

Must Have Tools for Growth in Network Marketing

Not using these tools could be detrimental to your success!

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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 comes 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.

1) 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 they're 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...

2) 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.

3) 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, as well 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 is great for announcing webinars, or TeleSeminars, 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 sign up 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.



One of network marketing's ***premier trainers and teachers***, David Feinstein is an accomplished ***motivational speaker and coach*** as well as the ***author*** of many highly successful books. David believes that life is meant to be lived to the fullest, and his personal life is a reflection of what you can achieve when you live fully.

David spends his time spanning the globe with extensive travel and enjoying his ***personal freedom with his lovely wife Ann***. With over ***20+ years of experience in the NWM profession***, David is 100% happy in his daily life, enjoying financial freedom, his love of coaching, animals, family and friends and personal empowerment. David is always welcome to partnerships and learning more about network marketing and personal branding.

David is a self-described ***outside the box thinker*** who has a true entrepreneurial spirit that began when he started managing paper routes with other children at the age of 12. As David entered adulthood he found himself running a highly successful accounting firm. While many people would be pleased with that success alone, David always wanted more.

Managing fortunes for some of the most recognizable names in Hollywood was not enough and soon David began looking into other avenues.

His strengths lie in ***his ability to motivate and craft highly effective marketing plans***. His ability to engage, manage and work with some of the most demanding personalities on the planet has allowed David to truly become a leader in personal marketing.