

# Attraction Marketing Secrets for Network Marketers

by

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*This book is dedicated to Todd Falcone, Jordan Adler, Randy Gage, Art Jonak & Eric Worre  
for making my dreams come true.*

## INTRODUCTION

The biggest concern for network marketers is obtaining “leads”. We want to get as many prospects as we can into our “sales funnel” because it’s a numbers game, and the more leads you have the better.

As network marketers, we are plagued by “experts” who have the latest and greatest lead generation system. We find out these “experts” are actually network marketers in disguise trying to get leads themselves!

The hunt for the best lead generation system is over. You can get many leads a day for free, by just who you are on the Internet; Attraction Marketing for Network Marketers breaks down all the steps in creating a “Brand” for yourself and getting leads to come to you, rather than you chasing them.

# I

Thanks for downloading the ebook, **Attraction Marketing Secrets for Network Marketers**. Network marketers have a rough road ahead of them, but travel the rocky road to the final destination will most likely reward them a six or seven figure income.

Your “short-game” in this business is to study your “back-office”, activate your autoship, set up your downline rotator, email your upline, and use the product.

Your “long-game” is the focus of this book. What is a “long-game” you ask. Pretend you’re a farmer. You wouldn’t expect to throw some seeds on the ground and expect a crop to sprout in two weeks would you? The birds would eat the seeds and the rain would wash the rest away. You would have to cultivate the soil, add nutrients to the soil that produce ideal growing conditions, then dig and sow the seeds. You would have to water and protect the seeds as they sprout for at least 3 months.

In network marketing you’re a farmer and you just bought the farm, the equipment, the tools and the dirt. Now you have to learn how to farm. Most network marketers rush to tell their friends they have a farm, but the new farmer has no produce to offer the friends to taste, or if he does he tells his friends to eat an entire raw squash right there! The friends think you’re crazy and you argue with them, “No, it’s great, eat the whole thing!” The friends leave and write you off as crazy.

Relax. Your seeds are still dormant ten inches down in the soil. Go back into your house and Google “cultivating”. Learn about seeds. Learn how much sun and water they need. If you get greedy and think more water on your seeds will produce bigger vegetables, you will kill the seeds before they sprout.

In network marketing the best thing to do is work on yourself first. Network marketing is all about people who are very intuitive and quick to discredit you if they smell greed or false intentions.

The quickest thing to do to work on yourself is to read books. If you don’t like to read, your chances of success are already down 50 percent. If you want to read more, but don’t have a bookstore near you, that’s okay. In fact, eBooks are the only way to read books these days and you can get a Kindle Reader or a Kindle App on your smartphone.

Once you download the Kindle App onto your phone for free, order “Go Pro” by Eric Worre, and “Think and Grow Rich” by Napoleon Hill. These books will help you immensely in building a strong network marketing foundation.

Now, let’s work on your long-game while your seeds are still seeds. A lot of people still love Facebook, but for people like me who have no organic friends on Facebook, I would skip it for now. The quickest way to get your message out there without really knowing anybody is Twitter. I love Twitter and have over 186,000 real followers who see my messages every day, but don’t worry about the numbers they will come to you as well. (Follow me here: <https://twitter.com/SimplyAfterDark>)

Let’s triple our efforts, shall we? Create 3 Twitter accounts with 3 separate Gmail accounts. This will take you an hour to four hours to do. Go to Gmail.com and make your first or second gmail account right now.

Once you have your first email, create a Twitter account. If you already have one, make 2 more. You will need to upload your profile picture and background picture onto Twitter. Find out the dimensions for both. Use a real headshot for all three twitter profiles. People like to see real people, not a stock photo or a picture of a car, that’s okay for your background photo though.

Let’s say your name is John Gosham Smith. Your twitter accounts could be called:

**John Smith**

**J. Gosham Smith**

**John Gosham**

If you want to get International exposure to your network marketing business you could do one for Spanish, one for Norwegian and one English, or whatever country you like, but still be real, use a variation of your real name, but when it comes to tweets and your bio it will be in the language of that country you chose. If you don’t know the language, get a translator on Fiverr. We will discover what tweets are your most popular later, which you can have translated and kept on a Word Doc for when you want to tweet in that language.

So, with all three Twitter accounts you will be delicate with them in the beginning. Do not spam anyone through direct message, you will be suspended pretty quick. The safest thing to do in the first month is tweet popular quotes (Google ‘Goodreads’ Q quotes). Use quotes from a field of interest you like, like business quotes and life quotes. If you want to be taken seriously don’t tweet mushy love quotes meant for 13 year olds.

Following on Twitter is key to building your Twitter, but you have to start slow or they will temporarily suspend you. A safe number to follow is 25-50 a day, 5 days a week, take Saturday

and Sunday off. Don't follow celebrities, most won't follow you back. In two weeks you will have followed 500 people. Ideally 200 have followed you back by now.

Now, it's time to unfollow people who have not followed you back. It's been two weeks, if they haven't followed you yet they probably won't. This is where you get a free version of an "Unfollower" App. I either use Justunfollow.com or unfollowers.me. They are free if you only "unfollow" up to 100 people a day. There's others out there but I'm only familiar with:

**Justunfollow.com**

**Unfollowers.me**

**Unfollowspy.com**

Try one for each of your Twitter accounts. What you do is log into one of your Twitter accounts and open a new window in your browser and go to unfollowers.me. Sign in using the Twitter sign in button. Then, authorize the app to go into your Twitter. You want to unfollow the oldest followers first. The ratio I like to use with a beginning Twitter account (1 month old) is follow 50/ unfollow 25, five days a week. Also, click on the box to send a "direct message" to your new followers. This is where it is okay to say something about your opportunity. I use, "Would you like to earn an extra \$500-1000 a month? Go here: (your shortened link).

Keep retweeting interesting content and quotes. You can put your opportunity link in 1 out of 5 tweets you do. Keep building your Twitters daily. Once they get bigger (3k followers) you can automate your tweets. I like automating my tweets with Bufferapp.com You set-up a time schedule when you want the tweet to go out, then you load the buffer with tweets. You have to drag and drop previously tweeted tweets from the analytics tab back into the twitter tab to get them tweeted again. If this sounds foreign to you, find a video on Youtube for Buffer tutorial.

Buffer is great. I set it up to tweet overnight and I found a whole pocket of European followers who signed up to my company. I found hundreds of leads from a market that I basically slept through before. Buffer is only 10-20 bucks a month and is worth it!

If you want to automate everything on your Twitters and you're ready to go big, then get: Tweetadder.com. Again watch tutorials on how to set it up. This program follows/unfollows for you and tweets. This is all you need right now with twitter.

Next, you are going to set up three blogs, using:

**Wordpress.com**

**Blogger.com**

**Quora.com**

Again, use your real name and a sub-title like:

**John Goshom, helping MLM become mainstream...**

Using your real name everywhere solidifies your “brand” and the subtitle tells people that you’re not just hyping a product. Once you get used to being a network marketer you will understand that you will benefit more in the long-run helping others get successful before yourself. This is the key to Attraction Marketing. Become the go-to expert in your desired field.

Be sure and upload the same profile picture for every site. People want to recognize you immediately and trust you and they can’t do that quickly if you use various headshots of when you were bald, had a Mohawk, then a business-type style. Stay reliable with your image and your bio. Wouldn’t it be weird if you walked into McDonalds and they offered dog grooming and nail designs under “large fries?” Stay consistent.

We will post on these blogs after you create a 2-3 minute introductory video of yourself. Use your camera and film yourself telling a short story of your “why.” Your “why” is basically your rags to riches scenario, but be real. My story was that I was tired of flipping burgers for a living, partying way too hard, had a heart-attack at age 32, and was sick of my failures. I ended my story by discovering my calling and now I am successful and have an abundant life. For a more detailed bio of me go here: [erikchristianjohnson.com](http://erikchristianjohnson.com)

Tell a brief story about yourself. Be real. Be humble. If you go into a rampant sales pitch you will instantly shatter your credibility. Just relax about your company’s products. The longer you hold out on your “pitch” the bigger the reward is in the end.

Now that you have a video on your camera, or other device, save it to your desktop. Save it as the name you’re going to title it on Youtube. Google spider bots look at all the details of things you post on the web, even names on files, so this will help your “Search Engine Optimization.” Upload your video, name it, then put your website or blog address link first in the caption box, then a brief description.

After the description is done hit the enter button several times until you can’t see your description anymore. Then, write keywords related to your video separated with a comma, like this: “network marketing techniques, MLM tips, my story, how to survive cat needing, how to network market.” Okay, leave the cat out. Then, copy and paste this group of keywords and paste it into Youtube’s keyword box. They will automatically be separated into keywords. Hit the publish button.

Now, you have your first video! Hit the share button under your video and click the yellow and white “B” button, this will take you to Blogger. You will have to authorize Youtube to access your Blogger. Your video will then appear in the Blogger box. Put your mouse to the right side of your video and click enter a few times until you have created space under the video to write a

brief 100-200 word paragraph about your video and who you are. Then, post a link to your website or other blog. Highlight the link and hit the “link” button in Blogger to make your link live, then hit publish or post.

Then, go to your Wordpress.com blog and hit the post button. Choose “Video.” Copy and paste your video link by hitting the share button on Youtube and copy and paste the video link into the little box to the left in your new video post on Wordpress. Title it and post a UNIQUE 100-200 word description for the video. It has to be a different version from your post on Blogger so that search engines recognize it as being unique. Add keywords. In Wordpress, one worded keywords are okay, like their categories: wealth, success, entrepreneur, jobs, network marketing, MLM, money. I use these and get onto many different areas of Wordpress.

To “turbo-charge” your new post, go to “Reader” in the top left of your blog and go to the categories you just posted as keywords. Start with “wealth.” “Like” every post down the wall until you get tired. Then move onto “Success” and repeat. People will come look at your blog when they see you “liked” theirs. I like posts until I receive 50 views to mine. It usually climbs to 100 views by the end of the day. Be sure and have a link at the bottom of your post that leads them to your website or Youtube channel.

Then, go to Quora.com and write an article and post your video. Make sure the article is again UNIQUE. Add appropriate keywords, add your video & website link and publish.

Okay, so basically you have created a “link chain.” You have links on your Twitter bio under “website”, you have a link below your video and you have links on 3 blogs. If they all direct back to your company website or pre-enrollee capture page, that’s 7 backlinks.

The last website I use to tie all these together is Slideshare.net. It’s a very popular website that is overlooked by many, but gets ranked high on Google. Go ahead and create an account. Use the same profile picture you’ve been using, or just sign in using Twitter or Facebook. Yes, I know, I said Facebook.

Slideshare seems complicated at first until I discovered where to create slide presentations using docs.google.com. Go there now and click on “presentation.” Choose what kind of template you want to use. I like the “cool” template with a gradient grey scale. Don’t use wild templates because they will distract people away from your writing.

Go ahead and title and subtitle your first slide. This will be a very short version of your post about you on your blogs, relating to your first video. The second slide to choose would be a “blank” one. Go ahead and experiment writing on it. You have to write in the text box below then copy and paste it onto the slide. Then you can increase the font size, change color and font style.

Write 5-6 slides about who you are and the second to the last slide choose a blank slide and go to “Insert” and copy and paste your video link again from Youtube and put it in the URL spot. Your video will then appear in that slide! The last slide is then: “Please visit: (your website) for more info. Add your website as a live link by going to “link” up to the right.

That’s it! Download the whole presentation as a PDF. Save it to your desktop and upload it to Slideshare.net. Make sure to title it, add a short description and add relevant keywords. All your titles should be similar to one another, but not the same, example:

**Work with John Gosham**

**My Story by John Gosham**

**Meet Entrepreneur John Gosham**

Now, you have completed a full cycle and this should be done every other day, no less. Here’s a sample of a daily schedule:

**Wake up.**

**Follow/unfollow on Twitter, tweet 3-5 times on each.**

**Film your video. (tutorials, not hyping product)**

**Post on Wordpress. (Like other posts till you have 50 views)**

**Post on Blogger (by hitting the Blogger share button through Youtube)**

**Post on Quora (Unique article, relevant keywords)**

**Slideshare presentation of video.**

**Add links to all of the m.**

Do this every other day for one year. People will take notice of you. In fact, you will have a sizeable following and people will want to work with you. This is Attraction Marketing in action. You can add more social media sites when you get the first system down.

I follow on Pinterest after I follow on Twitter because I think Pinterest is going to be huge. Just think of the possibilities with Pinterest, especially when 3-D images come out, 3-D GIF’s in action. You could turn your whole Pinterest wall into an animated design using different colorful 3-D pins. You could make a waterfall or a giant face. (Just a thought, Pinterest, you might want to work on that :) If this is overwhelming you, break each step down and take your time.

When I started my network marketing business I ignored my upline, because I was bull-headed and thought I could do it alone. About two months later, I came around and looked at the methods my uplines were doing. I still felt the aura of “old school” when speaking to them. I wanted a system that was all online. Their argument was you still need to form relationships with these people. I agreed somewhat, but the “depersonalization” the internet, and especially smartphones are causing, won't be a concern of mine ‘bonding’ with people in a few years.

Think about it, look around and see the sea of people in public with their faces glued to their Smartphones. People have moved online, literally. One of the biggest websites out there is called, SecondLife. This is a virtual playground for people online. There's actually people making a living by designing clothes, weapons, cars, fancy body parts for your avatar, etc. on SecondLife. This is scary. Also, people are meeting other people on there and forming SecondLife relationships, fine and dandy if you're single. My point is that human interaction as we know it is changing very rapidly. Don't get me wrong, you can still form awesome friendships in person and life is beautiful. Life is in the eye of the beholder...

I'm not a social butterfly and human interaction for me is intense and most of my downline is International. This is okay now in network marketing and I'm glad. I want a system in place for my new members that they can plug into online, i.e. webinars, training calls, videos. I'm not going to Australia to say hello to one of my members. Yes, there's Skype. If you want to chat go on Facebook. I'm happy clicking my mouse and don't have to get dressed to leave the house and go to networking events that rarely work building my business.

Before I began network marketing, I had tried everything under the sun to make money. The keyword here is “tried.” Most people try things and quit. Most people are professional quitters. Every year, after New Year's Eve, the gym I go to fills up with new faces; people pumped up and ready to embark on fulfilling their New Year's resolutions. They last a month, and 75% are gone and the gym is quiet again. It's a silly game of self-deceit and believe me, my middle name was “denial.” But, I had been beaten down so many times by lusting after the quick dollar, or tackling new occupations I didn't work at, that I began to wise up. I began asking myself “when am I going to stop quitting things and see something all the way through?”

I read the book “Go for No” by Richard Fenton and it dawned on me that every time I got close to the edge of “failure” I turned around and ran back to safety. I read further that true success comes after the “temporary failure zone.” You have to go through the setbacks, move around roadblocks and brace yourself during turbulent times, and when you open your eyes and it's a new day, that new day could be filled with the glimpses of success. You will get nice surprises left and right. You will get checks in the mail, people will request interviews with you, your lover no longer calls you names.

But, this takes massive endurance and the only way you can keep going is to have a strong “why.” What's your why? “Why” is because you've been divorced, fired, alcoholic, abused,



ridiculed, mocked, lied to, deceived, ridiculed by bosses, the street lights are red too long, etc. But, you rise above it because, you're worth more than that, you want to buy your mom a house, you want to pay off a huge debt, you want to fire your boss, your old friends are laughing at you from their barstools and you're going to change all of it! That's your "why", and remember it every morning you wake up, and pray to it because it's your story for a reason. If you quit, it's your story; if you prevail and climb the ranks in your company, it's your story. You're the only one who lives with your story every day.

In the beginning of your network marketing career you are like a gangly freshman. People will tease you and the bullies will drive nice cars and work at a job that pays a reliable income. You have no income yet. 80% of network marketers make 20-40 bucks a month in the beginning. Don't despair. The leaders in your company usually have brought in years of experience, but to you it seems like they're overnight successes. Don't quit your day job yet, but take pride in your new business and prospect during your lunch break using your phone and in the evenings. You might have to give up a show or two on TV. Treat this like a business and it will pay like a business; treat this like a hobby and it will pay like a hobby.

How are your seeds doing? "What seeds?" you ask. Yes, your farm that you bought. Oh right. Anything growing yet? I see a little green sprout and it's the realization that this network marketing business is serious, but be happy you found it. What other industry can you start your own business for 75-200 bucks a month, have marketing materials already made for you, and the product is drop shipped to your customers and distributors? I love it and you probably want to also.

Back to your daily routine. How are your twitter accounts doing? If one got suspended, click the link they offer to unsuspend it and slow down on following/unfollowing. It's time to look at your tweet stats in Buffer. Buffer will email you the most popular tweets you have posted within the last week. Begin saving these reports of your best tweets for your opportunity. Copy and paste the best tweets into a Word Doc. and save as "top tweets."

If you have a Spanish Twitter and let's say a Russian Twitter you would then find a Spanish and Russian translator on Fiverr. You would send them the Doc. for them to translate. Leave enough space in-between tweets so the translator can put the translated tweet underneath.

Now, you have your best tweets in the foreign language you desire. Copy and paste a tweet into the tweet space and grab your company's link, shorten it using buffer, and Tweet it. Now you are tweeting your best tweets to the foreign market. My biggest dream is to have team members in all the countries I want to visit. Yes, I said I dislike social interaction, but I would be blissed out in a foreign land and can 'turn it on' when I need to.

Inside buffer you can see how many people clicked through on a tweet, which is helpful to know which ones are working or not. Also, Buffer has pre-made tweets for you from other news sources, so if you get tired of creating your own tweets you can use their suggestions. Right now

they offer 25 a day which is a lot, but if you use too many, your personal message will be diluted which can harm your business.

The more followers you have on Twitter the more you can tweet, in my opinion. I have my Buffer set up to tweet every 15 minutes. Now, you might lose followers, this is normal, but you are probably getting more followers than unfollowers. If your stats in your unfollower program says “Followed You: 48” & “Unfollowed You 96” for the day, then you might want to slow down the promotional tweets and add more quotes. People love quotes and will follow you just because of it.

Once you get efficient with the system I showed you with posting videos, blogging it, and doing a Slideshare presentation, you can add more sites to the mix. You can add:

**Stumbleupon.com**

**Scoopit.com**

**Hubpages.com**

**Squidoo.com**

These are called 2.0 websites and are like blogs you can set up and share with a community. Hubpages is kind of picky with quality issues, so make sure your video quality is good and your content is original and not spammy. Of course, add your video where you can, write a short original post, add keywords and link back to your main website. If you do these four extra websites and link your articles back to your website that’s 11 backlinks!

I’m not going to get into the technical details of each site because I’m not a technical type of person, but there’s plenty of videos on how to set up each one.

With doing the system every other day, you will accumulate massive amounts of your content on the internet, which will slowly rise to the top of Google and you will start getting “organic” traffic back to your site. Organic traffic are people that found you on their own, not traffic you paid for, or lead there with advertising. Organic traffic is the name of the Attraction Marketing game.

Back to making videos, if you are confused on what to talk about, visit: [Askmlmerik.com](http://Askmlmerik.com) You can find ideas from my videos, but basically you want to be honest with your viewers and share your new experiences with network marketing. Pretend it’s a video diary. Once you get better at it you can delete the older ones, or change the settings to “private” for the ones you want to hide. Remember, you can “fake it, till you make it.” The more you do anything, the more confident you will be.

Another great website to super-charge your video submission process is OneLoad.com. This is where you can set-up 6-10 different sites that accept video, so when you want to publish a video

using the file from your camera that you saved as a file on your desktop, you would go to OneLoad.com. Upload the video, add title and keywords and a link to your website and hit publish. OneLoad will distribute your video to all the platforms you activated on OneLoad. It saves a ton of time and your video is now on many sites instead of just Youtube!

Most network marketers don't know what to do when they start out. It's the most vulnerable time and one negative comment from friends or family can derail you instantly. My suggestion is to not mention it to your friends or family for at least the first month. Take this time to learn as much as you can. Be careful here, it's easy to get stuck in "learning mode" and never share your opportunity with anybody.

Find a "running partner", someone who is positive and ideally has joined the same time as you, possibly a boyfriend or girlfriend if they are supportive of you. Connect with your upline. If your sponsor is M.I.A. go to their sponsor, keep moving up the ladder until you find a positive mentor who can help. In the meantime, read each night and visualize your future of where you want to be in 3 months, 6 months, 1 year, 2 years.

Write down specific goals for each time frame and look at them in the morning and before bed. Your subconscious mind will begin working to achieve those goals if you have a "burning desire", faith, and your "why" is strong enough. I didn't believe it at first, but the more I used positive self-talk or "auto-suggestions" the more I saw miraculous things happen in my life. It's not voodoo. You attract what you think about and if you think your life is hard, your job sucks and your friends are stupid that's what you'll have. Think rich.

**Here's what I say to myself two hours each night:**

***"I get one new IBO each week from around the world, because I'm a Network Marketing professional who attracts entrepreneurs, leaders and motivated individuals."***

***"I am open and receptive to the wealth and abundance the Universe gives me, and I pay my bills off in full each month and eat dinner out three times a week."***

***"I attract wealth. I am a money magnet. Money flows to me like water runs downhill."***

***"I travel the world helping others become successful and I rescue animals."***

***"I forget the past, embrace the future and stay in the moment."***

Positive self-talk is very important. If you have any subconscious negativity associated with MLM, network marketing, and/or money, it will be hard to grow your business. Change your surroundings to a positive environment. I had listened to hardcore music since I was a boy and one day I really listened to the lyrics. Yes, it took me 25 years to listen to the lyrics. Not really, but as a musician myself I mostly listened to the drumming and guitars, the lyrics were usually blurred by the loud power-chords of the guitars. Anyways, I had turned off the TV years ago and now my music was changed to uplifting meditative songs. No lyrics usually, just waves and whales singing. Yes, I know what I'm typing. I haven't been hacked by third-world spiritualists. ☺

On to Prospecting, prospecting is where it all happens. If you're not sharing your opportunity with people you're not growing your business and earning money. The system I gave you is the long-game, but that will take time to see results. In the meantime, you need to prospect beginning in your second month. Here's a timeline:

1<sup>st</sup> Month: Learn network marketing. Get familiar with your company. Begin the system that I showed you. (videos, blogs, Twitter.)

2<sup>nd</sup> Month: Begin prospecting.

3<sup>rd</sup> Month: Teach new members how to duplicate. The easier your system is the quicker your team will grow.

The most basic explanation of this system is:

- a) **Join the company/ Love the product**
- b) **Recruit people.**
- c) **Teach those people how to recruit.**
- d) **Repeat.**

That's it. You can either prospect by leading with the product, or lead by the opportunity.

Example:

**Lead by the product: "This has helped me lose 30 pounds in 3 months."**

**Lead by the opportunity: "Earn a second income without getting a second job."**

The smaller the step is for a new prospect to join your opportunity, the more likely they will sign on. It's easier in my opinion to promote something that is \$75 a month to start rather than \$600

to start. That's just my opinion, there's high-end distributors who sell \$4000 products/packages and that's great also.

There's a big misconception in network marketing. People think it's "selling." It's not. If you truly love the product, you would "share" it with people, just like you would "recommend" an awesome movie to someone. People think they have to fill their garages with products and sell them from the back of their car in parking lots. Not true. If someone signs up under you, the product is "drop-shipped" directly to them. You don't need a surplus of products, only what you personally use. If anyone tells you to buy more product than you need to qualify for bonuses, run the other way.

If the network marketing company you join or want to join has no tangible product, coupons and savings cards don't count, then it's likely a Ponzi Scheme. Defined by the Federal Trade Commission: "A Ponzi Scheme is ran solely for the purpose of recruiting others for commissions, no product is exchanged." There's a lot of "matrix systems" online where you bring on 3 people and they bring on 3 people, etc. and you get paid. That's a Ponzi. Stay away.

Network marketing is the only industry I know of where you can make \$20k, \$50K, 100K a month with a minimal investment of 75-200 dollars a month. Your company provides marketing tools and some companies have 'capture pages' and when someone signs up through the capture page, the company's autoresponder sends a series of emails to the prospect. This system is cutting-edge and does 90% of the work for you. I was lucky with the company I chose. I joined because I loved the product, luckily for me they have capture pages for members I can shorten and tweet. Here's one of the capture pages I use: [Here](#)

I get 5-15 sign ups a day with this through my Twitter and blogs. Of course, they are still semi-cold leads, but the more descriptive my message in which got them to sign up, the more they understand it, and the likelihood of them upgrading to Independent Business Owner.

**If my Tweet was this:** "Earn a million dollars for free! (Link)" People who signed up would be completely deceived and if they did join, they would quit in a month because they were misled.

**If my tweet was this:** "Network marketing allows you to earn a second income without interfering with your life. (Link)" People would understand it more before signing up.

See the difference? Don't mislead. If you say your product cures Cancer you could get sued and your company could face a thorough investigation by authorities. We love network marketing, so don't throw sticks into the spokes.

(If your company doesn't offer capture pages, check out Don Faila's system: [iownmylife.net](http://iownmylife.net) I get no commissions, it's just a great service and I loved his book. That's a great book also for duplication of your team, check it out: The 45 second Presentation that Will Change your Life by Don Faila.)

Become selective with who you prospect. "Amateurs sell; Professionals sort." In the beginning, I talked to everyone in a 3 foot radius. Soon, they saw me coming and avoided me. It's not cool when you go to your favorite place, but it's now tarnished because you attacked everyone with your "pitch." For one, never combine the "Invite" with the "Presentation." The invite is getting permission from the prospect to go over the presentation at a later time and date. Also, remember not to put your company name anywhere on your Twitter or blogs. Why? For one, that's what amateurs do and it looks desperate. I know it's your company, but in Attraction Marketing people will come to you because you are an expert in marketing, network marketing, entrepreneurialism or whatever else. They will find your company link on your blog or website, but hide the company name until you get them into your sales funnel.

Let's say someone sees your company name on your Twitter bio. (This has happened to me) Do you think they are going to go directly to your store and buy your products? No. If they are savvy, which most people are, they will Google your company's name and be lead somewhere else, like a Youtube video where someone is talking about the company. On instinct, most people will click through on the link from a compelling video, instead of hitting the back button back to your link. I did this. I signed a capture form, didn't know exactly if that was the company I wanted to sign up for, typed the company name in Google, watched a video, clicked on the link below the video. I'm sorry to say, but the form I filled first was not the person I worked with first. I went with the sponsor through the second form. I'm a bad man...

Back to prospecting... Here's the breakdown of the 7 Step Invite derived from Eric Worre's "Go Pro."

- 1. Be in a hurry.**
- 2. Compliment the Prospect**
- 3. Make the invitation**
- 4. If I, would you?**
- 5. Get time commitment**
- 6. So, If I call at, you would have watched it?**

**7. Schedule the next call.**

Its goes something like this:

**“Now’s not the time to get into this and I have to get on a conference call, but you’re a sharp guy and I respect the way you do business and you seem like you got it together,**

**And, I actually got a side project I’m working on and having some success with it and I really just wanted to reach out and show you what I do,**

**...And wanted to basically know if I sent you a link to a video of what I do, would you watch it?”**

**“Great. Okay. Let me ask you this: When do you think you can watch it?”**

**“Awesome. So, if I called you back sometime (The day after they said) you would have watched it for sure?”**

**“Great. What’s the best number and time to call?”**

**“Okay. Well, I gotta run, I’ll call you (the day scheduled)”**

This works great if you see someone in passing at a public place and you kind of know them, like at a grocery store, the gym, or Library. Write this script down and role play with your supportive lover. . .

If you have a good friend you haven’t seen in a few years, you can call them up or Facebook chat with them using the 3 Step Set-up, yes I said Facebook @#! It goes like this: (just change the story to yours...this is mine...can’t have it)

**“Hey Cory. How are you?**

**I got something huge I want to share with you.**

**Listen, you might know that I was in the restaurant business as a Sous Chef, it might seem like things were going well for me from the outside looking in, but on the inside I was dying. I was working so much, sometimes 80 to 100 hour weeks, I was missing everything, going out to dinner with my girlfriend, going to the park, heck I was working in one of the prettiest national parks in the world and I never saw it! I had absolutely no time and I was really praying for something, and I think I found it.**

**Now, the thing I found is a huge deal, it's going all over the world. It's a viral social phenomenon. I've done my research and this is my ticket. I'm going ALL IN.**

**I'm not sure how you're going to take this or how it will impact you. You may love it or you might not get it right away. All I know is this, you're a strong out-going guy and I'm going to be sharing this with a lot of people and I wanted to give you one of the opportunities to be first. Is that cool?"**

This is a great script if you want to move someone with your emotional story. If you don't know someone that well it's not as effective. I read in a book recently about a market called the "Fuzzy Market." Forgive me for not knowing the source of that term, but I read it in Gorilla Marketing. Anyways, the "Fuzzy Market" are people that barely know you from your past, like friends of friends or classmates from a different grade as you. Goes like this:

**"Hey, this is (name)!" (Let your name sink in, it's been awhile since they heard your name)**

**"I know this sounds totally crazy but you were always, I remember you as the sharpest dressed guy/gal in school" (Compliment the m)**

**"You know, this is a totally crazy shot in the dark, but I just started a new business, our company is growing like crazy, can't bring people on fast enough and I was just calling you , 'cause you're such a sharp guy/gal, to see if you're open-minded to take a look at our business model."**

Qualify interest. The worst they can say is No. If they ask "what is it" say it would be like giving a haircut over the phone. Ask, "When can you be around a computer, 7 or 8 tonight?" Get their time commitment and call them at that time.



When someone upgrades into my business, I get an email notification and it's the best feeling in the world and I never grow tired of it. I wait a couple hours and send them a link to a webpage with video tutorials made for the company they are now in. I then wait 3 days and send them my official welcome letter. Here's part of it:

***Congratulations on making the decision to Upgrade to IBO. I'm proud of you for taking charge of your life. From now on, things are going to be different for you and your family.***

***If you succeed in this business, it's going to be you who creates that success, not me. And, if you fail in this business, it's going to be you who creates that failure. You are going to be the difference between success or failure. I'm here to guide you every step of the way, but I can't do it for you. I'm here to work with you, but not for you.***

***My job is to help you become independent from me as quickly as possible. Do you agree that's a good deal? There will certainly be ups and downs as you build your business. There will be good times and bad times. This is your OWN BUSINESS. If you treat it like a hobby it will pay like a hobby; If you treat it like a business, it will pay like a business.***

***Network Marketing is not for everyone, and many of the opinions and objections you will hear about network marketing are based on myths and misinformation. Press on, and persevere with your dreams...Let me know how I can help you. Glad to have you on my team!***

That's it! Other info on conference call times and books to read is listed below that. The system you give your new distributors should be very easy to understand, therefore they don't feel overwhelmed and feel they can teach their distributors. The faster your team builds the bigger your check.

Let's talk numbers. You have to get your opportunity in front of as many people as possible, especially online, especially if they don't personally know you. I get 2-3,000 hits a day on my capture pages to get 5-10 "Pre-enrollees." Pre-enrollees in my company are people who signed up for free to look inside the company's "back-office," the same "back-office" they would have when they upgrade to member. It's a limited version but gives the pre-enrollee all the information they need to start.

Pre-enrollees are placed in the Binary Downline and if someone upgrades to IBO below them, they have to upgrade themselves or they will get "leap-frogged." It's operating on "fear of loss" and it's true, you could miss out on commissions.

Let's say I get 30 distributors on my team. Here's pretty much an industry standard:

- **Out of the 30 distributors**
- **10 will do nothing. (quit)**
- **10 will do a little. (order product just for themselves)**
- **10 will do a little more. ( get 2 to 6 people on their teams)**
- **1 or 2 distributors from the last group will be the “builders” and will skyrocket your organization.**

I felt relief when I learned these numbers, because it prepared me for the high attrition rate and there was hope. I knew what I had to strive for. Some of the biggest network marketers only brought 1 to 2 distributors on each month, but they consistently did that for 2-3 years.

**Jordan Adler brought in 1-2 a month, some months none, but after 2 years he had 19 distributors and guess what? The 19<sup>th</sup> distributor made him a millionaire.**

**Randy Gage sponsored 97. Half disappeared within a month or two. The 40 or so that remained grew to 35,000 distributors and made Randy a million a year.**

**Matt Morris brought in 2 a month for 2 years. His fourth year, his organization was I think 200,000 distributors. (Nice Ferrari Matt.)**

These stories help me gauge what is possible. Yes, people quit, but some people want to win at any cost and you just might be lucky enough to have a “builder” on your team right now. We don’t know how our story will play out and the people we think are going to explode our business do nothing and the people we think will do nothing, thrive. People are unpredictable, sometimes in great ways!

***“Some will join, some won’t, so what. Next!”***

How’s your farm doing? Ah, some green sprouts are appearing. This is symbolic and in direct co-relation to your knowledge of your business. The sprouting seeds are not only symbolic of your knowledge, but the appearance of new distributors on your team! Yes, some will stay and flourish and others will blow away on a stronger wind towards the “grass is greener.”

“Grass is greener?” You ask. Yes, some people try many network marketing companies because they think they will do better. They blame the compensation plan, the product and the people wherever they go, but they won’t make more money until they work on themselves. Just like the New Year’s Resolution crowd. There was nothing wrong with the weights, the top-notch trainers and the Nutritionists and hot tub. It was in the mind of the person who quit because the benefit of getting in shape didn’t outweigh the benefit of watching TV and going to the bar, or whatever they do. Stick to one company and focus all your energy on it. There will be tough times, just like any other business, but the success on the other end will be the biggest life-change you will ever experience.

How are your blogs and videos doing? After a month, you should have 15 videos and 15 blog posts on 3 different sites minimum, which would be 45 posts all worded slightly different. See how consistent effort compounds after time? That's a big chunk of material on the Interwebs about YOU.

Now, it's time to upgrade your Wordpress blogs. You can either upgrade your domain name through Wordpress.com or start over and get a domain name from Name.com and choose a hosting provider. I use iPage.com and they're great. They even install Wordpress for me if I talk nice. Setting up websites is in another book I didn't write, but I will explain the upgrading in Wordpress means that "Wordpress" would be dropped from your blog address, so instead of this:

JohnGoshamMLM.Wordpress.Com, you would get this:

JohnGoshamMLM.com

Looks nice and it's your very own website now. If you upgrade through Wordpress, you won't have to get a domain name or host somewhere else and won't have to move your content.

You might be thinking: "This is a lot to do. I have a full-time job." I understand and. . . it can be done. Let's break it down:

**Wake up.**

**Drink coffee and shoot your video.**

**Once you upload your video, hit the "B" share button.**

**Write a short paragraph below the video in Blogger, add keywords and live link back to your website and hit "Publish Post."**

**Go to work. ☹**

**(If you have a desk job with a computer) Lunch – Call 2 old friends about your new opportunity. Go to Wordpress.com and do a video post. Get video link from Youtube, copy and paste link in the "Paste a video URL" box, write a short unique paragraph, add your link at the bottom of your post, add keywords and publish. Go see your post. Go to the share buttons and hit Pinterest. Share it. Hit Stumbleupon. Share it.**

**Go home. After dinner, post on Quora and make a Slideshare presentation. Your slideshare has to just cover the keypoints to your video. 5-7 slides is fine. Last slide should be a live link to your main website.**

That's it! If you want to break this up into 2 days that's fine, since you only shoot a video every other day.

This is the key to Attraction Marketing and building your Brand. People will begin to see you more as you rise up in Google. One of the indicators that you're getting more popular is getting Spam or people asking questions. Yes, Spam is frustrating, but if the spammers found you, this is actually a good thing. Why do you think celebrities have bodyguards and security? Because everybody knows them, or thinks they know them and some psychologically disturbed people want to harm them. The point is, the bigger you get the more people you will attract; some good, some bad. That's the price of fame baby, but get some links out there under your articles and you can start getting a ton of leads.

Remember, this is your long-game, you won't see much the first six months. In the meantime, practice the prospecting scripts in this book, role play with your supportive lover, and contact your "fuzzy" market.

How's your Twitters doing? Do you have Bufferapp tweeting consistently on at least one of them? Be sure to get tweets going 1-2 an hour 24/7. Remember, do two quotes, two blog articles and one for your opportunity. Ideally, your ratio is four regular tweets to one for your business. Make your blog articles relate to your product in some way and tweet those.

Ideally, you want to automate all 3 Twitter accounts, each tweeting quotes and your business opportunity in their respective language. Did you get your best tweets translated on Fiverr? Do you have more than 2000 followers? If so, now's the time to step it up and automate all three Twitter accounts using Tweetadder. No, I don't get a commission. Go to [Tweetadder.com](http://Tweetadder.com) and set up your account. Watch their tutorials on setting it up. Spend a good afternoon getting it set up properly.

Now, you have tweets going around the world 24/7. Make sure to follow/unfollow still using Tweetadder. You won't need the other programs I mentioned before, like Bufferapp and Justunfollow, because Tweetadder does that all. Then why did you recommend those to me? You ask. Because it saved you money in the beginning using those programs, but now you're bigger, you need something completely automated, but a little more money.

(On another note.)

Don't get me wrong, I don't mind social interaction, when it's online, and the key to building trust online, which is nowhere near trust offline, is to interact. Interact by commenting, liking and Retweeting other people. Don't fill your whole wall up with chit chat, but say thank you when someone Retweets you. (unless they have 12 followers, don't worry about that.)

Okay, I give in, for those of you who have Facebook, the key to building your network marketing business with Facebook is to follow network marketing boards, then comment on other people's post, unless it's just their spam. Don't just "like" their post, but comment. Don't

just say “cool.” Try to add true value by giving a little original insight back. I know someone who built their entire team with Facebook, just by commenting and getting his presence known. Yes, it took a few years for him to build up his presence and trust from others, but it paid off. He got over 300 distributors!

This philosophy of commenting and liking is the icing on the cake of your social media branding. You can “Love” pins on Pinterest and some pins have a comment box below them where you can interact. You can follow and comment on Slideshare. You can comment and like on Quora and Wordpress.com. This is where those sea of followers actually see you and hear your voice. Video, in my opinion, is the fastest way people will begin to trust you. Be yourself, don't trash other people or products and provide value. Start clicking those mouses!

Choose 3 platforms to really focus on. This is where you spend your time and comment, like and follow. My favorites are:

[Pinterest](#) 20,000 Followers

[Twitter](#) 235,000 Followers

Slideshare & YouTube.

You can follow other people's followers on Pinterest. Pinterest will say you can't follow anymore after about a hundred, just click their “okay” button and stop for the day. That warning is not meant forever, just for the day.

Be consistent with all your platforms and you will be in the top5% in no time at all, because people usually are not consistent, that's why only 5 percent of the people in the world are truly successful. Be that 5 percent and ignore instant gratification and never quit.

You now have vegetables sprouting. Can you see the tiny tomatoes? Soon, you will be able to make awesome salads, sauces & stir-frys with your vegetables. It took time, but now you can see the growth of your garden and your network marketing organization because you didn't quit. You didn't pack your bags when you saw a storm coming and you didn't stop digging before you hit gold.

This is your life now, what's the alternative? Working 20-40 years at a job and a boss you don't really like and settling for Social Security, if it's still there? Social Security barely pays enough for your rent or mortgage. How will you do anything extra?

Network Marketing makes more millionaires than any other industry, besides professional sports, and as you might know it's probably not likely that you're going to be a professional basketball or football player, but you can do network marketing at any time. You can be 18 or 70

and still become a millionaire. Give network marketing serious effort for 2-5 years then decide if it's not a better alternative to the way you're living now.

When I stopped fooling around and treating my life like a joke, I began reading. (It's hard to read in a bar.) I read "Think and Grow Rich" by Napoleon Hill. His concepts were "out there," I first thought. Then, I realized we are what we think. I was always a big dreamer, but never did anything about it, until I woke up one day and had enough.

I was a musician and decided to develop a full-length CD playing all the instruments myself. I bought the music software and recording mics and went for it. I uploaded my album to a distributor and waited for the sales to roll in. After 3 months I sold 1 MP3. It was a blow to my ego, but something had happened that was just enough to light a light bulb over my brain. I had sold the MP3 to someone in Japan. The purchase time was like 3 in the morning and it dawned on me that I made money while I slept!

Well, the music business wasn't for me, or I mean, I quit before it could happen and moved on to eBooks. This was 2012 and eBooks were selling fast on Amazon. I decided to write a memoir, of course, (It's all about me, me, me!) and published it. I became #1 and #12 in two categories and felt awesome. Then, I got my first 1 star review and my sales were horrible. I kept writing though and wrote a few more books. My income was laughable, but of course it's not about the money, right? But, I needed to escape the restaurant business. I was hooked on the idea of making money while I slept, residual income.

My income from eBooks was never enough and I moved on to Affiliate Marketing. With eBooks, I had lasted longer than with my music and I could see better results, possibly because I put more into it? In fact, I think there's a two year delay on the Internet, because my efforts from two years ago are now affecting me today. I get a lot of friend requests from Authors on Facebook and my writing-related profiles on the web are higher in Google.

I believe that's how network marketing works. You put in an insane amount of energy in the beginning to launch your business. You work very hard and in 6 months you barely see anything, in a year a little more and in two years you're happy you stuck around and you quit your day job. It's very possible to quit your day job sooner. I'm just saying there's a delay with your efforts. If you started to workout and lift weights, would you expect to be ripped in a week, two weeks, a month? I think it takes many more months than that, and that's what life is. Quick results are on fictitious TV shows and in your microwave.

I made a little more money in Affiliate marketing, but if I received any residual income/re-occurring payment, they stopped in two months. Rarely did people keep their monthly memberships. I discovered network marketing after a hundred jobs, lost all my money twice in stocks and Forex, tried the Merchant Marines, modeling, art school, 5 Community Colleges, and Commercial Truck Driving school. I was ready to stop "trying" and "quitting" things.

One thing to do to solidify your “Brand” is to be unique. Spell your name differently. Use “catch phrases” in your speech. I only listened to Jim Rohn once, but I still remember him saying repeatedly “you screwed up!” Zig Ziglar, “See you at the top!” Randy Gage at the end of his YouTube video says, “Peace. Love you guys, live rich.” Eric Worre says a good one at the end of his, like a credo for network marketers. It’s these phrases that stick into everyone and keeps you remembered. Nike: “Just do it!”

Don’t overdo it, but add in key phrases over time. Lord of the Rings had a completely new language. You can create anything and if it’s believable people will believe you. Have you watched “Mad money” with Jim Cramer? He created a whole new way to look at the stock market. Yes, he was ridiculed for “making fun” of people’s investments, but that’s the way some critics took it. It’s a great show. Don’t take yourself so seriously if you’re bent out of shape about a stock.

My point is you can create anything out of nothing. Keep your mind open and brainstorm each evening when you can gather your thoughts and think: “How can I give my social media, company or personal brand a unique twist. Combine techniques from other leaders in network marketing and make a hybrid. Beware: Don’t re-invent the wheel starting out in network marketing. Stick to the basics, talk to people, and build your brand. Eventually, your true voice will emerge. If you stay consistent and show up every day you will be on stage with the leaders. Nothing can stop you but yourself.

There. Your plants are ripe. You have a choice to sell your produce at the farmer’s market, or you can cook up many feasts. The choice is yours. You have options now because you worked hard. You have a unique brand and people want you. Sometimes success sneaks up on you and you have to make changes. Is your mind prepared for success? Do you know where you want to live, what you want to drive, and places you want to go? Can your current mindset fathom earning 10, 20, 100,000 a month?

Your mindset is what makes everything possible. If you lack confidence, read self-help books. If you want more wealth, meditate and use affirmations and auto-suggestions. Read every night. Turn off the TV. I haven’t watched a sitcom in 15 years and if I see a peek of one now it just seems ludicrous.

Don’t get me wrong, if I see a TV on somewhere, I’m like a bug on a patio light. It’s addictive because humans are curious creatures and TV is exciting. Our subconscious minds can’t tell between fact or fiction. That’s why positive self-talk is so important. You can tell yourself you make 100k a month and your sub-conscious will believe it and move events, people and circumstances into your life to make it happen. But, you have to have total faith, and as Napoleon Hill said, a “burning desire” to make your dreams take fruition.

The key is don't quit. Research a company, find a product you would love and go for it. If you don't like the product you're selling you're doomed. Switch companies. I found a company I loved after I quit the first one. When the product came, I was really glad it worked. It wasn't hard for me to tell people about it, which takes "selling" out of the equation of network marketing.

Okay. I just posted a video. I will walk you through the steps:

I uploaded a file from my camera to my desktop.

- 1. I went to Oneload.com and dragged and dropped my video into the upload area. I named the video, added description, keywords way below the video AND in the keyword area. I put it in Vlogs & People category. It was posted to six sites I had configured when I signed up. You have to wait a few minutes before your video shows up on YouTube.**
- 2. I then went over to YouTube and found it. I clicked on "share" and hit the yellow and white Blogger button. The video popped up in the Blogger window. I added a 50 word description below it and a "live" link back to my website. You have to highlight your link with your mouse and go up and click the "link" button to make it live. Then hit "Publish."**
- 3. I am still on the YouTube site and hit the "P" Pinterest share button. I pick a board I want to post it on. I choose "network marketing techniques." I don't write anything on the Pin, except I write out my website address a couple spaces below the video description and pin it.**
- 4. Then, I went to Quora.com and wrote a post in my blog area. You then copy & paste your YouTube link to your video and paste it above or below your writing. Add a topic in the space below. I added "social media marketing" and "network marketing." I add my link back to my website and hit "publish."**
- 5. That's 7-9 websites right there! Now, go to either your wordpress.com blog or your upgraded website address and post the video again with a 50-100 original paragraph. Hit publish.**



6. **Go to Google.Docs and start a “Presentation.” Pick “blank” slides and write your content using large point font, like 20 to 30 Pt. Do 5-10 slides, simple statements, key points from your video. Second to the last slide, insert your video on a blank slide, using your YouTube URL. Last slide is your “Please visit (my website)” Make the link “live”. Download whole presentation as a PDF.**
7. **Open your Slideshare.net account. Hit “Upload”. Upload your PDF. Name it, add keywords, done!**
8. **That’s it! Now go make the kids dessert! That’s 8-12 websites with your video in one day! It took me an hour to do that. It might take you 2-3 hours in the beginning. Do this every other day and in one year you will be attracting leads left and right to your opportunity.**

\*Make sure every vlog and blog has the subject line in the first line of the content (if it’s a long post put it in the middle and end as well) and in your keywords.

Example:

**Blog name: “How to get Leads Daily”**

**Content: “How to get leads daily is a process people overlook when eating ice cream...”**

**Keywords: how to get leads daily, free leads, getting free leads, daily planning for network marketing, etc.**

Take this a step further. Schools are teaching on video modules now, because the students pay attention and retain information more with video. Do you think 800 page text books are going to be around in a few years? Of course not, and video is one of the ways to compliment future innovation. Pretty soon, videos will be 3-D, look at holograms.

At the music festival Coachella a couple years ago, the hologram of Tupac Shakur sang alongside Dr.Dre and Snoop Dogg. Think of hologram speakers teaching at any event. The administration plugs the hologram info of that speaker into a player and at exactly 8 PM sharp the hologram is lecturing, doing a speech and engaging the audience without being there.

Okay, a little ramble, you can take video a step further by creating a “Welcome” video. This is 2 minutes of you thanking people for connecting with you, and a brief bio about yourself. I already get these in direct messages from people on Twitter. I click on the link to their YouTube video and watch it. It’s better than, “Hey, thanks for following. Like my Facebook!” This message is so overused. I don’t even blink twice deleting it. What’s funny is corporations are just now saying like our Facebook, but it’s five years too late buddy! Key point: Mainstream catches on five years too late.

So, this is good news for you. Once you create a solid “brand” on the internet as a network marketing professional/trainer, mainstream will be catching onto network marketing. I know network marketing has been around for over 50 years, but it seems to be on the verge of mainstream now, especially with the internet. So, get your web/net out there in the streams of social media and get ready to catch that big fish. The bigger your social media presence is the bigger your net, the bigger the net, the bigger the fish.

I was a big fan of loud aggressive music growing up. I always had a stereo and became a wanna-be “Audiophile” in my late Twenties. I read thousands of reviews on speakers and components and saved up all my money, making very little money flipping burgers. I had upgraded my stereo several times over the years, but it was never good enough.

One day, I finally had enough money to buy my dream stereo. I had saved up \$4000 and took a long time. The big delivery truck pulled up to my house and unloaded speakers that weighed 120 pounds each. The speakers were \$3000 alone. It was a huge purchase, worth more than my car at the time, and the new veneer on the speakers filled my room with that wonderful new smell.

Well, I only had \$1000 leftover, so I found the amplifier brand I had read so many reviews about. It was a professional Class A amp that weighed 150 pounds. It was on Ebay and it was used, but I needed that brand no matter what. New models of that amp were \$4000 or more. I couldn’t afford that and I was impatient.

So, I bought it! It arrived and took two people to move it into my house. My new speakers were perfectly placed awaiting an amp to go in the center, under a Cary CD player with a built-in preamp. (I know, no more tech talk for those of you who could care less about stereos!)

I plugged everything in and turned it on. The bass of a song began and it vibrated the house and was like the rumble of thunder in the distance. I was in heaven. Every one of my favorite CDs I put in sounded completely different. I heard the lyrics finally. I heard the pick on the guitar strings and the squeak of the bass drum pedal. It was like being able

to hear after being deaf. I listened to old CDs all night and possibly shedded a tear of joy. I barely slept.

I woke up in the morning and went straight to the stereo and turned it on, pushed play and sat back on the couch with a big grin. The bass rumbled, but wait, the sound only came from one speaker! I jumped up and looked at it and wiggled the wires. I turned the stereo on and off. Nothing worked. No sound from the left speaker. I called the manufacturer. They said to unscrew the midrange speaker and look at the capacitors. If I wanted them to look at it I would have to ship that beast back to them. I decided to unscrew the speaker and look inside.

I took the speaker off and saw the yellow insulation that they fill speakers with, but I also saw what looked like sand and paper wrappings. It looked like a firecracker had blown up in there. I had to ship the speaker back. Long story short, I get it back, still not working. I found out that the amp was bad and blew up my speaker. The morale of the story is don't spend all your energy building your business, then do the most valuable aspects in network marketing, like prospecting, halfway. Don't buy "leads" expecting it to rocket your business, until you learn to prospect, invite and present effectively. Don't buy every shiny new lead or prospecting system until you research it thoroughly.

Look to your upline and their upline to find out what they use. If your upline is doing another company and wants you to join, say no thank you and move on. Stay laser-focused with your business. You can spend thousands on all these new flashy things on your business and have them not work and drain your money. Every penny counts in the beginning and calling old friends and using social media to get prospects costs very little. Once you get bigger, look into advertising and marketing. Bottom line, don't quit, no matter what!

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Erik Christian Johnson is a network marketer, Brand Ambassador, and Social Media Strategist. He has collected thousands of leads with just his online presence. Now, the system he uses is broken down step by step into a Blueprint for creating your own Brand online.



