INTERNETWORK MARKETING | MARKETING | PROFESSIONAL DEVELOPMENT | PROMOTION

The Network Marketers Guide to the Internet Galaxy Part 1

'How to own prime virtual real estate for any business' or 'Move over Mr. Trump'

It's no longer the 'future' we are talking about. It's the NOW. Bring YOUR business into the present and start to compete.

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Offline, we all know the value of owning Real Estate. "He who owns the land makes the rules", and I add "and the profits".

Online, there is another saying I say "He who knows VRE (Virtual Real Estate) lands the profits!" I giggle at that one, kind of clever, eh? But very, very true.

> ***As a network marketer turning Inter-Network Marketer you need to understand what VRE is and how to use it to skyrocket your profits and your business visibility.***

Mr. Donald Trump the famous Real Estate Dynamo is probably NOT what all of us Inter-Network Marketers are seeking to become in our VRE quest. Granted, being famous for taking our favorite company to a household name status is certainly on the list of twilight dreams is it not? Not to fear, here in the Internet Galaxy, you can be your own version of a Donald Trump in your own right. Let's take a closer look at how, yes,

YOU, can master the world of VRE to sell more, make more profits, and grow your downlines.

Land	=	Your domain for your Website &/or blog
Property (home)	=	Your Product
For Sale Signs	=	Marketing
Realtor	=	Expert in marketing
FSBO	=	You winging your marketing all on your own
MLS (multiple listing services)	=	Article sites
Building Contractor	=	Website designer, blogging service
Media Advertising	=	Links, Backlinks, Articles, Press Releases
Investors	=	Your downline & partners
Visibility Getters (colored flags, balloons, signs)	=	banners, emails, ads, audio, video
Curb Appeal	=	Are the Internet surfers stopping at your site?

In the 'real world' we own houses and brick and mortar businesses. This is the galaxy that Mr. Trump has conquered and reins King of success. He 'gets' this market. But what you don't know is that Mr. Trump has also been venturing into the world of 'Virtual' Real Estate online. Why in the world would he do this? Profits and Visibility. You can never be too successful, wouldn't you agree?

Let's take a look at how a Real Estate Guru turns 'Virtual' Real Estate Guru so you can see how you are going to do this for you and your business of choice. **Visit http://www.trumpuniversity.com/ to see what I am referring to as we look at some of the dynamics you too can incorporate into your Inter-Network Marketing business.

The reason I chose to show you this is because he is the Master at Real Estate, you would think he would be happy as a clam staying that way right?

Yet Mr. Trump has figured out that Multiple Streams of Income IS the way of the wealthy no matter how good you are at one thing. You too must remember this as you build your Inter-Network Marketing business to its fullest potential.

Times have changed and that is a good thing for all of us. We can now find new ways to create a successful offline business with our online tools. It's no longer a luxury, it's a MUST if you want to compete and pull ahead of the tens of thousands out there in your arena of choice. So just plan to get an address on the Internet street of your choice and let's build some good looking, head turning VRE for your Inter-Network Marketing portfolio.

First and foremost in order to build a house, a high rise, a killer piece of property online (your website or blog) you have to own or rent some land, right? This would be your 'domain' (a domain is the www.ThisIsMyBiz.com address. Just like a brick home you have an address to your home online and you get to pick that with a website) or your replicated website. Some companies give them to you, others you pay a monthly fee to own or rent. Just like a mortgage, you stop paying for it, they take it back.

Either your company has offered you a site that is already pre-designed and you just slap your name on it, and maybe some contact information, or you create a site like this from scratch. This is like getting a track home pre-built with some custom colored carpet or paint OR you hire a Contractor to build your spec home – both places you have your home office in to build your business from.

Either way, you are now a proud owner of a piece of Virtual Real Estate when you pay for your monthly replicated website, you build a website of your own, or you create a blog for your business.

Congratulations! You have just become a Virtual Real Estate Investor and Owner.

Now, the question of the day is, how do I get the Internet world to pay attention to me and my little piece of VRE?

> ***Just like a storefront or a home for sale in the 'real' world you have to do something to get attention and bring the traffic to your doors.***

Let's take a look at what you would do if you were trying to sell a home (this is your product). You would probably find a Realtor, an expert to help you get attention, and more people looking at your property, right? Of course you would. Even For Sale By Owner's (FSBO's) still want their home to sell or they get no profit. So if you don't get help from an expert, let's say your upline, an experienced Inter-Network Marketer, or someone that specializes in helping you get traffic to your property, how will you sell your property (your product)?

What do the FSBO sellers do? They get out the brightly colored balloons and flags, put out some creative, catchy signs on the front lawn. They might have an Open House on the weekend and put up signs on all the telephone poles in their neighborhood, and grocery store bulletin boards that they can find to get people to come. They might even drop in and leave flyers at some Real Estate offices to get the word out that they have a great new property for sale. All of this makes sense in the offline world of Real Estate. So how does it apply to online Real Estate (VRE)?

Here's how:

As the proud owner of your new internet VRE (your new website or happy new blog), your main reason for purchasing it or owning it is to get more business or promote your business. You now have a professional place to bring your customers, prospective customers, and team members, right? So of course you want it to look its best, have the best tools on there to

tell your story, to talk about your business, sell your product, sign up new recruits – the whole shebang.

Truly your VRE is going to be the single most central part of your Inter-Network Marketing success IF you use it right and optimize it. Just like owning a home office and never using it or owning a storefront and never going in and doing business from your own store – you must show up for your business to succeed. That would be ridiculous to think you would stay in business long that way, so don't expect it to be any different with your virtual home office or storefront.

> ***You have to go in, you have to use it, you have to sell and promote it, and you have to bring customers through the front doors.***

As you begin your journey into the massive space of the Internet Galaxy it may seem overwhelming, but let me assure you it is a place you can reap many benefits from if you are willing to learn a little, work a little, and grow a little. All are little steps but can lead to great rewards. Find someone that is currently doing it and getting the results you want and follow their lead.

Ever watch Flip That House on T.V.? It's a great show about people just like you and me buying and selling homes for the gamble of a big pay off in the end. They buy a product (a home) at a wholesale, fix it up for increased value, and sell it at the premium price for a profit. In Inter-Network Marketing we do this each and everyday with our product of choice. We buy it at a wholesale cost, and we sell it at a retail price. Our VRE (website or blog) is just another tool to sell more and do some recruiting.

Look at it this way, in traditional Network Marketing we do, and have done, most of our business is knee to knee, and belly to belly. We have in-home meetings and DVD presentations as well as group meetings in hotels, meeting rooms and halls. Whatever it takes to present the

information we want them to hear in the best possible environment with the best possible information and presentation.

In Inter-Network Marketing our world is largely different. No longer do you have to sit in someone's kitchen with a one-on-one presentation. But you CAN have the same type of meetings with people all over the world from YOUR kitchen or home office if you choose.

What in the Internet Galaxy am I talking about?

> ***Well one of the cool things about removing the boundaries of a brick and mortar office is that you can 'Virtually' talk to anyone, anywhere, anytime, with the tools that allow you to take your home office to an international office.***

Tools such as chat programs like Skype, Yahoo, MSN, and Google talk. Webinar rooms, audio messages in email, video messages that you can view with a click of your mouse. All of these foreign sounding ideas can all be done, created, and used from the comfort of your home to the comfort of someone else's home and the meeting point is your Virtual Real Estate meeting place on the Internet – your website or blog. In fact you can do most things without even a phone these days; Just a headset plugged into this magical world of the internet via your favorite PC (personal computer). But don't worry about these things right now, we will cover these incredibly cool, functional, and money saving and money generating tools in our next segment of The Network Marketers Guide to the Internet Galaxy.

In this day and age, we 'email' people much more than we 'snail mail' people at the Post Office. We can call people over our computers or cell phones from anywhere. Our opportunity meetings can be done in Virtual Meeting Rooms online and you never even have to leave your home to attend or to give a meeting. Talk about tons of savings in time and traveling expenses. We can send PDF's (portable document format's – it

just means you can write something and send it out in a file people can download and open.) and e-books (just what it sounds like – a book sent via the internet) through email instead of having a huge copy budget with real paper, people can now get this file sent to them and THEY print it out and just what they want as much as they want. You can sell your products to your new customer you have never met in a country you have never been too and build a downline of remarkable size with much more options and opportunities if you are willing to get your address on the Internet and work it baby!

Isn't it a great feeling to know that you can, will, or do own more real estate than you knew? <grin>

> ***You may not be able to add it to your asset category with your accountant, but your VRE is tax deductible like your real estate as a business expense. It can and will work for you and your business and you just need to understand it is part of the cost of doing business these days.***

If you're not using VRE to boost your Network Marketing business these days or to bring your customers over to – you ARE losing business and your living in the dark ages of Network Marketing. Things have evolved and if you want to be on the leading edge of your business of choice, trust me, you have got to become an Inter-Network Marketer sooner than later.

Go stake your claim. Get your name on the title of your very own VRE. Own as many pieces of the Internet Galaxy as you want and become part of this new generation of network marketers. Get empowered just like you are right now as you read articles from one of the greatest tools you have in your Inter-Network Marketing business your subscription to The Network Marketing Magazine. Where else in history could you get the best of the best from leaders in ALL of the best companies in the world of

network marketing instead of just company specific leaders. Isn't technology great!

It's no longer the 'future' we are talking about. It's the NOW. Bring YOUR business into the present and start to compete. Find those leaders in your company that 'get' Inter-Network Marketing and how to use it best for your team. If your company is still young and not utilizing these great tools yet, you can do it without them and soar past your competition. This publication will give you a wealth of information and opportunities to work with people that are succeeding and making a living offline and online. It doesn't matter what choice of business you are in – get savvy, get online, and I'll see you in the Internet Galaxy!

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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