

TECHNOLOGY | INDUSTRY | PROPECTING

How to Crush in Online with Your MLM Home Business Marketing!

If you want to crush it on the internet with your MLM business, then just follow the outline of the Attract – Capture – Convert Method. It's very hard not to succeed if you follow the simple 3 step plan.

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Over the past decade, the MLM industry has changed profoundly.

In fact, I would dare to say that the industry has changed more in the last ten years, if not even the last five years, than it has in it's entire history.

That profound change has come for one reason and one reason only... **TECHNOLOGY!**

When I started in the industry, it was the greatest thing in the world to realize how quickly I could leverage my time and energy, just by word of mouth. Word of mouth is like a virus and in the MLM industry it can spread like wildfire. But back then, the rate of speed at which you could grow a business, and create hyperactive word of mouth was like child's play compared to now.

Now, you can shoot out an email, post something on a social network site or on your blog, and if you're doing things correctly...and being strategical... you can have a whole slew of people talking about you and what you're doing in a matter of hours.

Technology... and by technology I mean the Internet... has changed the way the world does nearly everything.

MLM is no exception. For MLM it's made it possible for you to reach corners of the globe that

you could never have imagined reaching prior to now. It allows you to grow an organization in countries that you most likely could or would never visit, much less build a business or organization in.

But it goes well beyond that. It goes well beyond how you reach out to customers and business partners.

One thing that the internet has done is allowed those of us in the MLM industry, who thrive on helping out our downline, and making things duplicable for them as quickly as possible... to do that in a fraction of the time that it used to take.

Now, as my wife Ann and I have done... you can train those that you have in your organization that aren't local, in the same way, if not better than you could train those who are local.

We do this with online webinars, and on these webinars we're able to reach people in as many different countries and cities as we have distributors in. Training your downline is essential, and now you can do this easily as a group, or individually.

Using things like Skype, and other conferencing software, you're able to speak to your downline members, and even have a face to face conference with them as though they're right in the room with you.

3 Step Attract, Capture, and Convert Method for Attracting Customers Using Online Technology That Anyone Can Use Starting Today...

Instead of just telling you that you can crush it online with your MLM business... I'm going to give you a simple 3 step method for at least getting started.

First: Attract... You need to attract your prospects attention.

The very easiest way is to let the people who are already looking for a home business find you.

You do that with content. The internet is ALL about content, either written, audible, or video.

Video is red hot of course, but so are the other mediums. Your best bet is to focus first on your favorite, and then expand. Content can be in the form of articles, blog posts, videos, podcasts, webinars, you name it. You've got the world at your feet when it comes to the internet.

What happens is that when people search out the content they need, as long as your consistently pumping out new content, they'll eventually find yours either thru search engines, directories, links, or if you are so inclined... advertising on your part.

Second: Capture... Once you've gotten people to your content, the next thing you want to do is capture their info. This essentially turns them into a lead, and puts them in your funnel.

To do this you'll need an auto-responder email account, and the ability to stick a form on either your websites where your content is, or onto a lead capture page (sometimes called a squeeze page). Your next job is to constantly redirect those consuming your content to the pages with your form so that you can get them to opt in.

In order to entice them to opt into your form, you should offer something exclusive that will be of immense value. A special report, a special video, a one time access to a webinar that you've already conducted... Anything like this will help.

Third: Convert... Now that this person has become a lead, you've got to get them through your lead funnel, and come out the other side anxious to join your business.

You do this by giving more and more immense value through email. As well you personally reach out and let this new lead know that you're a real person, and that you're available to be reached, answer questions, etc.

The number one rule here is to consistently give value and consistently be in front of your lead. The surest way to lose a lead is to let them forget about you. The greatest thing about doing things on the internet is that it's easier than ever to automate all of this.

You could literally automate a year's worth of content, to be distributed daily, every other day, weekly, etc.

If you want to crush it on the internet with your MLM business, then just follow the outline of the Attract – Capture – Convert Method. It's very hard not to succeed if you follow the simple 3 step plan.



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 looonnnng 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.

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."

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."
