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Ojeez.com = Commitment + Community

A social networking community specifically designed for home-based business owners is bound to shoot you toward success.

a conversation with **Ojeez.com CEO Jim Lupkin and VP Daryl Snyder**

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What follows is a conversation between the Publisher of TheNetworkMarketingMagazine.com, George Madiou, Editor, Mary K Weinhagen and two of the co-founders of the Ojeez.com Community Jim Lupkin, CEO and Daryl Snyder, Executive Vice President, talking about the social networking community called Ojeez, created specifically with the home-based entrepreneur/network marketer in mind. It's possible this community will truly transform the way people are succeeding in network marketing.

TNMM: Jim and Daryl, we are so happy to have you here today to tell us about your vision for the Ojeez.com community and for network marketers. Let's imagine this was the first time someone heard of your community. Can you start by giving us a brief snapshot of how it came about and what your vision is for the community and its members?

Jim CEO: Thank you, we are excited to be part of the conversation and share what we are doing over at Ojeez. The idea actually started back in 2002 when I was a distributor in network marketing. I did very well and succeeded primarily using tools on the Internet combined with relationship marketing. What I noticed though, by 2003, was that while *I* was able to enroll about 30 new distributors a month using the Internet, many individuals were not having the same success, or even the level of success that *they* wanted.

I remember one specific lady that really started a steamroller toward finding a solution. My friend, Annette, spent a tremendous amount of money trying to become successful in network marketing. She was in a lot of different companies but her direct upline was teaching her one system, two people above that were teaching a different system and corporate was teaching a third system. It was very fragmented and that is something I've noticed is common in network marketing.

So in 2003 when I was an active distributor my quest began to build a destination on the Internet that will bring together all of the tools and services that a network marketer would need in order to become successful with their business. Something that would keep people being pulled from one thing to another but would instead have everything under one roof for one very low price. That means, no matter what your background is you can use the tools to achieve your goals. That's actually how it all started.

TNMM: That's an interesting challenge. And that begs the question, what would you say makes your community stand out from any of the communities currently out on the Internet?

Jim CEO: There are obviously several social communities right now online that are sharing their concept and tools with individuals in network marketing. One thing I want to make very clear is that the Ojeez.com Community is *not exclusively* for network marketers, we have many people who are involved in traditional home based businesses, and we have a lot of entrepreneurs that are doing startup businesses as well as many small business owners with one to five employees. And I think the things that separate us from other communities that network marketers are exposed to are, for one, we don't have an mlm payplan attached to our community membership.

We want to create an environment, a community where any leader, in any network marketing company, anywhere in the world, could feel safe and secure coming into a community and using the tools to help build their downline without feeling any threat of having the downline focused on another opportunity besides the one they are currently in.

The second distinction is about the relationship. As you and

everyone listening to or reading this knows, the key to network marketing success is building a very strong network of very strong relationships.

The communities we've seen on the Internet kind of have all the wagons turned inward with everyone shooting at each other, trying to recruit one another into their business.

We have set a wealth of privacy settings, very similar to what you will find at Facebook, in order to eliminate that, or at least reduce that energy so people are not being recruited by others.

To get back to the relationship piece, all of the systems from 1999 up until now have provided some great tools useful to network marketers. I'm sure there will be even more over the next year, however, with the research that we've done all of the systems focus on cold market tactics. They work but do they work for the average person joining a network marketing company?

What we wanted to do was build a community/system that focused on building relationships, really focused on going after the warm market of each distributor and help them dive deep *virally* through all of their contacts.

So, for example, if I brought Mary K into the business with me and she has 400 contacts in her Yahoo address book or her Outlook, people she has had *some* sort of contact with in the past, maybe it's a friend, maybe a family member, maybe it's a business contact or maybe it's someone she only talked to once… but it's some sort of connection there. She is going to send out an email, which takes less than a minute through Ojeez, to contact all of those people.

And we teach that process over and over again which gives the distributor the ability to build a very viral business very quickly if they focus on that. Of course we don't tell people to stop working leads or working magazine ads or whatever they are currently doing. What we are

saying is that there is a lot of power to the Internet but if you focus on the cold market it's only going to take you so far because there are only so many people who have excellent people and communication skills.

> ***If you take what's been working in network marketing since the 1940's and combine it with the Internet you truly have what a lot of people talk about when they use the phrase 'high tech meets high touch'.***

I would love for Daryl to jump in here. Daryl has been very successful in the industry in terms of systems. He's a former founder/owner/President of Prospect Planet, which is one of the top systems of the industry over the last seven years. He has co-founded what we're doing here at Ojeez. Daryl, from your background how do you see us as different from the systems already out there.

Daryl VP: Sure, as Jim mentioned, Ojeez is a great combination of high tech with high touch. We really want to emphasize the relationship creating process.

Back in '99 through 2000 when I launched a system into the industry and it was one of the first to market, one of the biggest points of emphasis was in keeping the relationship creating process in place. We had, back then, what we referred to as "Get to Know Me" pages.

> ***What I see within a lot of communities that is the biggest drawback, or the thing they fail to emphasize, is branding you.***

Don't get out and use the Internet as a billboard for your company. Everybody has got a great company, that's why they are a part of it.

Everybody has a great product or service or they wouldn't be representing it. And everyone, to a 'T', believes they have the greatest compensation plan. I've never yet met a distributor who says, *"You know, my company is not that good, our products and services aren't very good and our pay plan isn't very good but I'm excited!"* Everybody is there for a reason and that's the vehicle. But what happens when you have 10, 20, 30,000… perhaps 100,000 people all representing a great company with a great product or service with a great compensation plan? There is no difference between them if they're all just out there using communities, whether it's MySpace, Facebook or even Ojeez, using it as a billboard for their company or product. There's no distinction!

> ***We have to remember that network marketing is a relationship creating, relationship based business. Your page should be about YOU!***

It should have a picture of you, not a logo of your company or image of your product. People should be able to visit your profile page and learn more about you. With the technology we made available with the Web 2.0 platform, people should be able to learn more about you in 10-15 minutes than if they spent two to three days in person with you.

For example, if you visit my page you will see a picture of me and you will notice that I'm folically challenged, you'll know that I'm an avid Notre Dame football fan even though they are 0-2 this year, because I have a good video up of them over the last 10-15 years. You'll see that I have two beautiful children and that I was named after a San Francisco Giant baseball player because my aunt's husband played in the minor leagues for the Giants and then was drafted into the war. So my Dad, back in 1959 became very much attached to the Giants and they had a shortstop named Daryl Spencer so I was named Daryl. It goes on and on, you'll know what kind of music I like from my Intro page. People bond to certain things and when you share about you, you will attract others who have things in common with you. When I was young we had Newfoundland Dogs and I still have that kind of dog today. People will come to my page

and send me a message about how much they love Newfoundland's. It's a page that needs to be about you.

One of the good questions back in the early days and still today is what is a good story to put on my profile page? The best story is *your* story. If you're fortunate enough to be successful in this industry and you've created a big house and a big car, that's wonderful and that's unique to you but it is not unique to every individual in the industry.

A story should be about what your vision is, what you're about, what you like, what your hobbies are, etc. Keep within the system, and this is what Ojeez has done, keep with the social community and the relationship process and then take what Jim has created, the ability to use the Business Center and all of it's technology.

Back in early 2000 we marketed at a price that I thought was incredibly low and it was $69 a month. We didn't have 5% of the technology that is available today. Today, Jim has bundled all of this amazing technology for the Business Center at the unbelievable monthly price of $9.90. We don't just say that as a marketing ploy. I challenge anyone today to go online and find a good Contact Manager, Online Day Planner, an Interactive Video Technology Platform, a Web Conferencing Platform, and an Autoresponder with customizable emails you can do yourself for under $9.90 a month, in fact, I challenge you to find it for under $50 a month.

You can probably tell I'm passionate about all of this.

> ***It's about combining all of the things that Jim talked about… relationship creating with the power of working through your warm market in a non-threatening manner using the technology of today made available through Ojeez.com.***

TNMM: You're absolutely right, Daryl. I understand technology and I understand price point and I think you guys are crazy! Maybe crazy like a fox but you give so much value for so little cost!

I want to talk about the tools themselves and then how the relationship creating is done using these tools. What I hear from you both is that relationships are the key to creating a business. That's certainly what we believe here at TheNetworkMarketingMagazine.com. So maybe Daryl, you could describe the list of tools and then we'll jump over to Jim who could explain how you use them in your warm market relationship-building process to growing a business.

Daryl VP: I'd love to George, and actually, Jim is the mastermind behind these technologies so if I miss something I'm sure he'll point it out but let's start with the Contact Manager.

A Contact Manager is multi-faceted. Once you become an Ojeez social community member everyone gets to test drive the tools. We don't even request a credit card number for 21 days. You get access to a Contact Manager and one of the coolest aspects is that we've integrated the ability to use an importer.

What that means is that if your email account is something like, gmail, Hotmail, Yahoo, AOL or one of those you can simply click on the one you use, enter your username and password for your mailbox and it simply downloads all of the contacts in your email client. In my case I had several hundred. It brings all of those contact names up in front of you, all pre-checked. You can choose to leave them all checked and the system will import them all or you might choose to select out names to import.

At this point you will receive a choice. They have created, built into the system, marketing pages for you to select. There is an invitation where we strongly encourage all of your contacts to join you in the social community, there is a page to invite them to your business opportunity and there is a page to invite them to your product or service.

When I say a 'page' I want you to understand that what they have created is a platform for YOU to make those pages totally customizable. It's amazingly flexible. It allows people who have corporate websites or system sites through leaders to bring them to this technology or even

chose bits and pieces from those sites, say just a flash presentation or product price page, and organize it in whatever way they want.

That was something impossible with prior systems I've been involved with. We would spend a lot of time and money to create a system and if people made suggestions we would go back and tweak the system around the suggestions. It took some time. But with this technology the marketing pages and the product pages are fully customizable. You can have one tab or you can have several tabs.

If you are the leader of a company, or a team leader, you can create custom pages, the system will give you a code to share and everybody on your team can have those pages so they don't have to personally set them up if they don't want to.

So, you have a Contact Manager that allows you to import, customizable business and product pages, and a powerful Online Day Planner.

I have shown this Day Planner to many people who have said they would come to Ojeez and pay the $9.90 just for the Day Planner. It allows you to enter *any* plans on *any* day, including notes and time and sends you an email reminder if you choose.

You also receive Video Conferencing Technology similar to an Instant Messenger with the ability for you and four other people, if you have a webcam and microphone, to invite 75 people into a room and the five of you can be communicating in real time giving a presentation or training.

Your Business Center gives you Web Conferencing; I like to call them *in-home virtual presentations*. It is similar to WebEx or GoToMeeting technology only it's all Voice Over Internet (VOIP) meaning you don't have to dial in a phone number. If you have a microphone and speakers, and now they've just introduced video, and you can get to a website you can attend and/or present a virtual in-home presentation with this web casting technology. You can see the speaker or speakers in video, you

can have a PowerPoint presentation and as soon as the presentation is over it's recorded and made available to you to put on a link. So the power of having up to 500 people that you invite into a room for a Webinar or a virtual in-home presentation is all part of the deal for $9.90.

Jim, did I miss anything and how would these integrate into the relationship creating process?

Jim CEO: I do want to make a couple of points; the tools themselves have been built by a distributor, myself, and over time they will be enhanced by the members of Ojeez. As we build the next phases the members in the field are going to tell us where they want Ojeez to go. So we will always know what tools are compatible with those who are out building businesses in the field.

> ***The next point is about the social community; the best reason a network marketer would want to use a community is to build a stronger team.***

Whether you have two people on your team or you have 20,000 on your team, if you're building a profile it allows everyone to get to know each other. So if there is an update or major event in your life that you share on your profile, it makes for a much stronger team.

> ***People who know you are more apt to stay with you even if they aren't seeing success as quickly as they would like because they feel a deeper connection to you.***

On the business side, because we made this such a customizable system you won't see leaders on your team leaving and trying to start their own system.

That was an issue I saw in network marketing. You build a great system, a very savvy internet person joins your team and he wants to build his own system. Or someone just doesn't care for the picture showing up on the Internet page so they want to team up with some other company. Because we made it customizable, everyone on your team can make their page look any way they would like if they're not satisfied with the page you created. Yet even if you have 40,000 people on your team, if they are all at Ojeez they're using the *same* system and getting the *same* training even though they are uniquely presenting themselves.

Another thing about the marketing pages is a new feature we just added. It's something called an I-frame. Many people already have marketing pages out on the Net or they are using a corporate website. Well, what if you could take your company's replicated site, with your unique URL and place that up as a page within your Business Center as one of your marketing pages? At Ojeez you can do that. You can even take just the management page of your corporate website and put it on your marketing page at Ojeez and it will appear exactly as it looks and all you had to do was type in the URL of that page to upload it.

That way if you have any marketing tools or pages already in place you can simply add the URL and it will replicate itself on your marketing page within Ojeez, making it very easy to set up these pages.

When it comes to the calendar I want you to consider this – what is the future of the calendar? We have two pieces that we are going to be coming out with over the next five months that will take it to an entirely new level. Right now, as Daryl talked about, the calendar will remind you of an appointment at a time period you select. As it works today it reminds you with an email. In the very near future it will remind via text message on your cell phone if you choose that option.

The other feature is a collaborative calendar where, for instance, a distributor could go into their upline's calendar and fill in an appointment.

An example would be that an upline leader open's designated days on their calendar for scheduling three-way phone calls. The downline distributor who wants to schedule a meeting doesn't have to track down their upline to see when they are free and then get back to their prospect, instead, while they are talking with their prospect they can simply check what's available on their upline's calendar and schedule the appointment.

A couple of other things that are important are one, the ability to customize the autoresponder, and two, the instant messenger system that can hold 250 people all talking at the same time. A great function shared by the messenger and the video conferencing is what I call the cyber buddy.

A couple of years ago, when I was checking out these systems I was talking to a woman, Jody, who was making about fifteen contacts a day. She wanted to get up to thirty contacts a day, which is what I was up to at the time when I was sponsoring about thirty people a month. She wanted my advice so I told her to meet me on Instant Messenger and we agreed to start working at 7:00pm and race to see who could get thirty 'yes' and/or 'no' responses first.

Within two weeks she was doing thirty contacts a day. She had been trying for months and had been unable to get to that thirty.

All she needed was someone to work with her.

She was all by herself in the middle of her state and there wasn't anyone doing the business in her area. Just being on the Instant messenger made her feel like I was right there with her in her living room working with her and making phone calls.

Now how does this work in terms of building relationships? Here's an example – I'm a distributor with a company and I get exposed to Ojeez. I'll first receive an invitation email and this email will tell me that Daryl Snyder is part of Ojeez. Daryl is involved with something and before he can share it, Ojeez wants to know if I'm interested in hearing from Daryl. In other words, they want to be sure I at least know of Daryl. I'll verify that

I know Daryl and then I'll be redirected to his marketing page. If the business interests me I'll start a 21 day free trial.

For 21 days I'll get access to all the tools and of course I'll always get access to the free side.

> ***But the important thing to see is that I will get to work with Daryl in his company and see if it's for me.***

He's able to share with me a couple of corporate calls that I can listen to or maybe he wants to send me to the corporate website or watch a presentation.

Regardless of what a company offers, I have the opportunity to easily see what it would be like working with Daryl and his company. Meanwhile, I can create my own profile. I need to have my own presence on the web. Once I fill out my profile Daryl is going to show me how to use the email importer. And, if I have a list of leads somewhere I could upload those into Ojeez. When I hit send all of these people will receive an invitation email inviting them to verify whether or not they are willing to receive mail from me. And they will start the process just like I did.

> ***Meanwhile, Daryl is exposing his business to me, he's exposing his products to me, but what it's doing for him as a distributor is allowing him to talk to people that I'm connected to.***

So, while I'm learning and researching he's out there talking to people I'm connected to and helping to sort out those who might be a fit for the business.

Here's something I did in the past – I brought in a lady from upstate New York and took her through the process that I just shared with you. *She* led me to *another* woman who led me to a *third* person and it ended up going seven levels deep in seven days.

All of these people were going through the same process that every network marketing company takes you through, checking out the products and exploring the pay plan except it was allowing me to go out there and talk with her people. It kind of ended on that seventh level, where I met this guy who was a lawyer and he came in the business. Then a couple of the other people who I went through to find him, decided to come in because they knew he came in and they were somehow connected to him.

> ***My point is, not all seven people met in a week joined but it really improves the odds that two, three or four people will join instead of just the one.***

And that person on the seventh level ended up bringing in about 15 people in the next 15-30 days all frontline to him.

> ***Understand this; it's unlikely I would have gotten to the seventh level of this woman's connections if it wasn't for quickly taprooting through a warm market.***
>
> ***Ojeez allows you to do that.***

I was allowed to stay within warm relationships. Of everyone I talked with, either I had a person they knew on the phone with me or I just called

them directly. But because the relationships were there the calls went smoothly, everyone was nice and very open to my showing them what I had to offer. It wasn't like calling in that cold market at all! Calling in the warm market not only caused the calls to be more enjoyable, it caused more people to sign up because there was trust already there. That's how the process will work in its simplest form.

TNMM: That's pretty incredible! So how do you see this spreading virally in terms of getting the word out about Ojeez?

Jim CEO: What we've done is this. You look at MySpace.com which is a social community. They were sold in excess of $500,000,000. Then you have YouTube.com, which is a social community around sharing videos with each other, after only 18 months Google bought them for more than $1.65 Billion. Now all of a sudden social communities are hot property. NBC, CBS, all the major sports networks, a lot of National sports teams, you name it, they want their own social community because as we all know, it allows people to build relationships.

For those who may be intimidated or have had a bad experience with social communities, just remember social communities *ARE* network marketing.

> ***Network marketing is about connecting to other people you know and building relationships and that's exactly what a social community is.***

The spin that we put on makes it work well for network marketers. To go back, all of these communities are worth billions of dollars. They have very high valuations and we wanted a social community tied to the tools making it an entrepreneurial platform.

So the answer to how we build virally starts with the fact that we're only charging $9.90 for tools that would cost a lot more elsewhere. We're bringing the tools all together in one place to make things easier and we already have great technology. We have 20 employees, sixteen

developers and four designers and we're pulling out all the stops to move forward. If people are excited about what we have now wait until you see what we're coming out with in the first quarter of 2008.

The technology grows and it's going to be amazing compared to what we have right now. We're always looking to build the best technology.

All of that will build Ojeez.com virally, however, we have something that will really get it moving. It's called ownership. Everyone that comes into this entrepreneurial platform is part of the reason Ojeez is successful.

> ***As a 'thank you' for allowing us to help you become successful in your business we want to give you ownership in Ojeez.***

Imagine if you owned a piece of MySpace before it was sold or a piece of YouTube before it was sold, how much money you would have made from the sale? Some of the people on MySpace have 60,000 friends! The most famous woman has over one million friends at MySpace…imagine if she decided to start a network marketing company!

So what we decided to do was to give a piece of ownership of the company. Our intent is to have over one million people become successful in their business by giving them these tools. Once we achieve that goal it puts us in a position to go public. With going public, everyone who received ownership can now have an opportunity to cash out. Everyone would love to have ownership in a powerful social community but our *grand* vision is more than making a lot of money.

> ***Our grand vision is to create a movement toward change in the world.***

Just before Ojeez was created I had read a black and white book called *Bridges*. It was actually a book left in my old apartment by a previous renter. The book is about some homeless children in Connecticut, three

and four year old little boys and girls sleeping with their moms under bridges. It was very sad and at the time I was reading it my daughter was just three years old. It shocked me that this is happening in the United States. That inspired me to think we have to create something really big that brings people together to change the homeless situation in this country.

So the truly viral aspect is that once we go public, a percentage of the profits will be going toward changing homelessness forever and more! We will put it towards poverty relief, medical cures; we will put it towards things that can effect positive change to make this world a better place.

Now, one example of a foundation out there is the Bill and Melinda Gates Foundation. They have billions of dollars.

> ***Money is wonderful but what's more powerful than money? People! Ojeez will have people; imagine one million entrepreneurs pooling resources toward change.***

That's an aspect that I'm thrilled about. We're asking you to join to become successful in your business but we're also asking you to be part of the bigger picture of participating in a movement toward a world changed for the better.

TNMM: That's some big vision! We're really happy here at TheNetworkMarketingMagazine.com to be a part of that vision and help get those kids out from under the bridges and into good warm homes.

Jim CEO: Thanks. To elaborate a minute on that, let's say there is an Ojeez member who has become really successful and maybe one of the things close to their heart was say, their Mom just passed away from cancer and they want to contribute toward cancer prevention. When we go public we'll be looking at all the members because remember, we're all owners and all one team who makes decisions together. If one person

is from the Jacksonville area of Florida and they send us a letter telling us their Mom passed away from cancer and they want to do something in their local area we will help put together a program for Jacksonville, Florida. We're not talking about simply giving money away. We're talking about getting in there, rolling up our sleeves and working *with* people to make change. We're looking at the Ojeez member and asking, "What is it that *you* want to change?" and then we're willing to do what we can to make a change.

TNMM: Let me switch gears for just a moment. Mary K Weinhagen is not only our Editor, she's also an awesome person, an awesome networker and she is part of the 'A' Team with *TheNetworkMarketingMagazine.com*. Without her the magazine wouldn't be the successful online magazine that it is. I know that Mary K is out of her skin excited about Ojeez. What I'd like to do is turn the tables because Mary K and I normally have these conversations as an interview, I'd like to ask Mary K, "What are you so crazy about at Ojeez?"

Mary K: Wow, what can I add to what has already been shared? I'm *really* jazzed about the whole relationship marketing and social networking communities in the first place.

> ***I've only been exploring Ojeez.com for a couple of weeks but what they bring to the table is such a nice clean site that is so user friendly, making it easy to brand yourself there!***

Their powerful technology provides tools that are simple to use, straightforward and when I enter things it shows up exactly how I want it to. Because it's easy to use it makes it fun to interact and engage with others as well as share things that I'm passionate about; which certainly includes my network marketing business and now, Ojeez itself!

I love the opportunity to have that 21 day free trial, it's simply brilliant, and you have one profile page that serves as something of an interface

between your personal and business life. People have the option of exploring your Personal Profile or your Business Profile by simply clicking a tab. I love that because if I'm talking with someone who may be interested in my business opportunity or products and services I can easily take them to those pages. I get to make them look and feel like Mary K Weinhagen.

> ***While I may be representing a certain company as a distributor, I'm very aware there are thousands of other people out there affiliated with that same company but the people I want to attract are the people who would be a good fit with me and me with them. Ojeez highlights how there is plenty of room for EVERYONE.***

Ojeez provides a brilliant platform for me to express myself and get into relationship with people who share my interests, share my values and then gives me the tools to interact with and train those who are interested in becoming business partners with me. And Jim and Daryl are right on… it's all within a warm market! Ojeez provides *all* the tools I've seen at any, and believe me it's many, of the social networking communities I've been involved with and then it heaps on more.

Jim CEO: Thank you Mary K. Now I have a question for you, what if we told you there would be a service so that if, for example, you were at your company convention or maybe you were simply out walking your dog and saw something interesting and you had a cell phone that could take pictures and/or videos you could immediately, in real time, upload it to your Ojeez page?

Mary K: My god, that's just brilliant and just what I mean when I say 'heaps on more'!

Jim CEO: I wanted to share that because we have that and more coming down the pike. Of course, I don't want to share them all right now, we want to keep some surprises but we pride ourselves on being a software company coming out with some very impressive technology. That service just mentioned, will be coming out this fall. It already works great; we just want to continue testing a bit and make some small tweaks.

Another thing is to have an online incubator where someone can come on board, have their business plan designed, and we have connections with 150 different Angel Investors and Venture Capital Groups, so an entrepreneur can come in with any idea that they have and we will help them to turn that business into a working model with cash.

Mary K: You leave me virtually speechless. I'm continually amazed by the way you guys over deliver!

TNMM: One of the things that I find is that people can become confused or maybe overwhelmed with the technology. Just listening to all that is available on your platform is like drinking from a fire hydrant. There is so much there that I'm wondering if you have plans around doing some regular training just to teach people how to take best advantage of the tools available? One of the reasons I ask is because I've learned that there is a fine line between a great tool like this being a *useful* tool and it being a distraction where people spend a lot of time in the community but fail to be really doing much business.

Jim CEO: Yes! Actually we'll have two types of coaching around this kind of thing. I'll talk about the first type and then Daryl can share about the Café.

The first type of coaching is one where when you go into the tool section on almost every single page you will see a 'Help' box. It will explain exactly the purpose of the page or tool and how to use it. That's one phase of training. The next phase is that we're in the process of putting together recorded videos and audios that will actually walk you through the steps. The most important piece of training that we wanted to add, especially because we come from network marketing, is exactly what you talked about. We're putting together live training calls that will be available by the time this article appears in your magazine.

The call will be on the Internet and usually hosted by Daryl or me. They will be held in our web rooms that can hold five hundred people because we're a global community. As people are listening to us a screen will pop up that will walk them through the steps as we're talking. We will be explaining how we use the functions and what the order of steps are, what is step one, what is step two, etc. We are going to take people by the hand because a lot of people are not very Internet savvy. We want them to focus on building relationships. Let Daryl and I take care of the technology, we'll hold you by the hand to show you, you focus on the relationships, follow our simple steps and everything will be taken care of. Daryl, if you could talk about the Café part in terms of the coaching?

Daryl VP: Sure I'd love to.

> ***There are three components to Ojeez.com. There is the social component of the Ojeez community that is free to everyone, there is the Business Center that is free to everyone for 21 days and the third component is the Self Empowerment Café.***

The Café really rounds things out nicely. It brings together the best of the best in coaching, in training, authors and experts in all fields. The Self Empowerment Café is another module offered in the Business Center so some of the more successful coaches and trainers will be incorporated into the system. You will get to hear interviews and see recorded webinars. Members will have access to all of those and we'll start doing live calls on a monthly basis. All of the faculty are members of the Ojeez community so you can drop by and explore further with them.

The community is really set up on the Instant Messenger. I mean, if you go into the community and you see Mary K's page and she's online, which you can see by the little icon under her picture with a 'Chat Now' button. So now, with her permission, you can go introduce yourself. This

is one of the things that I believe makes Ojeez stand out from other communities. Where else can you find so many people actively helping you move toward success? I talked about my passion for getting people to understand it's not a billboard but instead, it's a relationship creating process. I'm online about 80% of the time I'm awake and I love to engage with the members.

> ***So imagine being able to talk with these authors, trainers and coaches at the click of a button. We're very excited about the Café so look for it in the next 30-45 days***.

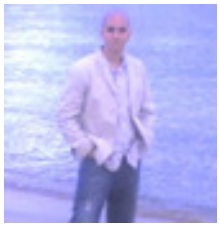
TNMM: Our theme this month is 'Commitment to Your Business' and I can't think of any better high tech way of committing to your business than becoming a member of your community. I congratulate both of you and really appreciate you being with us today. There are going to be a lot of people getting on track and enjoying the freedom that network marketing has to offer by using your tools.

Daryl VP: There is one more, quick thing of importance that I'd like to add. It hasn't come up in this conversation but it's about the name Ojeez and how it came about. I'd like Jim to address that and some changes that will be coming.

Jim CEO: One of our goals is to always listen to our members. Several people have asked us the meaning of Ojeez and how we decided on that name. It actually stands for Jim and Zach's Entrepreneurial Venture. Some members have termed the name to be insensitive which certainly is not our intention. In the end, it's not about our egos and it is about our commitment to doing whatever it's going to take to help a home-based business owner become successful in their business. So we are actually in the process of changing the name to something that fits our business model. *We just want people to know that the name Ojeez is a working name, we are in the process of changing it and hopefully it shows that we are responsive to our members.* The new name hasn't been decided on

yet and we are likely going to have the members give input. We plan to send out an email inviting members to come up with a new name and then we will do a poll for the final decision.

TNMM: Well we'd like to thank you both. This has been an exciting eye-opener and we look forward to seeing the results.



Jim Lupkin, co-founder of Ojeez has eleven years of hands-on experience in the Direct Sales and Home-Based business industries. He has achieved the top positions and received multiple production awards with several companies. His achievements have allotted him a deep insight into what technologies and processes are essential for success. His success in the industry has come from the passion of utilizing the Internet.

He has also built a global network of contacts within the industry including: CEO's of billion dollar Direct Sales firms, owners of companies that supply products to the industry, best selling authors, distributors within hundreds of companies, and top money earners that actively work from home. Jim has spent many years researching and developing the framework which became Ojeez. In just the first 16 weeks of Jim sharing with his contacts within the industry, Ojeez has quickly grown to 15,000 members across 80 countries. A total of 105,000 visitors and generated 572,000 page views that represent 184 different countries.

If you would like to learn more about me please view my Ojeez Profile http://www.ojeez.com/OjeezCEO

Your friend and future business partner,
Jim Lupkin

Daryl Snyder, Executive Vice President and co-founder of Ojeez.com, is a true entrepreneur with over 17 years of experience in structuring and attaining profitability within start-up ventures. Since 1997 Daryl has founded and acted as President/CEO of two successful multi-million dollar web-based contact management, training, and lead management systems companies for the Direct Selling industry. During this time Daryl has had the opportunity to forge strong relationships with key figures within the industry that are now being leveraged to help build the Ojeez platform. His passion, insight, experience, persistence and uniqueness are just some of the valuable assets that Daryl brings to Ojeez. We are truly lucky to have him as part of the team.

> *I am a person that strives every day to do something good for myself, family, friends and people I meet in business. I care about fulfilling my dreams and those dreams of whom I work with. My dream and reason I work with Ojeez is because it allows me to use the latest technology to succeed in business and life.*
>
> *You should first set up your Ojeez profile as it is the key to developing successful relationships. Secondly, use the contact manager to share Ojeez with all of your business contacts. Third, use the tools to assist you with your business.*
>
> *Join me and take our **FREE 21 Day Success Challenge**.*
> *Ojeez has all the tools you will need to develop a large powerful network and a successful business. **You Deserve to have it all!***
> ***Your friend and future Success Mentor**,*
> *Daryl Snyder*
> http://www.ojeez.com/ojeezvp