SYSTEMS | TOOLS

3 Must Have Tools for Growth in Network Marketing

Not using These Tools Could Be Detrimental to Your Success

by **David Feinstein**

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Network marketing is a business of systems, I think you've probably heard that over and over again right?

The fact is that as much as people hear it, they simply don't do what it takes to create the systems that lead to success. A few do, and those are the few that actually start earning the real money in network marketing.

But what makes up a system? Basically a system is simply a group of tools webbed together to create success.

We know that no network marketing business can survive, never mind thrive, if you don't have a constant flow of leads coming into your business. Obtaining those leads, unless you're wasting your money buying them, doesn't just happen out of thin air.

The only true way to create leads that come in on a regular basis is by creating a system that gets those leads.

To do that you need to utilize certain tools. I'm going to show you those tools that you need right now and exactly how to best utilize them.

Squeeze Page – The squeeze page is the foundation of your lead getting system. It's where you'll actually obtain your leads. Now of course people aren't just going to leave you their personal information out of the kindness of their hearts. You've got to give them something in exchange for that information. There are tons and tons of things that you can give.

What people want more than anything online is information. They're trying to figure out how to do something and your best bet for getting them to leave their information with you is to let them know that in exchange for that, you'll show them *how* to do that something.

> **Your first goal is simply getting to the heart of that desire [of what they want], and convincing them with benefits how it'll change their life in the direction their looking to change it.**

Obviously if someone is at your site (squeeze page), they're likely looking for ways to make extra money and enjoy a lifestyle of freedom. Therefore you must convince them with persuasion that you have that. This means that you'll need a ***riveting headline*** that catches their attention and makes them stop long enough to read the rest of the page. You then need appealing enough copy that convinces them to leave their info. Not a great copywriter? No problem because the other tool that you NEED in your toolbox is…

Video Creation Software – One of the best ways to get around the fact that you're not a great copywriter (yet) is to instead use video on your squeeze page. Your video need not be long, but just needs to be personal and tell the visitor what you have for them in exchange for their information, and why leaving YOU *their* information in the optin box is a wise choice… and of course that they can unsubscribe at anytime with the click of a button.

But that's not the only reason to have video creation software. You can also deliver your report through video rather than having to write out a long report for your subscribers, and send videos to your leads over and over again.

This creates a huge bond with you and your leads and that creates trust, which will lead to more and more signups into your business.

Auto Responder Service – Alright so in order to collect emails, and more importantly continue to contact them over and over again, you're going to need to use an auto-responder service such as Aweber or Get Response. I prefer Aweber personally…

Now your auto-responder service will allow you to create the form in which you'll collect your leads information, and will act as your mail merge system... which means that you'll be able to send your leads emails over and over again.

The great part... and where this actually becomes a system... is that you can set-up messages in your auto-responder in advance, so that each and every time someone leaves their info they'll get the messages in sequential order.

But that's not all. Got something that you want to announce to your list today? Well you can simply send out a broadcast message and have everyone on your list see this at the same time. This broadcasting feature is great for announcing webinars, or telesiminars, etc.

The key then is to simply keep adding new messages to the sequence for as long as possible, even a year. Then your only job is to simply drive new traffic to your squeeze page, and tweak your email messages one by one so that each one converts better and better, therefore increasing your

signup rate and ultimately your profits overtime.

This in itself is the basis of a lead system, and these 3 tools alone will allow you to start seeing huge gains in your business. Once set up, this portion of your business will be run on autopilot, leaving you time to close these leads into your network marketing business.

David L. Feinstein has been published by Pro-Publishing Company of California, for a series on Leadership books.

Exposure to business at an early age along with cultivation of artistic talent in writing is the background that David Feinstein brings to his business associates, prospective candidates and audiences alike. His experience throughout his career in sales and marketing and having owned and operated his own international accounting & financial management services company, is a key success factor in helping develop his international notoriety in the network marketing industry.

David and his wife, Ann have been significantly involved in direct marketing and direct sales for 21 years, serving as a distributor (team member), speaker, trainer, Top Leader, and author in the industry on a worldwide basis. Working together, they coach, mentor and train those seeking empowerment, greater self esteem and branding image, and training people seeking financial success and personal life freedom. David and Ann have grown their business that today spans over 40 countries with over 65,000 team members.

For more information go to: www.AnnandDavidFeinstein.com

David & Ann's personal passion of "showing people there's a better way" to market their business lays the foundation for the inspiring and motivating topics they speak and teach on.

Innovative, creative, interactive and dynamic, David & Ann speak on

topics in marketing and sales that most professionals find difficult or challenging to understand. Applying their unique and visionary approach easily, safely and comfortably draws audiences in from the beginning and keeps them engaged until the end. Their extensive knowledge in marketing and sales makes these topics easy for audiences to understand, as they address and speak from their personal experience and with authority and passion.

Mr. John Fogg of MLM/Network Marketing, author of *"The Greatest Networker in the World"* has said the following about myself and wife/partner Ann:

> *"It's been a looonnngg journey from their "weird" first exposure to network marketing where Ann— a Park Avenue Research Consultant, and David— the owner of an entertainment management firm handling the careers of rock stars such as (the early) Rolling Stones, Led Zeppelin, Michael Bolton, Cyndi Lauper, Phil Collins, and other famous others, found themselves at a meeting full of strange "new agers" from Sunrider— that was 21 years ago— to where they are today: Significant six-figure income earners with Agel Enterprises leading an organization of more than 65,000 people in 40+ countries around the world.*
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> *Above all else, Ann & David are focused on mentoring and leadership. Their combined expertise in recruiting, coaching, training and international development has made Ann & David much sought after direct sales business experts.*
>
> *The Feinstein's approach marries both classic MLM and the technology advances of the Internet and social media. The first people they have their new people speak with are family and friends, they do meetings, build for and around events and David even unabashedly asks people, "Do you keep your business options open."*
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> *They meet new people through weblogs, electronic newsletters, Twitter and Facebook leveraging their time and global reach. The business is all about relationships and giving value for Ann & David Feinstein… and consistently building their brand."*

Recorded interviews and Videos:

John Fogg interview--
http://themastermindsessions.com//AudioFulls/051709_AnnDavidFeinstein.mp3

David Feinstein—Are You An Online Marketer Video…
http://www.sowhatsallthebuzz.com/all_the_buzz/david-feinstein-on-stage-are-you-an-online-marketer

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