

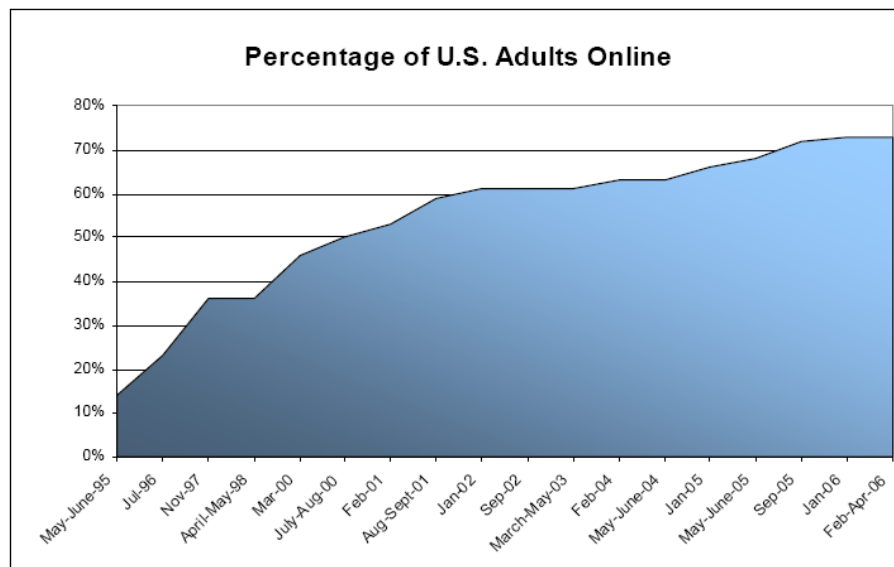
Inter- NETWORK MARKETING

Networking your business online

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More and more, people are using the Internet to conduct business online. Almost every TV Commercial has a web address shown at the bottom of the screen. More and more companies are promoting their websites as it has become a necessity if you want to compete in business today. Government and schools are making even more services available online, and Fortune 500 companies have huge seminars on the 'must haves' of blogging, business, and the bottom line. It's no surprise that the trend continues to climb.



Source: Pew Internet & American Life Project Surveys, March 2000-April 2006. All surveys prior to March 2000 were conducted by the Pew Research Center for People & the Press.²

A massively increasing number of people are using the Internet in the United States, and numbers are climbing even higher for other parts of the world.

Statistics show that number of adults using the Internet has increased 112% from 2000. Many of those people are looking to the Internet as their ticket to financial freedom and the realization of multiple streams of income.

Relationship Marketing

Network Marketing is largely the process of creating and building relationships. I like to call it "Relationship Marketing." With the very nature of the Internet being networking, it seems a natural thing for them to work together, but even with all the similarities, there are some major differences in how things are handled.

In the real world communities and neighborhoods are formed by people living in close proximity to each other, filled with people of various interests and skills. On the Internet, communities are also formed by people with similar interests and skills with various geographical and demographical makeups.

Getting involved in a community online simply requires you to find that community, join it, and begin interacting with others.

It's a remarkable melting pot that reacts at light speed.

Here is where your business becomes international the moment you plug into the 'Net' and begin your journey and ventures online.

The world of Network Marketing has taken huge strides of growth since the birth of the replicated website, company websites, and blogs, as well as independent online stores. It can sound a bit like a foreign language to the seasoned network marketer, but I assure you it is going on 24/7 online and now is your turn to grab a piece of the virtual internet pie and stake a place out for you and your business. Hence the term we coined Inter-Network Marketing to refer to the ever growing population of the savvy network marketers taking their business to the next level.

The biggest stumbling block to finding online success, especially for new Internet users, is simply the lack of knowledge. Either the technology is foreign, or the right methods and systems are unknown.

One mistake that most people make is to treat the Internet like the regular world. You can't always do business the same way online as you do offline. The Internet has some major differences from the regular world, and when you can understand them, you can really make it an amazing tool to grow your business.

Your Business Offline

Normally, in traditional Network Marketing, you begin your business building with your warm market. You meet with people face to face, knee to knee, and present the business opportunity and explain the products in person. Often, you offer the people you talk to an opportunity to sample the products. You hand them booklets, CDs, DVDs, and invite them to meetings. Because you are face to face, in their home or yours, or in a meeting place with others, you have great opportunity to build a relationship quickly with your group.

You make regular phone calls, sometimes daily, and meet together almost as often. You build your business by gathering family and friends, and extended family and friends of friends. Guests at meetings almost always know at least one other person at the meeting who invited them. Referrals are the life blood of your business – and this comes from relationship marketing.

Your Business Online

On the Internet you may still work with your warm market, but generally you will do much better with that market offline. The Internet is a giant cold market. You don't meet with people face to face, knee to knee; IF you meet it's mouse to mouse, email to email. Most of the time, you don't

meet at all during the prospecting phase of your relationship. You may not even know this person exists or is interested until after they appear in your downline.

You often don't hand out booklets or CDs, but instead you have websites and email messages that present the information for you.

Because you do not meet face to face, you must take many extra measures to build a relationship with your prospects that you might not normally have to do, and it will generally take a lot longer to win them over.

It's a reality of copywriting, esthetics, and tools that take the place of they eye to eye marketer.

Online, you spend more time writing personal emails and creating written materials (or "content" as it's referred to online). It's an ever evolving world that you have to be able to adapt to quickly and learn what is working today: such as audio, video, pdf's and other virtual meeting places where training can occur all over the world simultaneously. It's a smorgasbord of marketing opportunities but it requires tenacity, planning, and a new view of what a 'prospect' is and where they come from.

The biggest, immediate benefits of using the Internet as a tool for your business is that it provides you some great ways to manage your existing business and lower costs.

The Internet allows you to talk to people around the world for free in chat, or by voice (VoIP, or Voice over Internet Protocol). You can set up a group calendar for meetings and events. And now, with online meeting technology coming of age, you can use the Internet to present your business opportunity to people around the world from the comfort of your own home, saving you time, money, and covering much more, faster than you ever could the traditional way.

Internet Marketing

It is important to discuss the concept of Internet Marketing here, but I'll do it at a very simple level. It is every bit as complex as network marketing, if not more so. Internet Marketing involved dealing with massive numbers of people, so the process is largely one of filtering out people during the marketing process.

Initially, Internet Marketers attempt to bring what they call "targeted traffic" to a website where an extremely brief marketing message resides. That traffic is invited to learn more by entering some contact information, often as little as a first name and email address. As an incentive to give their information to them, the Internet Marketer will typically provide something of value for free (an eBook, an e-course by email, free software, a free sample of a product, etc.). This person's contact info is added to a mailing list where an automated series of email messages sends out emails to them in a fixed sequence. Each message is designed to build trust and begin forming a relationship with the prospect. During this relationship-building process, the prospect is invited to visit a website to learn more, get something else for free, or even make a purchase.

The Internet is also pretty full of scammers and conmen as well. It's hard to know what offers will lead to something legit, and what will lead to a rip-off, spyware or viruses, or worse. Legitimate marketers have to work twice as hard to win the trust of their customers and potential partners.

Teaming up with or following what the Professionals are doing will save you so much time, money, and sanity. Don't even attempt to take your business online without getting some help here. I see too many people quit before they even get started because they do not know how to do things, or what to expect. They don't understand what it requires, or will take, to get going, growing, and the goal of succeeding.

Inter-NETWORK MARKETING

The mission of this article is to offer you advice on ways to bridge the gap between Internet Marketing and Network Marketing and to give you the tools you need to successfully bring your current business online.

You will read about how to avoid the mistakes that others have made before you, and find the shortcuts to the best results for you. You will learn how to build relationships with people you have never met, and win their trust and their business. You will learn how to avoid getting scammed and how to avoid looking like a scammer when you market online. In other words, our mission is to pave the fast track to online success for you.

Blogging

Your quick marketing tip for this article is to start blogging. Many people are just learning about what 'blogging' and why it is so important to your business. In fact over 80,000 new blogs are being created each and every day and that number is climbing at rocket speed. Why you ask? Because of all the dynamics of 'interacting' with new and fresh 'content' and the internet powerhouses of search engines.

Blogging allows you to sell yourself, your product, and your business 'your' way. Blogs are as individual as the people themselves. Learning to write articles or posts as they are called, a couple of times a week can take your websites and businesses to the focused customer much, much faster. This is why it has become such a hot tool for inter-network marketers.

***This one tool alone, blogging, is
THE biggest buzz all the way up
to the biggest businesses in the
world and can be used by the
newest of marketers as well.***

This versatile tool is a must have.

"Content is King, no matter the kingdom" as they say online, so start producing good content now. 'Content' is anything you write or put on

your Blog. The 'kingdom' is your business of choice or niche that you market in. Establish yourself as an authority on your business and products. Most people don't even know where to begin and others just begin with no map of how or what or why. This approach can be a very frustrating experience leaving you feeling like nothing works. But with coaching and the right tools you will soar above all the average blogs out there.

***Becoming a student of
'cybermarketing' will help you
grow your customer base, your
distributorships, your bottom
line, and spread your message far
and wide.***

Learning to do it the right way will make or break your experience. Don't skimp on your success, but seek out others that are using tools that are working for them today. Ones that know and are paving the road having already shortened the learning curve for you.

One such tool for Blogging beginners is one that I myself use. It's called Blogini. (You can read more on Blogini at <http://blogini.notlong.com>). It is a revolutionary idea to Blogging. It looks, feels, works, and reads like any other Blog you would create and use online for your businesses.

The twist is that on the back side there are lots of things going on for you that you no longer have know how to do (not to mention that you might not know what to do in the first place) to promote your blog and websites to the search engines. With Blogini, you don't have to do it all manually, either. Driven and promoted for you with this membership to Blogini, you can create a 'super' Blog that organically grows its backlinks. If you don't know what this means, you'll have to trust me that the amount of time it will save you is worth hundreds of dollars per month in your time. You can read more about Blogini Blogs at <http://blogini.notlong.com>.

Backlinking is so important to your search engine rankings, that in some cases, websites will offer to sell you a link on their page that leads back to

yours for anywhere from \$25.00 on up to hundred of dollars a month. This can be an attractive offer to website owners who understand the value of a backlink from certain sites. Not all backlinks are equally valuable either. The site that links to you is every bit as important as the link back to your site. If that site is ranked well with the search engines and has relevant content to your site, the link will be more valuable than a site that does not.

Boy Million is a backlink website that offers the best value for the money I have ever seen. This is a high traffic site that is growing quickly in search engine rankings, and sells links for a one-time (not monthly) fee of only \$5.00. Boy Million is a world record setting project that provides a “set-it-and-forget-it” backlink that you never have to touch again. This means \$\$\$ to you and we all know that in marketing that is the goal. Leverage = Less Work, More Money. That is the power of this one-of-a-kind link. You can see it here at <http://boymillion.notlong.com>.

Now that you have learned a few of the top of the line tools that Professionals use, you can shorten your own learning curve when adding blogging to your marketing portfolio. From the beginner to the Pro, this is the perfect place to begin your Inter-Network Marketing business building.

Much Success To You!
Tammy Dickinson



Tammy Dickinson has been involved in network marketing both traditionally and online for over a decade. She trains new Internet Marketers with her husband, Jim, and enjoys blogging and marketing her businesses. She is also the author of the free 70-page eBook for Google AdSense Marketers called "The Googleaholics Guide to Recovery: Is There Life Beyond AdSense?" (<http://www.googleaholics.com>). She is a work at home Mom of 10 children.

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