREADY** involved in a home based business, but they aren't having the level of success that they truly want.



How to Generate Massive Residual Income For Your Network Marketing Business

Chapter 1 - Can I Do It (CIDI)

So, how would you find a large number of people who are already involved in a home based business, but not really satisfied?

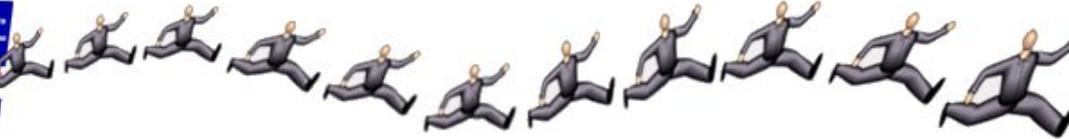
Look for a "Leader" who has an existing organization ... Leaders are already convinced of the value of building a home based business.

Some leaders are very loyal to their existing business, while other leaders are very open to change.

People who are advertising to build their home based business by placing ads in newspapers; magazines, online etc. are the leaders who are serious about building their business.

I've found that when you follow up with them about 1 or 2 months after their ad, then you can have a great opportunity to see if they're open to your business.





**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 1 - Can I Do It (CIDI)

For example, I would save their ad and contact them 1 or 2 months after you saw their ad.

Then say something like the following:

Hi (First Name of person who placed the ad), I noticed you placed an ad last month (tell them when and where specifically) and I'm curious how you are doing with your current business.

If I could show you a way to have a lot more success with another opportunity, would you be open to looking at it?

Then simply send them to your website and let your website begin the "Presentation Process" (we'll talk more about this later).

Now what if instead of contacting prospects one at a time by phone, you could have an automated system where you could be viewed by your prospects as an "Expert" at how to successfully build a home based business?

And what if you could be shown how to Easily Attract Quality Exclusive Prospects for FREE?

What if we can also show you (of course we can) how to get the prospects who would normally never join your business and get them to generate Quality Free Leads for you?



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 1 - Can I Do It (CIDI)

(Phone Script Continued)

After all, wouldn't that be a lot better than what you currently get from prospects who don't join your business?

How much money do you currently make from the prospects who aren't interested in your home based business?

Does ZERO sound familiar?

So, would you try our Viral Prospector System if we can increase the likelihood that prospects would join your business, view you as an expert, and automate a process to generate Quality Free Leads for you?

And most importantly, what if we could show you that anyone on your team could easily duplicate your efforts?

Wouldn't that substantially improve your ability to successfully build a home based business?

Of course it would ... so remember, CIDI (Can I Do It) is the #1 concern for your prospects



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 1 - Can I Do It (CIDI)

Your prospects will believe "I Can Do It" when ...

You can show them that you are successfully building a home based business leveraging the power of the Internet to attract Quality Exclusive Leads for FREE and you have prospects Chasing You ...



So **sit up and get excited** because in this eBook you will learn many key ideas that will substantially change your ability to successfully build a home based business.



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 1 - Can I Do It (CIDI)

Why I wrote this eBook...

Let me be up front with you and share why I'm giving away my eBook with many valuable ideas for free. I'm confident that you will want to try our Viral Prospector System when we CAN ...

- Help You Easily Generate a Lot of Quality Leads For FREE!
- Establish You as an Expert So Prospects Will Chase You!
- Teach you Key Distinctions from Top Income Earners in Network Marketing So You Can Generate Massive Residual Income.
- Teach you Key Distinctions from Top Internet Marketers Who Make Millions on the Internet So You Can Too!
- And Much More ...

Key "Distinctions" is just another way to say "Specialized Knowledge" meaning that they know something you don't ... and specialized knowledge when acted upon can generate a massive residual ongoing income (see Chapter 8).

The last thing you might want to know about the author of this eBook, is that Michael Price (the founder of Priceless Possibilities) has been delivering systems for network marketing leaders and companies since 1999.

We're not going to try to get you to join some network marketing company we're promoting because we don't promote one ... and never will because it would be a conflict of interest.



How to Generate Massive Residual Income For Your Network Marketing Business

Chapter 1 - Can I Do It (CIDI)

2) A link to learn about <http://networknz> business (in case you're not involved in a home based business or you are considering joining a new one) ...

The person whose site you visited, uses our Viral Prospector System and has a home based business.

At the bottom of each page of this eBook, you will notice 2 things:

1) A link to try the Viral Prospector System (its free for 7 days so there's NO RISK)

Chapter 2

Duplication is the Key to Success



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 2 - Duplication is the Key to Success

If a home based business owner has ever shown you a presentation about the potential income for their home business, don't they always show you what could happen when a few people enroll a few people who enroll a few people etc.?

So what happens if someone can't enroll others?

Success is based on people duplicating the efforts of those above them ... right?



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 2 - Duplication is the Key to Success

So let me ask you a question

Would you rather be a master recruiter who can recruit almost anyone but your people can't enroll anyone ...

or

Would you rather be able to recruit just a few people, but every one of them could enroll a few who enrolled a few etc.?

Now I'm sure you'd rather choose the 2nd option and we're not saying you shouldn't be a master recruiter because ideally it would be best if you were a master recruiter AND your people could duplicate your efforts.

I was just trying to make a point that far too often is overlooked ... most people (I did this when I first started in my first home based business in 1990) focus on ... *Recruiting instead of DUPLICATING!*

Key Point - Your business and your entire life will change radically when you **FOCUS on DUPLICATING and NOT on RECRUITING!**



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 2 - Duplication is the Key to Success

So what do I mean by 'Focus on DUPLICATING'?

Rather than tell you, let me share with you a few things I learned from working with some top income earners in several network marketing companies ...

Our company was creating a custom website system for a company so I was introduced to their Top Income Earner Tim.

Tim was making on average about \$22,000 per WEEK and was the #1 distributor in his company. I always like to interview Top Income Earners to find out what specifically they do to be so successful.

The key thing I learned from the 2 hours we spent talking was the following key tip about enrolling a prospect to join his business ... and of course this tip will help you with your duplication!

Tim told me that when he had a qualified prospect on the phone that had already watched a video presentation of his opportunity and had also been on a conference call to get their questions answered ... he did NOT try to enroll them ... himself!

Tim was the #1 income earner in his company ... and ... Tim was making approximately \$22,000 per WEEK!

Yet, when he had a qualified prospect on the phone, he did NOT try to enroll that person ... by himself!

Why? Because Tim knew that DUPLICATION is the key to success in building a home based business!



How to Generate Massive Residual Income For Your Network Marketing Business

Chapter 2 - Duplication is the Key to Success

It's, Can I Do It?

What if the prospect doesn't believe that they can enroll a prospect? Would they join Tim's business?

Of course not ... so what did Tim do?

Tim always brought another person on the phone when it was time to enroll someone ...

Tim had a partner he called to do a 3 way call with the prospect, and if he couldn't reach his partner, he also had a list of key people he could call at a moment's notice so that Tim never closed the prospect by himself!

Now what did this do for the prospect? The prospect experienced ...

Tim getting support and having someone else ask the enrolling questions ...



And what do you think that made the prospect think?

The prospect thought ... hey, if I join this business, I don't need to be the one to enroll my prospects ... I can call someone else just like Tim did with me!

Do you see the brilliance in this?



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 2 - Duplication is the Key to Success

I interviewed another top income earner named Dan from another company, and Dan was in the Top 40 Income Earners out of over 1 million distributors.

Dan also had a system (because he knew that duplication is the key to success) that he "required" all of his people to use (or he wouldn't work with them).

Dan's "system" was that everyone was required to do a 3 way call when trying to enroll a prospect ... Sound familiar?

And ...If Dan wasn't available to do the 3 way call; they would always call him after their call if they didn't enroll the prospect.

Now why did Dan require people to always call him after trying to enroll a prospect who didn't join the business?

Because Dan knew that he could support his distributors by finding out what didn't work so he could immediately correct it ... and he could also encourage them so they didn't get discouraged and quit ... and ...

Dan knew that when EVERYONE on his team knew that he had a specific way of "doing the business" that worked, that he could achieve DUPLICATION!

Key Point - You must have a way to do your business that works, is simple, and easy to communicate to everyone on your team.



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 2 - Duplication is the Key to Success

By now, I'm sure you can see that it isn't a coincidence that Top Income Earners know that duplication is the key to successfully building a large organization with massive residual income ...

So, I'll ask you some very important questions

- Is your way of getting prospects something that not only works, but is easy for your team to duplicate (i.e. can they do it and can they afford it)?
- Is your way of presenting your business not only effective, but something that is easy for your team to duplicate?
- Is the way you follow up with prospects not only automated and effective, but is it something that is easy for your team to duplicate?

Are you noticing a pattern here ... let me continue

- When you train someone, is it not only effective, but is it something that anyone on your team can easily duplicate ... or ...
- Do they need to be a master trainer or spend a lot of time training others?
- Do you have a way to easily get people to join your business so it is easy for them to get people to join their business?
- Once people get started in your business, do they immediately know what to do so they are successful and can they easily show others what to do so you don't have the blind leading the blind?



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 2 - Duplication is the Key to Success

Let me share with you a few key ideas to make sure you can have an organization that duplicates itself ...

- 1) You need to first make sure that everyone on your team needs to understand that **DUPLICATION** is the key to success in their business
- 2) Your team needs to have a System as a "way to do your business" (see Chapter 3) that includes the ability to help anyone get a Lot of Quality Prospects for **FREE** (without this you will fail)!
- 3) Your system needs to be easy for anyone to be successful

What if you could easily have all of your prospects receive this eBook as part of your system for duplication so that ...

- A) Our **Viral Prospector System** can help you get **FREE** Quality Leads (we'll explain how later) ... and
- B) At least 3 of your prospects realize the tremendous value of our Viral Prospector System and decide to use it so that **the Viral Prospector System can be FREE for you!**

When you refer 3 other people (whether in your company or any company) who use the Viral Prospector System, then your Viral Prospector System is FREE!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 2 - Duplication is the Key to Success

So, if our Viral Prospector System can easily be FREE and help you generate FREE Quality Leads Automatically for you, isn't that something that would help grow your business?

Of course it would!

And once you're convinced that we can easily generate FREE Quality Leads for you automatically and help you get our Viral Prospector System for FREE, wouldn't it help you grow your business to tell others on your team about our service?

Of course it would.





**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 2 - Duplication is the Key to Success

Let me recap for you a very powerful way to have your team duplicate itself:

- 1) First, make sure you provide a valuable service that can easily be FREE for everyone on your team (so everyone is using it) and helps them meet their #1 need (getting Quality Leads for FREE).
- 2) Second, make sure that every distributor can easily give away something valuable to every prospect so it helps the prospects to:
 - A) View the distributor as an expert so the prospect will chase the distributor
 - B) Want to join your business
 - C) Helps the distributor to get FREE quality leads

Key Point - To create massive duplication on your team, you first need to make sure you provide a valuable "tool" that can easily be FREE for everyone on your team (so everyone is using it) and helps them meet their #1 need (getting Quality Leads for FREE).



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 2 - Duplication is the Key to Success

The "tool" also needs to provide a solution to a much needed problem for your prospects ... and make it easy for your distributors to then give the "tool" away for free to their prospects ... and when the prospects receive the "tool", they need to be motivated to take some type of action so that their action will help distributors get FREE quality leads!

Now you can either create something like that yourself or you can use our Viral Prospector System which will do all of these things for you automatically ... which is why we give away this free eBook and so can you!

Caution ... before you go running off and sending this eBook to others!

You first need to **join** the Viral Prospector System so that your eBook will have your unique links in it helping you to easily get your Viral Prospector System FREE and also helping you to easily get Quality Leads for FREE and Great Training (more on both of these later)!

Chapter 3

Systems are key to Duplication



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 3 - Systems Are the Key to Duplication

Almost 30 years ago, I studied W. Edwards Deming, known as "The Father of The Quality Evolution". Deming was a manufacturing and quality control guru who helped Japan rebuild after World War II.

Deming said, "**People want to succeed. They want to do a good job. They don't like to turn out lousy work. If your people are consistently failing, it's not their fault - it's your system's fault.**"

I could make this a very short chapter (but will give you some additional key points of course) by saying the following:

The way that you introduce your prospect to your business is often THE KEY REASON whether they join your business or not.

Let me repeat that because this is a profound statement, and it needs to be something you not only understand ... but something that you DO!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 3 - Systems Are the Key to Duplication

The way that you introduce your prospect to your business is often THE KEY REASON whether they join your business or not.

So what do I mean by "the way you introduce your prospect to your business is often the KEY REASON whether they join your business or not?"

Hint ... Remember CIDI (Can I Do It)?

Well, rather than immediately tell you, I'm going to ask you some questions.

Do most people have a lot of free time?

NO

What if some distributor (let's call them Joe) introduces you (pretend you are a prospect) to their opportunity and takes 30 minutes to do it?

What would you think?

You'd probably think ...

Well, it took Joe 30 minutes to introduce his business to me, so I guess I'd need to spend 30 minutes to introduce this opportunity every time I want to share it with others ... and **I don't have much free time!**



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 3 - Systems Are the Key to Duplication

By the way, I'm not saying you shouldn't spend time with your prospects ... the KEY POINT I'm talking about is when you INITIALLY INTRODUCE your opportunity to others.

Now, back to my example with Joe the distributor and you as a prospect.

Would you join Joe's company if you thought it took 30 minutes to introduce the business to every prospect and time was a major concern for you?

Of course not ...

Would it matter how great the opportunity is and all of the benefits they offer (remember the benefits we discussed in Chapter 1)?

Of course not ...

Why ... Remember CIDI (Can I Do It)!

Key Point - If the way you INTRODUCE your business is something that doesn't work for your prospect then they will never join your business.



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 3 - Systems Are the Key to Duplication

Let's use another example to illustrate the same point.

Let's imagine that Joe the distributor is a dynamic sales person ... and when he first introduces you to his opportunity, he gives you a fancy sales presentation.

It is obvious that Joe is a seasoned professional salesman ... but you are not!

What might you be thinking when Joe gives you the fancy presentation?

Wow ... Joe is a great salesman, but I'm not ... I guess I could never be successful at this opportunity.

So would you join if you thought you need to be a great salesperson?

Of course not ...

So by now, I'm sure you get the point ...

The way that you INITIALLY introduce your prospect to your business is often THE KEY REASON whether they join your business or not.

So what's the solution?

Key Point - A Great System is the Key to Duplication!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 3 - Systems Are the Key to Duplication

Now you might be wondering; "What do I mean by 'A Great System is the Key to Duplication'?"

Rather than tell you, guess what I'm going to do ... yep ... ask you more questions!

What if you could initially introduce your opportunity to your prospects so it didn't require any of your time with them ...

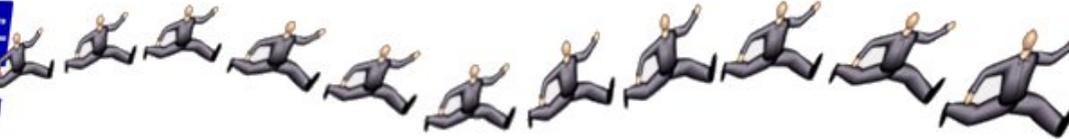
And ... what if you could initially introduce your opportunity to your prospects so they are impressed with you and your business, but you don't even talk to them?

Wouldn't your prospects be a lot more likely to think "I Can Do It" and therefore join your business?

Of course they would.

Now of course, let's face it, the truth is that building a business takes time ... if people tell you it is effortless and they have a system that does EVERYTHING for you then RUN!

And ... the truth is that you do need to be effective at sales ... so if people tell you that their system does ALL the selling for you then RUN!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 3 - Systems Are the Key to Duplication

But don't worry if you don't have a great system because we do have a great system (the Viral Prospector System) that does a LOT (not all) of the work for you and does a LOT (not all) of the selling for you.

So let me ask you another question

What would increase the likelihood that your prospects not only would join, but that they would STAY and be SUCCESSFUL in your business opportunity?

I'm going to give you 3 simple choices ...

- A) They need a lot of their own time, to be a great presenter, and great at follow up
- B) They do it the way everyone else is doing it (failure rate of about 98%)
- C) They use a proven system that works

Survey says ... the answer of course is "C"!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 3 - Systems Are the Key to Duplication

So what do I mean by "System"?

A "System" is a routine way of doing things that creates a consistent result. A "Proven System" is one that has proven to consistently produce positive results.

McDonald's restaurants use a proven system which is why they can charge so much to buy a McDonald's franchise.

Think about it ... teenagers who often may be working their very first job can easily work the business successfully because they know:

What to do ...

When to do it ...

How to do it

Simple as 1, 2, 3

Get the bag of French fries out of the refrigerator, put them in the basket up to a certain line, drop the basket in the oil, and hit the timer button.

When the timer beeps and flashes ... take out the fries ... simple ... anyone could do it!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 3 - Systems Are the Key to Duplication

Here's another simple illustration to prove my point ...

Chocolate Chip Cookies

If you had a recipe for Chocolate Chip Cookies ... and

You had all of the ingredients ... and

You followed the recipe by knowing

What to do ...
When to do it ... and
How to do it ...

Could you easily make Chocolate Chip Cookies?

Of course you could ... but what if you never made Chocolate Chip Cookies before?

What if you were a teenager or 75 years old?

What if you never cooked anything before?

It wouldn't matter would it ... so remember "CIDI" (Can I Do It)?

But let's be real ... building a business isn't like making **Chocolate Chip Cookies** ...



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 3 - Systems Are the Key to Duplication

Or is it? Let's see ...

What if you bought some pre-made cookie dough from the store, and you read the simple instructions that said something like:

- 1) Preheat Oven to 375 degrees
- 2) Open package and put the cookie dough on a cookie tray 1 inch apart
- 3) Put tray in the oven for 10 minutes

Could you make Chocolate Chip Cookies following that recipe?

Of course you can ... why ...because it is a proven system!

But what if instead you were given a list of 20 ingredients, and you had never shopped before ... and you have never cooked before ... and the instructions were a 10 page document ...would you even try to make cookies?
Of course not!

Remember your prospects want to know CIDI (Can I Do It)?



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 3 - Systems Are the Key to Duplication

CIDI is Critical!

So, how would you get a Proven System that works?

First you need to know that a complicated system (even if it could produce great results for some people) won't work for many people ... because ...

Key Point - A confused mind says 'NO'!

So the first requirement of a Proven Successful System is that ...

It **MUST** be SIMPLE ... Simple means that "virtually" ANYONE can do it.

Remember this saying ... Appeal to the masses and dine with the classes!

So what are the SIMPLE yet necessary requirements of a Successful System?

- It must Effectively Introduce Your Business to a LOT of Prospects (you need prospects) without taking much of your time (or money)
- It must Professionally Present Your Business for you and sort your prospects
- It must Automatically Follow Up with prospects INDEFINITELY providing them Valuable information THEY want so that Prospects Will Chase You
- It must help you meet your #1 need (getting Quality Leads) for little to no cost
- It must provide you with ongoing training and clearly communicate that the "System Is The Solution"

Chapter 4

A Great System Requires Effective Marketing



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 4 - A Great System Requires Effective Marketing

We've been sharing a free E-Course with our clients for years from a top Google Adwords Expert named Perry Marshall. Google Adwords is also known as Pay Per Click or what Internet Marketers refer to as PPC.

Perry said "Nobody who bought a drill actually wanted a drill ...

They wanted a hole.

Therefore, if you want to sell drills, you should advertise information about making holes - NOT information about drills!"

Think about that statement for a minute ... and then let me ask you this question:

Are you advertising the hole or the drill?

[If you're not sure, here's a hint](#)

Your business is the Drill

"How to successfully make money from home" is the Hole.

So with that foundation ... Let's define the title of this chapter ...



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 4 - A Great System Requires Effective Marketing

"A Great System Requires Effective Marketing"

Effective Marketing is the ability to educate a lot of people about how their greatest needs (their "hole") can be filled with your product, service or business opportunity (your "drill") and motivate them to take some type of desired action.

My definition of **Effective Marketing** has several very key components as follows:

- 1) You must start by Educating a Lot of Your Prospects (don't sell them right away)
- 2) Your Focus Needs to be on Their "Hole" (their greatest needs)
- 3) You must Show the Connection How your product, service or business opportunity (Your "Drill") Fills Their "Hole"
- 4) You Must Get Them to Take some Desired Action

For #1, the key is to EDUCATE them and establish yourself as an Expert so that **They Will Come to You ...** and ...

The other key point about #1 is to educate a LOT of prospects so that emotionally you won't feel like you "need" any particular prospect.



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 4 - A Great System Requires Effective Marketing

For #2, your focus needs to be on their needs ... and here's where I've found that almost all network marketers have failed ...

Instead of educating their prospects about the prospects biggest need by giving them valuable free information about how to successfully build a home based business ...

Most network marketers try to sell their prospects on the distributors' product, service or business opportunity ... and ...

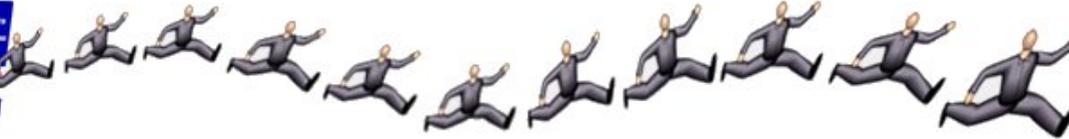
Let's be brutally honest ... nobody likes to be "sold" ... do they?

Do you?

Of course not ...

For #3, I mentioned that you must show the connection between how your product, service or business opportunity will fill their "hole". So let me ask you a question ...

How effectively are you showing the "connection" that when someone purchases your product or service, or joins your business opportunity, that their biggest needs will be fulfilled?



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 4 - A Great System Requires Effective Marketing

For #4, I mentioned that you must get your prospect to take some type of desired action ... perhaps it is to complete a form on your website, or listen to a live conference call, or join your business.

How effective is your marketing to get prospects to take some desired action?

Obviously ... No Marketing = No Sales

But are you crystal clear that ... **Ineffective Marketing = Ineffective Sales**

Some of you may be under the false assumption (because that's what you've been taught) that you don't need to know anything about sales or marketing. We'll talk about sales later, but for now, write this down ...

**Key Point - 1 critical key to your ability to generate Massive Residual Income
is your ability to generate "Effective Marketing"!**

"What?" ... you might be saying ... "My sponsor told me that all I have to do is share the products with others!"
Or perhaps you've been taught that all you need is a strong desire! *Ridiculous!*



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 4 - A Great System Requires Effective Marketing

Now obviously having a strong desire can help you ... but only if you really understand that you must learn how to generate "Effective Marketing" ... so ...

Forget all that you've heard about "you only need a strong desire" ...

Because think about it, don't you know some people (perhaps many people) with a strong desire who spend lots of time, effort and even money trying to build their business, but with little or no success?

Perhaps you know someone like this personally!

Now don't panic, because as you'll soon learn, you can easily use the Viral Prospector System to generate "Effective Marketing" for you ...

The bottom line is no or poor marketing = no or poor results.

Key Point - Let me give you a valuable tip ... Creating a Massive Residual Income is not about your Product ... it's all about Effective Marketing!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 4 - A Great System Requires Effective Marketing

Let me prove my point ... Think about it ... have you ever heard of McDonald's?

Do they make the best hamburgers?

Of course not, so now let's ask the really important question ...

Do they generate massive ongoing income/profits?

Of course they do!

So why is McDonald's so successful? Is it because of their product (their food) or their marketing?

Remember, it's all about Effective Marketing!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 4 - A Great System Requires Effective Marketing

Lunch with a Millionaire exposed 2 Simple Keys to Massive Income

I once had lunch with a millionaire named Greg ... and while I was eating, Greg said; "You know Michael, it only takes 2 things to generate a lot more sales!"

Needless to say, I stopped chewing, put my fork down ... quickly gulped down my food and asked ... "What would those 2 things be?" I figured I could easily learn 2 things.

Greg said, "**You need a lot more exposure** because with all else being equal, the more exposure you have to your product, service, or opportunity, the more sales you will make."

Now that isn't rocket science, but I liked the simplicity of it ...

More Exposure = More Sales (all things being equal).

OK Greg ... I'm hooked ... so what's the 2nd thing required to make a lot more sales I asked?

Greg smiled and paused ... "Well, its really quite simple ... so simple you don't want to miss this" ...

I waited anxiously ... and Greg continued ...



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 4 - A Great System Requires Effective Marketing

"The more Effective you are with your exposure, the more sales you will make (all else being equal)."

Again, I didn't need to be a rocket scientist to agree ... this makes absolute sense! I even teach a similar concept in my "How to Get Unending Referrals" program where I ask the question:

"What type of results would you get if you took a little action?"

The obvious answer is ... a LITTLE ACTION = a LITTLE RESULTS

Then I ask, "What if you took a LOT of ACTION ... what type of RESULTS would you get?"

Again, the obvious answer is ... a LOT of ACTION = a LOT of RESULTS

But here's the key twist ...

What if you took a LOT of INEFFECTIVE Action ... what type of Results would you get?

The obvious answer ... a LOT of INEFFECTIVE RESULTS ...



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 4 - A Great System Requires Effective Marketing

So the 1st key to success is taking a LOT more ACTION (which is the same thing as "Exposure" just like Greg had told me) ... and ...

The 2nd key to success is that you must also be EFFECTIVE at the actions you take (just like Greg told me but this time the proverbial light bulb went on in my head)!

The KEY to making a lot more sales of anything is that you MUST have a LOT more EXPOSURE of your product, service or opportunity, AND you MUST be EFFECTIVE at it!

Key Point - It's ALL about EFFECTIVE MARKETING!

Again, my definition of "Effective Marketing" is the ability to educate a lot of people about how the "hole" they have can be filled with your product, service or business opportunity (the drill) and motivate them to take some type of desired action.

Key question for you ... do you really know how to effectively market your business?

Or, are you like most people who might have a beautiful looking website, but haven't a clue how to get a lot of quality prospects to look at it?



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 4 - A Great System Requires Effective Marketing

The Million Dollar Billboard

One analogy I like to share is the "Million Dollar Billboard".

I used to live in the San Diego area (just outside of it) and I've been to Las Vegas for business quite a few times. Once as an exhibitor, I drove to Las Vegas so I could bring all types of equipment to a trade show.

As I got outside of San Diego, I noticed there was a lot of desert between San Diego and Las Vegas ...

And as I approached Las Vegas, I noticed billboard after billboard along the side of the road ... all trying to capture my attention so I would spend my money at their business.

Let's imagine you had a business in Las Vegas ...

And you want to capture the attention of people driving into Las Vegas. You decide to get a billboard to grab their attention ... but not just any billboard ... The BEST looking billboard with QUALITY copy.

You go out and find the best copywriter in the world, you find the best graphic artist and between them you pay them 1 million dollars to create a billboard to capture the attention of people driving to Las Vegas!

It's expensive, but you figure, it's worth it because my billboard can't fail ... right ...

WRONG!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 4 - A Great System Requires Effective Marketing

Why do I say "WRONG"?

Well, one key item you didn't realize is that the only LOCATION you knew to put your billboard was 10 miles off the side of the road ...

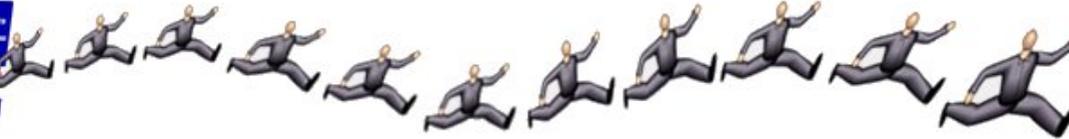
And although you invested 1 million dollars for your billboard, with the best copy in the world, and the best graphics ...

Would anyone be able to see your billboard if it were 10 miles off the side of the road?

Of course not!

Key Point - A fancy looking website with no traffic = no sales

It's ALL about Effective Marketing!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 4 - A Great System Requires Effective Marketing

So let's imagine that someone tells you that you could move your billboard to a different LOCATION ... right beside the road ... where everyone would easily see it ... perhaps at a place where everyone had to stop (like at a checkpoint).

Now how much business do you think you would get?

Key Point - A LOT of Quality Traffic = a LOT More Sales

It's ALL about Effective Marketing!

Same billboard ... **Different location ... Much Different Results!**

Haven't you heard the 3 keys to real estate success ... Location, Location, Location!

It's ALL about Effective Marketing!

So, how do you get a LOT more Quality Traffic to your business opportunity ... we'll discuss that later but for now, let's imagine you are generating a lot of traffic to your website! Then what?

Chapter 5

The Fortune is in the Follow Up



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 5 - The Fortune is in the Follow Up

Remember when I mentioned in Chapter 4 that my millionaire friend Greg said the first key to making a lot more sales was to increase exposure?

One study I read, said that the average business will increase sales by at least 53% (or more) when it provides at least 7 follow up messages as opposed to sending only 1 follow up message.

The Direct Sales Association said that in today's world where we are constantly bombarded with marketing messages, that it takes an average of 9 exposures to a product, service or opportunity for someone to take action!

Key Point - They key to increasing exposure to your product, service or opportunity is to send prospects multiple follow up messages ... and the least expensive way that also allows you to personalize your messages is through Email.



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 5 - The Fortune is in the Follow Up

Email even allows you to get immediate feedback as to the effectiveness of your marketing.

The challenge is that if you can't successfully deliver your email and track its results, then how would you know how well it is working?

So how can you send and deliver email in the today's world filled with spam?

The first requirement is to generate a real unique "Lead". Now what do I mean by a real unique "Lead"? We'll find out very soon by answering this question ...

Wouldn't it make sense to learn how Top Internet marketers make millions of dollars online?

They all have a web page called a "Lead Capture "or "Squeeze Page" as the first page of their website. We'll stick with the term "Lead Capture Page" for the purpose of this eBook.

The main and only objective of the "Lead Capture Page" is to capture the contact information from a lead (which is why they call it a "Lead Capture Page"). This is done with the sole purpose to follow up with the prospect ... repeatedly!

If the prospect doesn't enter their contact information on the Lead Capture Page, then they won't see the next page called the "Sales Page".

If you don't think the "Lead Capture Page" is the key foundation to making millions for Top Internet Marketers, just ask yourself the following question ...



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 5 - The Fortune is in the Follow Up

Why would Top Internet Marketers require you to enter your contact information on the Lead Capture Page or else they don't allow you to see their Sales page?

Think about it ... people don't see the Sales Page unless they enter their contact information on the Lead Capture Page ...

And since the "Sales Page" is where they sell their products, then why wouldn't they just send prospects directly to the Sales Page?

The answer is simple ... the FORTUNE is in the FOLLOW UP!

Top Internet Marketers know that they will sell a lot more products when they can REPEATEDLY follow up with their prospects ... and without a Lead Capture Page, they won't have any way to follow up with their prospects.

Now you might be saying, "My website has a form on it for prospects to enter their contact information" ... but is it the sole focus of your website or is it there along with 20 other things to distract your prospect?



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 5 - The Fortune is in the Follow Up

Key Point - Top Internet Marketers always use a **Lead Capture Page** as the 1st thing a prospect sees, with the sole purpose to capture the contact information of their prospects or they don't allow their prospects to see their **Sales Page**.

Definition - a **Sales Page** is the page right after the Lead Capture Page that Top Internet Marketers use to educate a prospect on a product, service or opportunity with the sole purpose to get people to take some type of action.

It might be to buy their product, or it might be to sign up for a conference call so they can let a professional sales person answer any questions the prospect might have.

Key Point - Do you have a website that has an **EFFECTIVE Lead Capture Page** ... that requires a prospect to enter their contact information or they don't get to the **Sales Page**?



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 5 - The Fortune is in the Follow Up

What do I mean by "Effective" Lead Capture Page ... very simple ... one that works meaning it generates a lot of prospects who enter their contact information?

Did you know that there are many variables that determine the success of an Effective Lead Capture Page?

Did you know that a little symbol can increase results by at least 22%?

Did you know that 1 key word can increase results by at least another 28%?

Did you know that Top Internet Marketers continually "test" their Lead Capture Pages to make sure they are getting the best possible results?

Do you know how to test different features on a Lead Capture page so you are getting the best possible results?

Do you even have a real "Sales Page" or do you have a website that has 20 different things on it distracting your prospects?

Of course, Top Internet Marketers still want as many people to enter their contact information on the Lead Capture Page ...

So how do they do that? We'll find out the answer to that question in the next chapter.



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 5 - The Fortune is in the Follow Up

Now let's assume that you know how to create an "effective" Lead Capture Page that generates a lot more prospects that enter their contact information so that you can follow up with them repeatedly.

And if you don't know how to create an Effective Opt In page ... then don't worry because we have a library of Effective Lead Capture Pages as part of the Viral Prospector System...

We even have a library with Target Market specific Lead Capture Pages so that you can dramatically increase the % of prospects that will enter their contact information if you are marketing to a targeted audience.

Now once you have your Lead Capture Page capturing the contact information from prospects, then it's time to automate your follow up process by sending what is known as an "Auto Responder Campaign".

The term "Auto Responder" comes from the words "Automatically" and "Respond".

An Auto Responder Campaign is a series of email messages spread over time that are automatically sent to your prospects.

The ideal auto responder campaign sends follow up messages indefinitely (spread over time) with the messages personalized for maximum effectiveness.



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 5 - The Fortune is in the Follow Up

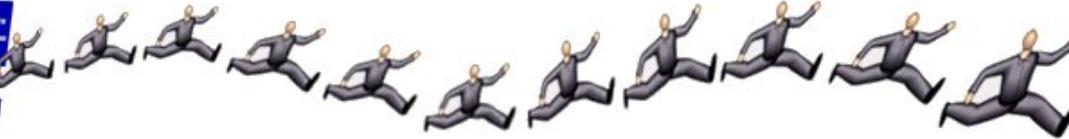
When sending auto responder messages you want to personalize your messages by making sure you use an Autoresponder service that allows you to use a variable that automatically enters the first name of your prospect.

So for example, instead of saying "Hi Friend", you want your Autoresponder service to say "Hi Jill" (if your prospect's first name is Jill).

Key Point - Now here's a very key tip ... just sending a lot of follow up messages doesn't mean you'll enroll a lot more people in your business opportunity.

Remember when I mentioned in the chapter on Effective Marketing, that a LOT of INEFFECTIVE ACTION = a LOT of INEFFECTIVE RESULTS?

So how do you make your follow up messages a lot more EFFECTIVE so that you get a LOT more EFFECTIVE RESULTS?



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 5 - The Fortune is in the Follow Up

Most people building a business only send messages about how great their product or business is ...

So what's wrong with that you might ask!

Rather than tell you ... let me ask you ... what if you are a prospect for a home based business and all you receive is follow up messages about how great a specific product or business opportunity is ...

And ... what if you aren't interested in that particular product, service or business opportunity?

Would you look forward to opening the follow up messages or would you simply delete them?

Of course you would delete them ...

So now you might ask ... What am I supposed to do?



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 5 - The Fortune is in the Follow Up

Well, instead of telling you, I'll ask you, because, don't you learn well when the answers to questions are **Your Answers** instead of me telling you ...

Of course you do which is why I wrote a Best Selling book called "Questions Are the Answer; What are You Asking For?"

What if instead of receiving follow up messages that only focus on a particular product or business opportunity, you receive ongoing messages that share valuable information about how to successfully build a home based business?

Wouldn't you be more willing to open up those follow up messages?

Of course you would!

And what content for the messages do you think prospects would find most valuable?

This is an easy question ...

Key Point - Just ask yourself what your #1 need is ... and if you're like 98% of the people building a home based business ... then the answer that your prospects need to know is how to get a Lot more Quality Prospects for No or Low cost!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 5 - The Fortune is in the Follow Up

So what if you are a prospect and you enter your contact information on a website, and receive ongoing valuable information that teaches you how to successfully build a home based business?

How would you feel about the person sending you the follow up messages?

And what if they even show you how to generate quality leads for FREE?

You'd probably think ...

"This person really cares about helping me and sounds like they know what they're talking about.

Maybe I should contact this person ... and maybe I should even consider looking at their business."

Doesn't that make sense? Since the person sending you the ongoing valuable information teaches how to generate Quality Leads for FREE, wouldn't it make sense to also think ...

"They seem to know so much, perhaps they are involved in a business and doing much better than me (assumes you are already in a business)."

Key Point - What you want to do is automatically send auto responder campaigns that provide valuable information that helps your prospect to accomplish their goals ... which in most cases is "How do I successfully build a home based business and get Quality Leads for FREE?"



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 5 - The Fortune is in the Follow Up

Key question - Are you sending multiple follow up personalized messages spread over time that provide valuable information that shows your prospect how to generate quality leads for no or low cost?

OR

Are you like 98% of network marketers who send follow up messages that are more focused on your product, service or opportunity rather than helping to meet the needs of your prospects?

Key Point - when you send personalized ongoing follow up messages that meet the needs of your prospect, you will be seen as an 'expert' and they will chase you!

As well, you will be seen as someone different than every other person building a home based business who is focused on selling you their product or opportunity.

A prospect who is sincerely interested in starting a home based business (or changing from their existing opportunity) will contact you IF they perceive that you can help them!

Key Point - Let me say that again ... A prospect who is sincerely interested in starting a home based business (or changing their existing opportunity) will contact you IF they perceive that you can help them!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 5 - The Fortune is in the Follow Up

Now what if instead of sending a limited number of follow up messages (like every system we've seen), you could send an unlimited number of messages that provide valuable information for your prospect to meet their needs (liketeaching them how to generate quality leads at no or low cost)?

And what if those messages were sent automatically and go on indefinitely until the prospect either joins your business or decides they don't want your messages anymore?

Wouldn't it make sense that the more messages you send and the more valuable the messages, the more likely that eventually the prospect may join your business?

Of course it does!

But what if you don't know how to write follow up messages that provide valuable information for your prospects and show them how to generate Quality Leads at NO or Low cost?

What are your choices???



How to Generate Massive Residual Income For Your Network Marketing Business

Chapter 5 - The Fortune is in the Follow Up

Well, you could create the messages on your own ... but what if you aren't a great copy writer ... doesn't it make sense that 'great copy' increases the likelihood that a prospect would open your message, read it and act on it?

And you could hope that your messages get delivered because in today's world filled with spam, if you don't know how to effectively deliver your messages then many will not get delivered!

And, even if you want to write your own messages, and you could get them delivered, what if you aren't an expert at how to generate a Lot of Quality Leads at NO or Low cost?

No problem! We've got a solution for you ... You didn't think we'd tell you what you need without giving you a solution did you?

You could use our Viral Prospector System that already has amazing auto responder campaigns that go on indefinitely ... and most importantly provide valuable information to meet your prospects' needs.

When you get the Viral Prospector System to help build your business, the Viral Prospector System will also send this very same eBook to your prospects who enter their contact information on your Viral Prospector Lead Capture page.

Of course, when your prospects read this very same eBook, it will include a unique link (tracked to you) if they decide to get the Viral Prospector System!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 5 - The Fortune is in the Follow Up

When at least 3 of your prospects get our Viral Prospector System, then we waive the minimal monthly fee and your Viral Prospector System is FREE!

Your Viral Prospector System is FREE each month there are at least 3 people you referred who are paying for our service ... even if it's the same 3 people each month!

Imagine having this amazing service at no charge ... to help you get more prospects to enter their contact information to build your business, automate the follow up for you and meet the needs of your prospects so they chase you, generate quality FREE leads for you (more on this later as this is AMAZING and totally automated for you) and providing amazing quality training in our Members Only Training Area!

The Viral Prospector System has Autoresponder messages that go on indefinitely that position you as the expert because the messages educate your prospect for you.

They will help your prospect to feel that they know, like and trust you which is the foundation needed for them to do business with you.

As well, the Viral Prospector Autoresponder messages not only educate your prospects about what the prospect needs in order to successfully build a network marketing business ... but they also help your prospect to easily get all the tools needed by making it easy for the prospect to get their own Viral Prospector System.

This will make a prospect feel that "I Can Do It" ... which will motivate the serious prospects to contact you and possibly join your business.



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 5 - The Fortune is in the Follow Up

I'm sure by now, you understand why we call it the Viral Prospector ... its Viral because all of your prospects will receive this eBook for FREE, and many who receive it will give this eBook away to others who give it away to others etc. making it very easy for you to get our Viral Prospector System for FREE.

We call it a **Prospector** because as you'll see later on, **we generate Quality Leads for you for FREE**, and also **teach you how to generate your own quality leads for free**, and we even motivate your prospects to refer their friends to your Viral Prospector site which means more prospects for your business and **more FREE leads!**

Imagine; we motivate your prospects to refer their friends to your site ... prospects who refer you prospects! All of them are new prospects for you and some of them will also generate FREE Quality Leads for you (more on this in another chapter).

Chapter 6
It's All About Value



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 6 - It's All About Value

Remember in the last chapter I asked the question, "How do Top Internet Marketers Get More People to complete their Lead Capture Page?"

Well I'm sure you would like to know... wouldn't you?

So select what you think is the best way to get more prospects to enter their contact information on your Lead Capture Page (A, B or C):

- A) Put up a Lead Capture page and pray
- B) Put beautiful graphics on your Lead Capture page
- C) Use an "Ethical Bribe" and get a LOT of Traffic to your Lead Capture Page

Now the (hopefully) obvious answer is ... C

And even though I strongly believe in praying (you can learn a lot more about me in the last chapter of this eBook), it isn't the solution to this question.

And even though beautiful graphics might help your Lead Capture page, it isn't the answer either ...

So why is "C" the answer and what is an "Ethical Bribe"?



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 6 - It's All About Value

When I first heard the term "Ethical Bribe", I really didn't like it (because I don't like bribery) ... so why am I using the term "Ethical Bribe"?

Because that's the term I heard from Top Internet marketers and the reality is that you are in effect trying to "bribe" a prospect to give you their contact information on a Lead Capture page.

The key distinction though is the word "Ethical" which is very important. More on that in a minute and for now, let me prove my point ...

I'm going to share with you a simple example that I use in my "How to Get Unending Referrals and Enroll More Distributors Now" training.

Would you give me a \$5 bill if I gave you a \$20 bill in return?

Of course you would ... and what percentage of the people do you think would be willing to give me \$5 if I gave them \$20 in return?

Do you think some of the people, most of the people, or anyone would be willing to give me a \$5 bill if I gave them a \$20 bill in return?

These are real easy questions by the way ...



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 6 - It's All About Value

And how often would you give me \$5 if I gave you \$20 every time in return?

How does the word ... FOREVER sound?

I actually had someone tell me at a seminar where I taught this concept that they would go get a wheel barrow to carry my \$20 bills home because they were willing to give me a whole lot of \$5 bills!

So what is my point?

Getting someone to give me \$5 for my \$20 in return is nothing more than an EXCHANGE!

Key Point - But here's a key point you need to get ... what if I offered you NOTHING in exchange for your \$5? Would you give me your \$5 if I gave you nothing in return?

Of course not ... and if you are willing, I'll gladly give you our address!

So why wouldn't you give me your \$5 if I gave you nothing in return ... SIMPLE ...

Because you wouldn't be getting something of GREATER VALUE

And ... getting someone to go to a website with a Lead Capture page and enter their information is nothing more than doing an exchange!



How to Generate Massive Residual Income For Your Network Marketing Business

Chapter 6 - It's All About Value

So remember our Key Point ... ANYONE would be willing to do an exchange with you when you provide them something of GREATER VALUE.

So, back to our "Ethical Bribe" ... remember that great term?

How specifically can you "Ethically" bribe your prospect to give you their contact information on your Lead Capture page?

Survey says (Pick A, B or C) ...

- A) Give them \$5
- B) Promise them the moon
- C) Give them GREATER VALUE

So hopefully the obvious answer again is "C" ... (is the correct answer always "C")?

Now giving someone \$5 would work in my \$5 versus \$20 example ...

And although "promising someone the moon" might work for some people it isn't the correct answer either ... so by now, we know the answer is "C"! So what would be "GREATER VALUE" for your prospects?

Key Point - You need to begin with knowing your prospects and specifically you need to know what is MOST IMPORTANT to your prospect!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 6 - It's All About Value

So how would you find out what is 'Most Important' for your prospects?

Here's another simple multiple choice for you (choose A, B or C) ...

- A) Pray that you can figure it out
- B) Guess what you think it is
- C) Ask them

So by now, I'm sure you're not surprised ... that the answer is "C" again! Wow ...

As previously mentioned, I'm a big believer in prayer (God has answered many of my prayers) but 'Option A' isn't the answer for this question ... and

Let's be real ... while you might have a lot of insight and be a great guesser, 'Option B' isn't the best solution for this question either ... so ...

'Option C' is the best solution ... so now we know we should ASK our prospects ... but

What specifically should we ask them?



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 6 - It's All About Value

Doesn't it make sense that when you know what is most important to your prospect, you can create GREATER VALUE for them by giving them what is most important to them?

So how specifically would you give them what is most important to them?

First, you need to know what is most important to your prospect ... and not just any general answer ... but the SPECIFIC DETAILS of what is most important to your prospect!

**So again, how specifically would you find out
what's most important for your prospects?**

Before I answer that question, haven't you noticed that I keep using the word "specifically" in my questions ...

Do you think that is by coincidence ... or ... on purpose? I won't even give you an "A, B, or C multiple choice on this one because the answer is so obvious.

Key Point - knowing the specific details of what's most important to your prospect will help you to create an offer that when linked to whatever is most important to them will dramatically increase the likelihood that they will take some desired action (like give you their contact details on a Lead Capture Page).



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 6 - It's All About Value

So, back to how to specifically find out what's most important to your prospects ...

So we know we need to ask them ... and how would you do that?

First it would depend on whether you are in person or asking a group of people online.

I prefer to work online because I can reach a much larger group of people quickly, and I'm going to first address how do find out what's most important to your prospects when you are talking to one of them ... (don't worry, soon I will address how to do this online).

The reason I'm going to 1st start with how to find out what's most important to your prospects is because eventually you must talk to your prospects ... and ...

Knowing how to find out specifically what is most important to your prospect is a **CRITICAL KEY** to your success.

If you are talking to a prospect, the 1st step is to make sure you have developed rapport with your prospects.

Rapport is when your prospects feel that they know, like and trust you.



How to Generate Massive Residual Income For Your Network Marketing Business

Chapter 6 - It's All About Value

So how would you do that especially if a prospect doesn't really know you?

Rather than tell you Guess what I'm going to do ... I'm going to "ASK" a question.

Haven't you had experiences when you have talked to someone you didn't know yet you immediately felt that you really liked them?

As well, haven't you talked to people you didn't know where you felt like you immediately disliked them?

Why does that happen ... and do you think it's a coincidence or do you think you can create the feeling that people will immediately like you?

Again, no survey for Option A, B or C because the answer is that you CAN substantially effect whether someone immediately feels like they know, like and trust you (even if they're talking to you for the first time).

Now the topic of effectively building rapport is something I spend about 15 minutes on my "How to Get Unending Referrals and Enroll More Distributors Now" program ... and ...

Although I don't have time for the details now, I felt it was critical that you realize that you CAN change the way someone feels about you ... and

Once you have rapport, you can easily find out what's most important for your prospect.



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 6 - It's All About Value

As a former trainer for Tony Robbins, I once spent 3 days with just a handful of other trainers getting trained by Tony Robbins prior to his most prestigious event called 'Life Mastery'.

During one of the training sessions, Tony taught us his model for giving presentations to influence thousands of people in an audience at once. Needless to say, the very first thing he does before anything else is to create rapport!

Nothing happens without first developing rapport with your prospects!

Let me share with you a simple process to find out what's most important for your prospects ...

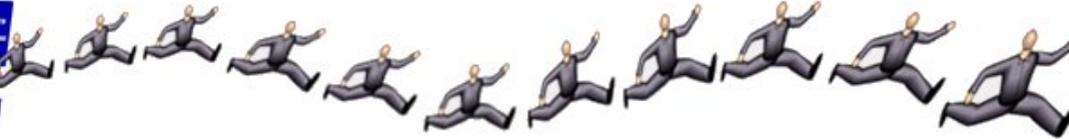
Let's first assume you have a prospect named Jim and that you have developed rapport with Jim.

You would want to say something like the following ...

"Jim ...I'd really like to help you have more of whatever is most important for you in your life (slight pause here) and in order to do that, with your permission, I need to ask you a few questions. Would that be alright with you?"

Now before I go any further, let me dissect for you what just happened which again assumes that you have developed rapport prior to asking your prospect to find out what is most important for them.

What I did was to make an initial request prior to making a 2nd request.



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 6 - It's All About Value

The initial request I had was to ask the prospect if it was ok to help them have more of whatever is most important to them And when done correctly, very few people would ever say "No, I don't want you to help me have more of whatever is most important to me."

Think about it ... actually let me ask you ... in your whole life, how often has someone asked you to find out what's most important in your life, and sincerely wanted to help you achieve it?

If you're like most people, the answer is ... NEVER!

I've asked thousands of participants at my seminars how often they have ever had someone ask them what was most important in their life and sincerely tried to help them achieve it, and only a handful out of thousands of people had it happen to them!

Now ... back to my 2nd request...

The real important thing here is that you want permission for your 2nd request which in my example, was the following ...

"... with your permission, I need to ask you a few questions. Would that be alright with you?"



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 6 - It's All About Value

Do you see what I accomplished by asking the question the way I did ... by making an initial request that almost everyone would agree with, I then would be able to easily get permission to ask a prospect questions to find out what's most important in their life.

Key Point - When you 1st develop rapport, and then ask an "Initial Request" that appeals to your prospect, it then becomes very easy to get permission for your "2nd Request" to ask your prospect questions that will give you extremely valuable information that can be used to influence them IF they are a serious prospect for your business.

Let me clarify that this is not about manipulation ... but rather that if your prospect really has a valid need that your product, service or business opportunity can fulfill, then finding out what's most important for them is very helpful to tie your business opportunity to their need.

Now, back to finding out how specifically you can find out what's most important for your prospect.

Let's assume that you have said; "Jim ...I'd really like to help you have more of whatever is most important for you in your life (slight pause here) and in order to do that, with your permission, I need to ask you a few questions. Would that be alright with you?"

Key Point - When you ask this question, you want to put a little extra emphasis on the word "REALLY " as it will help your prospect to access the 1 key thing that they REALLY want to do.



How to Generate Massive Residual Income For Your Network Marketing Business

Chapter 6 - It's All About Value

And your prospect says ... "Sure, no problem" ... then you would ask ...

"Jim, if money and time weren't an issue in your life, what would be the 1 thing you'd REALLY like to do that you haven't done lately?"

Now here's where it gets interesting ... most prospects will give you a VAGUE answer.

And, do you want a vague answer ... of course not!

Usually you might hear something like ... "I'd like to take a vacation" ... or "I'd like to spend more time with my kids".

So for the purpose of my example, let's assume Jim says "I'd like to spend more time with my kids."

Now, does Jim's answer give you absolute clarity about what he really wants to do with his kids?

Of course not ...

So what do you do ... of course the answer is simple, ask another question!



How to Generate Massive Residual Income For Your Network Marketing Business

Chapter 6 - It's All About Value

But not just any question ... you want to 1st continue to create rapport with your prospect and then ask them a question ... so for example, I would respond to Jim by saying ...

"That's great that you want to spend more time with your kids Jim. I have 2 children myself and they are so precious ... if you don't mind me asking, how many children do you have?"

If Jim says "I have 3 children." you might ask something like ...

"How old are your children and what specifically would you most like to really do with your children that you haven't been able to do lately?"

Key Point - You want to add the phrase "that you haven't been able to do lately" into your question because it will develop a 'GAP' in your prospects mind. The 'Gap' is the difference between where they are and where they really want to be.

You not only are getting them to tell you what they want most, but they are also acknowledging that they haven't been able to do it lately which will motivate them to want to eliminate the GAP in their life!



How to Generate Massive Residual Income For Your Network Marketing Business

Chapter 6 - It's All About Value

For example, if Jim told you "I'd like to take my 3 children on a vacation."

You would say "That's really admirable Jim, I'm sure you really love your children. Where would you like to take them and what specifically would you like to do with them?"

When you ask Jim these questions, Jim will start to THINK about his children and begin to SEE himself on vacation with them doing specific things. He will begin to become EMOTIONALLY involved in wanting to see his dream become a reality!

Key Point - Once you find out what specifically Jim wants to do with his family on vacation, you would then repeat back to him what he told you, followed by your request for him to do something (like go to your website and enter his contact information on your Lead Capture Page).

For example, let's assume Jim told you his wife's name is Ruth and his children are Mary who is 9, Christopher who is 14 and Joshua who is 18 ... and ...

Joshua wants to go scuba diving at the Great Barrier Reef in Australia, Christopher wants to go surfing, Mary wants to swim with the dolphins, and Ruth wants to have a sunset dinner overlooking the ocean.



How to Generate Massive Residual Income For Your Network Marketing Business

Chapter 6 - It's All About Value

So now you know SPECIFICALLY what Jim would want most in his life and you would say to Jim the following (in this example of course) ...

"Jim, I'd really like to see you take Ruth, Joshua, Christopher, and Mary to Australia so that you can have the vacation of a lifetime. Imagine surprising your family at dinner one night with tickets for a 2 week vacation to Australia including an all expenses paid scuba diving trip for Joshua, a new surfboard for Christopher, tickets to swim with the dolphins for Mary and dinner reservations at a hot spot on the beach for your wife!

Jim, what would they say and how would you feel?"

Key Point - be QUIET and let your prospect respond until they are done talking as I've literally had people break down and cry when I've followed this process exactly. For more information on this extremely valuable process, you'll want to order my "How to Get Unending Referrals and Enroll More Distributors Now" home study course.

THEN ... there is 1 more step ... you need to make a FINAL request!



How to Generate Massive Residual Income For Your Network Marketing Business

Chapter 6 - It's All About Value

You would say something like "Jim, I can definitely help you to make that vacation of a lifetime a reality and all you need to do is 1 little thing ... go to my website at (give him your website address) and enter your contact information.

My fully automated global marketing website system will automatically send you follow up messages, and I will be notified that you completed the form on my website.

Only then will I follow up with you personally to share with you the final step needed for you to be able to successfully make money from home. Once you know the final step and follow through, "you can make your vacation a reality".

Now let me ask you a simple question ... would you like to learn a REALLY valuable way to get a LOT of people tell you what's most important for them without ever talking to them in person?

I don't have time in this eBook to give you all the details, but I will give you a 'hint' now and tell you that you can get the rest when you join the Viral Prospector System.

The 'hint' is as follows ...

You want to market ONLINE ... and leverage the power of the Internet so that you can reach a large number of people and ASK them what's most important to them. The key SPECIFICALLY will be how well you motivate them to answer your question ... so ...

Remember my \$5 versus \$20 example and make sure you give them GREATER VALUE!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 6 - It's All About Value

So in conclusion for this chapter, the important question is

Do you have an automated system that provides so much value so that:

- 1) More prospects will give you their information on your Lead Capture page?
- 2) Once a prospect gives you their information, your system automatically provides them with quality value content to meet their needs ... indefinitely?
- 3) Prospects receive so much value that they are willing to purchase information products (we'll talk more about this later) so that you earn FREE Quality Leads?
- 4) Prospects receive so much value that they perceive you as the "Expert" and contact you about your business opportunity?
- 5) Prospects are excited to join your business because they are confident you have so much value that you can help them succeed?

If you don't have an automated system that provides value to meets all these items for you, then join the Viral Prospector System now ... you'll be glad you did!

Bonus Tip - One additional way to create a lot of VALUE for your prospects is to establish yourself as a leader which you can do through becoming a lifelong student and mastering what you do. You will learn a lot more about this in Chapter 8.

Remember the "Pied Piper" story when you were a child?
People will follow a leader!

Chapter 7

Posture = Massive Profits



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 7 - Posture = Massive Profits

When you have a successful system (see Chapter 4) that will generate a lot of quality qualified prospects for you, it becomes much easier to have the Posture that will make you very successful.

Posture = Massive Profits

Let me clarify what I mean by sharing with you a personal story ... one I'm sure you can relate to.

Back in 1981 I was selling alarm systems door to door (now perhaps you won't relate to this part but read on). I was getting compensated by commission and a very small salary so I really needed to be successful.

However, I wasn't doing very well as only about 5% of my prospects bought the alarm. The alarm was on average about \$2200 which in today's dollars would be over \$5000.

Think about it, how often would you purchase a \$5000 product/service from someone who knocked on your door? Not often I'm sure!

Anyway, back to my sad story (initially) before things changed dramatically for the better!

With my limited success, I was very frustrated, in debt, and felt like quitting ... often!

Sound familiar?



How to Generate Massive Residual Income For Your Network Marketing Business

Chapter 7 - Posture = Massive Profits

Maybe you know someone else who is experiencing similar results ... maybe you even know them personally :)

Then 1 day everything changed! I sold an alarm to a woman named Ethel. I had often been taught, at the end of the presentation (even if you don't make a sale) to ask for referrals.

Ethel looked me right in the eye and said, you know Michael, I don't know anyone right now, but if I do, I'll give you a _ _ _ _ !

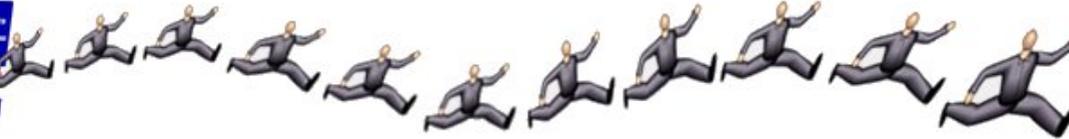
So here's the \$64,000 question ... what are the letters that go in the blanks? If you've been in any kind of sales before, you can probably fill in the blanks ... C A L L!

And if you were able to fill in the blanks then perhaps you also knew Ethel! :)

Now, I had been taught that to help someone remember specific people to give you referrals, you should ask questions that jog their memory.

Not just any questions though, but certain specific questions because the quality of the questions you ask will = the quality of your results.

So, I asked Ethel if she belonged to any groups or organizations and she told me that she belonged to a non profit organization.



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 7 - Posture = Massive Profits

So I asked Ethel who she knew in the non profit organization that would possibly be interested in protecting their home and valuables from the terrible crime in the neighborhood (especially since she lived in Washington D.C. which at the time was the murder capital of the United States).

And I'm sure you wouldn't believe it, but guess how Ethel responded ... I can't think of anyone right now Michael, but when I do I'll give you a _ _ _ _!

By now, I'm sure you know how to fill in those blanks ... right?

Now at that point, most people would have quit asking for referrals. But because I didn't quit (which is a key to your success in building a home based business ... just don't quit) ... I then asked her another question (because Questions Are the Answer)!

I asked her how many people were in her local chapter of her non profit organization. Ethel responded that there were over 300 members ...

Then I got excited and right now would be a great time for you to get excited!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 7 - Posture = Massive Profits

Why ... because I figured if she was the president (a key person with influence over a large number of people) of a chapter of an organization, then she probably knew some people who might also be interested in protecting their home and valuables!

Key Point - A very valuable way to get a lot of free quality leads is to identify an organization that has access to a lot of your ideal prospects ... and then to identify who is a key person of influence in that organization so you can get them to refer people to you or your business.

And, how specifically would you learn how to identify your ideal prospects ...

And, how specifically would you learn how to identify key organizations that have access to a large number of your ideal prospects ...

And, how specifically would you learn how to identify, who is a key influential person in that organization ...

And, MOST importantly how would you get the key influential person to want to give you referrals or refer a lot of people to your website?

The answer is simple ... Questions Are the Answer ... you need to ask certain specific questions to be able to do all of those things.



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 7 - Posture = Massive Profits

Now back to my story ...

So, what do you think I asked Ethel ... another question ... because Questions Are the Answer (are you noticing a pattern here). I asked her where she kept the contact information for the 300+ members of her local chapter of the non profit organization.

I asked her this question because I wanted to get access to the entire 300+ members.

Ethel told me that she had a directory of the members (she even pointed to it in her bookcase).

Now I got very excited ... and *again*, this would be a great time for you to get excited!

Why ... because I'll soon share with you how I got Ethel to willingly give me that directory and how it changed my sales career forever and it will for you as well! I used 2 very key principles to get Ethel to give me her directory.

The 2 key principles required to get a key influential person to give you a large number of your ideal prospects are the following:

- 1) Find out what's most important for the key influential person (we already talked about this one)
- 2) Use the "Principle of Contrast"

Key Point -When you use the "Principle of Contrast" correctly, you can dramatically increase the likelihood that someone will take a desired action.



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 7 - Posture = Massive Profits

You can learn a lot more about the Principle of Contrast in Robert Cialidini's book called "The Psychology of Influence" and here's my adaptation of how to use it for sales as follows:

When you first stress that you can give someone a huge reward (works best when you know what's most important for them), and immediately follow it by asking them to take some small action, then people are a lot more likely to take action on whatever you want them to do.

Let me stress that again ...

Key Point - 1st mention a huge reward (especially tie it to whatever is most important in their life) and then request that they take a very small effort that you want them to take.

For example, with Ethel, I wanted the directory she had and through a series of asking her questions, I found out that the most important thing in her life was to help children in need.

So what I said to Ethel was ...



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 7 - Posture = Massive Profits

"Ethel, I can very likely give you several thousand dollars for children in need (this is the huge reward part of the 'Principle of Contrast') just for handing me that directory" (this is the small effort part of the 'Principle of Contrast' ... because how hard would it be for her to hand me the directory ...

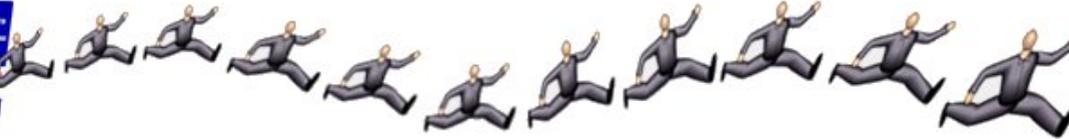
Ethel immediately reached for the directory and handed it to me! Now of course I already had developed rapport with Ethel (which is critical and you can learn more about it in my "How to Get Unending Referrals and Enroll More Distributors Home Study Course") so she felt she could trust me with the directory.

To clarify, I had told Ethel I could "very likely" give her several thousand dollars because I planned to give her commission from every referral that I sold.

Now back to my story ...

Think about how profound it was for me to get Ethel's directory ... just minutes earlier, Ethel was giving me the old song and dance when I asked her for referrals ... "I can't think of anyone, but if I do I'll give you a C A L L."

Then after asking a few key questions (because remember, Questions Are the Answer) she handed me a directory with hundreds of names (which later lead to many sales and totally transformed my sales career).



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 7 - Posture = Massive Profits

I then was able to totally change my sales approach.

When I had a tremendous amount of leads, my attitude toward each prospect was entirely different. Instead of feeling "needy", I felt "confident" because of two things ...

1st - I had a lot of quality prospects so I didn't need any 1 particular prospect to be interested in me giving them a presentation.

2nd - Prospects saw me as an important person (because I had protected the home of Ethel and she had given me their name).

The important point here is that my prospects saw me as an important person and therefore it totally changed my "Posture" with my prospects.

I started qualifying prospects on the phone BEFORE I even went out on a presentation when previously I had so few leads I went on any presentation I could get (very often wasting my time) ...

Sound familiar?



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 7 - Posture = Massive Profits

By qualifying prospects on the phone first, I was able to quickly determine just by their response whether they were a serious prospect or not.

That enabled me to give presentations to only people who were really interested (this principle of course can apply to any type of sales especially building a home based business online).

Within 3 months, I went from feeling frustrated, thinking about quitting and only closing about 5% of my presentations, to a 52% closing percentage, making a lot more money, and became #1 in the country out of over 300 sales reps.

Years later, I was able to create a course called "How to Create Unending Referrals and Enroll More Distributors Now" which has become a very successful training based on the principles I just shared (plus a whole lot more).

As a matter of fact, I trained the telemarketing department at Tony Robbins' company (Robbins Research) on the principles of my referral program and was later told they improved their Best Day Ever by 161% in just 39 days of my live training!

So now that I've told you this long story about Ethel, you might be wondering ...



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 7 - Posture = Massive Profits

What does Ethel have to do with network marketing?

Well of course, the key points aren't about Ethel at all ... they are about "Posture"!

Once I had a tremendous amount of quality leads, I was able to totally change my prospecting approach and so will you!

Think about it ... do top income earners waste their time on anyone?

"Like an archer who wounds at random is he who hires a fool or any passer-by." Proverbs 26:10

Of course not ... they only spend their time with people who are really serious!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 7 - Posture = Massive Profits

And what if you were able to very easily establish great posture with your prospects?

Definition - Posture is the ability to be viewed by your prospect as someone significant/important so that they are a lot more likely to want to do business with you.

So how specifically would you create great "Posture" with your prospects?

First you need to have a lot of Quality Prospects ... as having a lot of poor quality prospects won't change your posture with them at all.

Also, you need to be viewed as someone very important so that they want to contact you!

Key Point - When you have a lot of Quality Prospects who see you as an Expert in something that is very important to them, they will WANT to contact you!

So how specifically would you get a lot of Quality Prospects who see you as an expert (especially in something that is very important to them)?



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 7 - Posture = Massive Profits

1st you need to be viewed by your prospects as an "Expert" ...

So how specifically (have you noticed that I keep using those 3 words "So how specifically) would you do that?

Key Point - so much of our success is a direct result of asking quality questions because "Questions Are the Answer" and a great way to get the specific answers you want is by using the word "specifically" in your questions.

"If any of you lacks wisdom, he should ask God, who gives generously to all without finding fault, and it will be given to him." James 1:5

Remember what I shared with you in Chapter 5 on the "Fortune is In the Follow Up"?

You need to first identify what is Most Important to your prospects and then give it to them for free (see Chapter 6 on Value). Hint ... Hint ... isn't that what I'm doing with this FREE eBook?

Be sure to give to your prospects indefinitely (what we do with the Viral Prospector System).

Ok ... so now you might be saying ... "Michael, I understand how giving ongoing valuable free information about what is most important to my prospect will help them view me as an expert ... BUT ...

How do I get a lot of Quality prospects?"



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 7 - Posture = Massive Profits

Rather than tell you, I'm sure by now, you realize that I'm going to do what ...

Ask you a question of course ... because Questions Are the Answer!

What percentage of prospects that look at a home based business, join a particular opportunity?

Most people involved in network marketing tell me that anywhere from 1-5 % of the people they present their opportunity join their business ...

Wouldn't you agree those numbers are accurate?

So, let's say 5% (which is being very generous) of your prospects are interested in joining your business ... then that would mean ...

At least 95% of your prospects are NOT interested in your business!

So ... how much money does the average network marketer make on the 95% who aren't interested in joining their business?

Everyone I've talked to says ...

NOTHING!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 7 - Posture = Massive Profits

And how much time, effort and money did you spend to get those 95% who never join your business?

Most people say ... a LOT!

So what if I could show you how to easily turn those 95% of those who never join your business into FREE Quality leads ... and

What if I could ALSO increase the likelihood that some of the 95% will join your business so more prospects join your business?

Interested?

Our Viral Prospector System automatically indefinitely (forever unless they unsubscribe) sends valuable follow up emails (on average 2-3 times per week) to your prospects for you ...

Our Viral Prospector System gives your prospects what they want MOST ... which is FREE Valuable information about how to make money from home ...



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 7 - Posture = Massive Profits

And once or twice a week we also let your prospects know where they can purchase an information product (like my "Questions Are the Answer" eBook, or my "How to Get Unending Referrals and Enroll More Distributors Now" Home Study Course (plus other valuable information products)).

Key Point - These Information Products will never take a prospect away from joining your business ... in fact the opposite is true ... the Information Products will only Increase the likelihood that a prospect will join your business AND

50% of any Information Product purchased will go towards paying for Quality Leads from our network of Approved Lead Vendors. Our Approved Lead Vendors are rated by our clients so that clients determine which lead companies create the best leads.

When we purchase leads for the person using our Viral Prospector System because one of their prospects purchased an Information Product, those leads are Automatically Added to the person's Contact Manager.

The entire process is automated where we educate prospects with quality information, and then offer them Information Products that they would be likely to purchase, so we can take 50% of their purchase and buy leads for the person whose site they came from.

Key Point - The Viral Prospector System is doing "virtually" all of the work for you to generate FREE Quality Leads as well as increasing the likelihood that your prospects will see you as an expert and join your business!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 7 - Posture = Massive Profits

Also, our Viral Prospector System will notify you which prospects purchase information products so you know which prospects are serious about growing a home based business!

This alone is extremely valuable because it tells you ...

"This prospect is investing money to learn how to build a home based business"!

Do you really get how profound this is ... let me summarize for you:

- 1) We do "virtually" all the work for you!
- 2) We establish you as an expert because the prospect receives valuable ongoing free information about how to build a home based business that **comes from you (even though we write it) so they see you as the expert!**
- 3) We give prospects an opportunity to purchase (only if they want to) great Information Products to help them learn more about how to build a successful home based business.
- 4) When any of your prospects purchase an information product, you are immediately notified and 50% of the sales price is given to you in the form of Quality Leads (we don't pay cash because we don't want to compete with your home based business).

Excited ... join the Viral Prospector System now (if you haven't already)!

Chapter 8 - People Who Learn More Earn More



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 8 - People Who Learn More Earn More

I've heard it said many different ways but it all boils down to the same thing:

People Who Learn More Earn More!

Just look at successful people ... and ask them, what they have invested in to become successful and you will be amazed!

They always invest in "Continuing Education" ... why ... because it works! Their key point is the word "Continuing" because there is a saying "he who walks with the wise becomes wise".

An Important Survey of Successful People Asked ...

"Now that you are very successful, what would you have done differently early on in your career knowing what you know today?"

The answer virtually everyone (think about that ... Virtually Everyone) gave ...

"I would have invested a lot more time and money learning from people who had already achieved success instead of doing things my way and making mistakes that cost me a lot of time and money!"

**Key Point - Successful people invest in themselves as much as possible!
YOU are the key asset in your success.**



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 8 - People Who Learn More Earn More

I've heard it said that you can either earn your way to the top (the long slow way through much trial and much error) ... or

You can buy your way to the top ... meaning; you can invest in resources (books, CDs, seminars, coaching, information products etc.) and learn from others who have already traveled the path to success.

Just think about it ... how would you answer this question?

Which person wanting to climb a mountain they've never climbed before would get to the top quicker (and safer)?

Someone who tries to climb the mountain all by themselves

or

Someone who gets a guide who is very familiar with the mountain who can show them which path is the quickest and safest?

The answer should be obvious ... right?



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 8 - People Who Learn More Earn More

So why would you ever want to do things all by yourself when you can learn from others ... especially when they have "been there and done that"?

The excuses I used to make were many, but they really all boiled down to 1 thing ... I didn't trust that investing in myself would pay off.

I know ... some of you are saying ... but Michael, I don't have the money ... believe me, I said that a LOT!

Sound familiar?

Let me remind you of a very simple point I mentioned earlier that is in my "How to Get Unending Referrals and Enroll More Distributors Now" program.

Would you give me a \$5 bill if I gave you \$20 in return?

Of course you would ... but, what if you didn't have \$5? Would you go and borrow \$5 knowing that you would get \$20 from me in return?

Of course you would ... as long as you had 100% certainty (confidence) that you would get a much greater return on your investment. Wouldn't you be wise to borrow the money if you had to?



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 8 - People Who Learn More Earn More

So let me share with you my journey ... and my initial struggle with investing in myself and how it changed my life.

My first sales job was selling vacuum cleaners door to door (Kirby) ... talk about a tough job ... but 1 day I met a very successful person who encouraged me and suggested I buy and read 2 books!

Seeing as how I was struggling and he was wealthy, I figured that investing approximately \$20 in 2 books would be wise. One of the books was called "Success through a Positive Mental Attitude" by W. Clement Stone and Napoleon Hill.

Reading "Success through a Positive Mental Attitude" gave me the belief that I could be very successful. In fact, Napoleon Hill said ...

"What the mind can Conceive and Believe it can Achieve" ... he also said ...

"The most powerful instrument we have in our hands is the power of our mind."

He said this after almost 3 DECADES pursuing and researching the success secrets of the rich and famous.



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 8 - People Who Learn More Earn More

Then I got introduced to Nightingale Conant the personal development company that had a lot of cassette programs (remember this was in the 1970s).

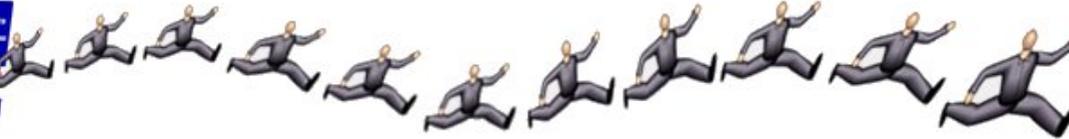
My first purchase was a program called the "Psychology of Winning" by Dr. Denis Waitley with 6 cassette tapes for \$60. It was well worth it!

Then I got introduced to Tony Robbins (yes I was watching those late night infomercials) and he had this amazing infomercial ... and I kept watching it time after time ... and I REALLY wanted to order his program ... except for 1 thing ...

Tony's program, called Personal Power was \$180 ... that was 3 times more than what I had paid for Dr. Denis Waitley's program. I wanted to buy it, but instead of picking up the phone at the end of the infomercial ...

I kept focusing on the COST instead of the VALUE!

Sound familiar?



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 8 - People Who Learn More Earn More

Well needless to say, I finally invested in Personal Power in 1988 and boy was I glad I did ... it really impacted my life. I continued to invest in Nightingale Conant tape programs at \$60 each and built a very nice library of top professional speakers and trainers ... but ...

Of all the professional speakers and trainers ... Tony Robbins was my favorite because his material helped me to create RESULTS ... I told everyone how much I loved his material ... so one day in 1994 ...

My girlfriend told me that she saw an advertisement that Tony Robbins was coming to Washington D.C. (I lived in Maryland at the time) for a live 4 day seminar and suggested I go and see him ... and I REALLY wanted to ... except for 1 thing!

By now, I'll bet you can guess what that was ... the COST!

Again, I was focused on the COST instead of the VALUE ... and even though they had a Money Back Guarantee I kept hesitating. Looking back I can see that the pattern of focusing on the cost instead of the value was what held me back for so many years!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 8 - People Who Learn More Earn More

The cost was \$595 ... that was a lot more than anything else I had previously invested in, and I might not have ever gone except a sales rep from Tony's office called me to tell me that my girlfriend had signed up and if I wanted to go I had better sign up now or they would sell out!

I was shocked ... my girlfriend didn't even really know Tony Robbins ... she had only heard me talk about how much he had changed my life ... yet she had signed up!

Well, there was nothing for me to do but sign up and boy was I glad that I did as it changed my life ... FOREVER!

When I got to Tony's event called Unleash the Power Within (UPW), I was waiting outside for the doors to open ... if you've ever been to a Tony Robbins event it can be quite the event before the doors even open ...

I heard people talking about Mastery University ... now I had never heard about Mastery University so I asked ... what was it and my other favorite question ... how MUCH did it COST (are you noticing a pattern here)!

I nearly fell on the floor as people told me that Mastery University was \$7,995! Now I KNEW that I was NEVER going to invest that much on anything ... EVER! Did I say that ... well I was wrong ... because ...

At the end of the 3rd day of UPW, Tony gave us an invitation to attend Mastery University and I RAN to the back of the room to sign up ... why ...



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 8 - People Who Learn More Earn More

I KNEW that his program would change my life forever ... and you know what ... it DID! Why ... well if I had about a year to tell you I would, but for starters here are just a few reasons ...

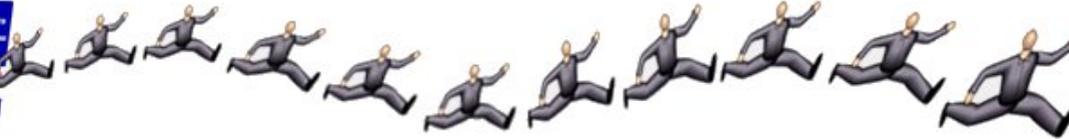
I met amazing people at Mastery University one of which (Scott) is a very good friend to this day ... just think about this ...

What type of people would invest \$7,995 to attend Mastery University (by the way I hear it's a lot more now)?

**Quality People committed to improving their life and growing their business.
Quality people know the value of creating business partnerships or joint
ventures (or simply refer business to each other).**

Scott for example referred us a client that will make us over \$30,000 this year ... and that client lead to another \$46,500 in initial sales that should bring a minimum of another \$52,500 profit this year ... so we will easily make at least \$129,000 just from Scott this year (doesn't include the ongoing residual we'll earn in the future). This is just from 1 contact I met at 1 of Tony Robbins' events.

So let me ask you, was it a wise decision to invest \$7995 to go to Mastery University?



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 8 - People Who Learn More Earn More

Then, I eventually became 1 of only 10 paid trainers to work for Tony Robbins and travel around the world supporting him at his live seminars doing 1 on 1 and group coaching of his key participants after an event.

What do you think I learned (and earned) from those experiences? PRICELESS!

For example, at 1 Tony Robbins event where I was a Trainer for Mastery University, Tony shared something that was profound for me when he said ...

The only reason he was doing things that we weren't doing is because he had taken massive action ... he had experienced things thousands of times so he could immediately identify PATTERNS ...

Patterns of things that work ... and Patterns of things that don't work ... So that he could immediately respond to people and situations in a way that would create a maximum result.

Now I don't know how that impacted you ... but what it did for me was give me certainty that by learning what others knew, and taking massive action, I could accomplish virtually anything!



How to Generate Massive Residual Income For Your Network Marketing Business

Chapter 8 - People Who Learn More Earn More

I stopped being a trainer for Robbins Research (Tony Robbins' company) in 1996 and started by own training company in November 1996 focusing exclusively on supporting people building a home based business.

I was able to self publish my own Best Selling book ... can you guess what it is by now ... "Questions Are the Answer; What Are You Asking For?" I sold 10,000 to a top network marketer and 6,667 to another person on my first printing.

Instead of paying to publish my book like almost every other author ... I made a lot of money from my first printing. Later I was even offered a lot of money (which I accepted) for someone to get the resale rights to create a derivative work from it).

I then (in 1998) created my "How to Get Unending Referrals and Enroll More Distributors Now" as a cassette tape program. It has sold countless copies and is now a 2 CD program that I offer as a home study course as I've had countless improvements to it.

My company Priceless Possibilities then started creating systems to support Network Marketing Leaders and Companies in 1999. Today I am making a multiple six figure income (not revenue but amount reported to the IRS for me personally) from home.

So was my onetime \$7,995 investment for Mastery University a wise investment?

Key Point - World famous professional speaker Jim Rohn said - "Formal education will make you a living; self-education will make you a fortune."



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 8 - People Who Learn More Earn More

Multi millionaire Robert Kiyosaki author of "Rich Dad Poor Dad" talks in his book about the 4 different quadrants that someone might be in ... and that the main difference between someone in the "E" (employee) quadrant and someone in the "B" (business) quadrant is simply how they think.

Key Point - This difference between those who make millions and those who work for millionaires can be boiled down to 1 thing ... how they think!

In a recent 6 month period, I have invested over \$30,000 from top Internet marketers (and close to \$200,000 in my lifetime ... and again, I'm not saying this to impress you but rather to make a point ...

So the point is ... you think I'm crazy ... right?

But before you jump to any conclusions, let me ask you as simple question.



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 8 - People Who Learn More Earn More

Would you invest \$5 if you got \$20 in return? Of course you would.

Would you invest \$500 if you got \$2000 in return? Of course you would.

Would you invest \$50,000 and got \$200,000 or more in return? Of course you would.

So, would you only invest \$5 ... or \$500 ... or \$50,000?

Who would be the crazy person ... the one who kept investing or the one who only invested \$5?

You see, I've found out (first the hard way through the school of hard knocks) that the world will reward you for having specialized knowledge (as long as you put it into action).

And, remember the quote that I mentioned earlier in this chapter which said that ...

You can work your way to success (the long, hard and slow way) or you can buy your way to success (a lot shorter, easier and faster)!



How to Generate Massive Residual Income For Your Network Marketing Business

Chapter 8 - People Who Learn More Earn More

What do I mean by "buy your way to success"? Invest in specialized knowledge from people who have already achieved the success you desire and have "been there and done that"!

What most people don't understand is that specialized knowledge (successful strategies, techniques, tips, secrets and information about how to do a lot more with less etc.) is worth far more than its actual cost.

That's why I am a lifelong learner and invest in many products and services and so should you if you truly want to succeed.

The more expensive the product or service (not always, but often) the more value it has to offer.

And, especially at expensive live events, I've also found that the value of what I recoup is considerable because of the quality people I meet at those events.

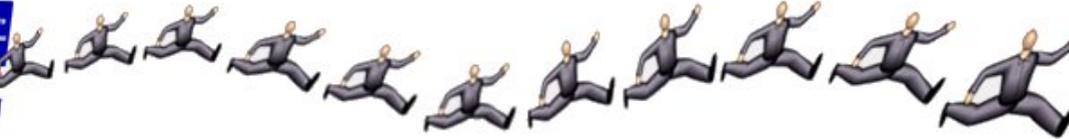
Think about it, if you invested \$7,000 or \$12,000 for a live event like I did recently, what type of people would also invest \$7,000 or \$12,000?

Successful people who have a success mindset!

**When you make investments to learn specialized knowledge ...
Don't think about the cost - Concentrate on the VALUE.**

Remember by \$5 vs. \$20 example ... would you invest \$5 if you received \$20 in return?

Key Point - People who learn more earn more!



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 8 - People Who Learn More Earn More

The Viral Prospector System is a System that provides you with a lot of specialized knowledge from me and many of my mentors as well as Top Income Earners and Trainers in the Network Marketing Industry.

As well, we provide a lot of specialized knowledge from me and many of my mentors that are Top Internet Marketers.

The exciting thing for you is that you can easily get all of it for FREE! Check out the Viral Prospector System ...

We have a FREE 7 day trial period so there's nothing to lose except your frustration, debt, and working for someone else.

Chapter 9

About the Author



How to Generate Massive Residual Income For Your Network Marketing Business

Chapter 9 - About the Author

This eBook was written by Michael Price of Priceless Possibilities. In closing, I pray that you utilize the information in my eBook and create tremendous success for you and others. Please use your success to make life better especially for those who don't have a choice ...

Specifically, I support several Christian ministries of which several have as their main focus to help orphans. I do this because I love Jesus and he has blessed me tremendously.

Prior to becoming a Christian, I tried very hard to be a "nice guy" ... I worked very hard and had success (according to many) but I still never was content.

I achieved a lot in business, but never got married (till I was 46) and believe me I tried (grin) ... until ...

I committed my life to Jesus and I also committed my business to Jesus. I literally remember the day when I cried out to God in my desperation and told him that if he wanted me to be single for the rest of my life because that would help me do more for him, then that was ok with me!

I also told him that if he wanted me to be married so that I could do more for him, then I was willing (finally) to let him choose the woman for me! It's a long story, but the short version is that very soon thereafter, I met my amazing wife and we married in September of 2004.



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 9 - About the Author

I have several friends who are pastors and they said it was the most God honoring marriage they had ever seen. That made me very happy to hear that because I wanted to honor God for blessing me as he is a faithful God.

My wife and I now have 2 beautiful toddlers (Jaedyn and Joshua) with a 3rd on the way, and I get to spend a lot of quality time with them.

Because of the amazing opportunity that network marketing provides, I have been working from home for many years and I make a multiple six figure income.

I'm not saying that to impress you, but rather to hopefully impress upon you that if your way isn't working, and if you don't know Jesus Christ as your personal Lord and Savior, then my prayer for you is that you have the privilege of knowing him personally.

Whether you are a Christian or not, would you please do 1 thing for yourself ...

Read 1 chapter of Proverbs each day (there are 31 chapters in Proverbs). I suggest you read 1 chapter each day that corresponds with the date (for example, read chapter 7 on the 7th of the month and Proverbs 8 on the 8th of the month etc. which should only take you about 10 minutes a day.

When you read the bible, pray and ask God to reveal what he wants you to know and what he wants you to do when you read.



**How to Generate Massive
Residual Income
For Your Network
Marketing Business**

Chapter 9 - About the Author

The Lord has revealed many things to me as I have come to know more about him by reading the bible and sincerely seeking him in prayer.

He has changed my personal life and business success tremendously and I owe all of my success to Jesus Christ and my personal relationship with him.

He has shown me that the more I give and try to help others, the more he blesses me. I encourage you (if you aren't already) to make sure you are following the 1 and only thing Jesus mentions in the bible where he challenges us to prove him wrong.

In Malachi 3:10, Jesus said "Bring the whole tithe into the storehouse, that there may be food in my house. Test me in this," says the Lord Almighty, "and see if I will not throw open the floodgates of heaven and pour out so much blessing that you will not have enough room for it."

I have been tithing for many years and God is faithful ... don't cheat yourself ...

You will always reap what you sow ... so trust God, bless others and get prepared to be BLESSED far more than you can possibly imagine.

Wishing you God's BEST,
Michael Price
Priceless Possibilities
Creator of the Viral Prospector