

# You, Inc.



*By Adrienne Smith*

## **NOTICE:**

**You MAY give away this report as long as you do not make any changes to it, nor make false claims concerning the content contained herein.**

## **Building Your Own Business**

The majority of people who get online today have a dream. A dream to have a better life, a dream to be financially secure, a dream to have more freedom, a dream to be who they are meant to be. They have been either introduced to network marketing by a friend or have heard how successful you can become by just joining a business opportunity. So they get online and start researching. They soon find out that there are literally millions of options available to them. After careful consideration they make their choice. After implementing what they are taught, they still aren't seeing results. They soon get frustrated, they think this internet thing doesn't work and they quit. Does any of this sound familiar to you?

So how are the top 3% able to make the big bucks? Here's the real secret to having success. It starts with your mindset. If you have a dream and you know deep down inside that you will accomplish your dream, you will not waver. You will do what it takes to reach your goal. But in order to reach your goal, you first have to acquire the knowledge in order to learn the skills it takes to reach those goals. By acquiring the knowledge and learning the skills, you soon will start building a network which will just continue to grow over time. That's how the top income earners reach the 3% and stay there. So where do you start? It all starts with you...

## **Why YOU Are More Important**

I want to share a great story with you that I learned from Mike Dillard. This is the best explanation I can give about why YOU are more important than your business opportunity.

Let's say you are attending a conference and there are 10 people in the front of the room and they are all here for the sole purpose of recruiting you into their business

opportunity. The first 9 people are holding a white sign that says, "I have the greatest business opportunity so join me." They each have 20 minutes to share with you why you should join them so they tell you about why their business opportunity is the best, why they have the best product, the compensation plan and on and on and on. Now, the last guy has a red sign and he starts out by telling you how you can build your business, what to watch out for, what to do, how to do it and on and on and on. So, now that all of the presentations are over, you HAVE to chose somebody to do business with before you leave. Who would you chose? Well, I think it would be pretty safe to say that the majority of people would pick the guy with the red sign. They have no idea what his business opportunity is, what the product is, the compensation plan, nothing. What they do know is that he is willing to help them learn what it takes to grow a successful business. You see, he has a unique selling proposition (USP) which makes him stand out from the rest. That is your goal in building your business.

People who have a problem are looking for solutions. They aren't looking for juice, a phone service, the best vitamin or a travel membership. They are looking for a solution to their problem. The business is just a means to an end. Your sole purpose is to be the guy with the red sign saying "let me show you how to do your business". This is how you stand out from the rest and get people chasing you.

## **Wake Up Call**

The biggest misconception is that when you get online and join either a business opportunity or start promoting affiliate products that you are building your own business. Although this is the goal, if you are promoting the owner or company's website and not your own, it's not your business. This area is still confusing to a lot of people.

You see, if you just stick with promoting replicated websites, you aren't building your own business. You are building the company's business. Those prospects that have joined your list don't legally belong to you; they belong to the company. You can't share with them what else you are doing or maybe some cool program that you found or free information that may be able to help them. That's the difference between just promoting a replicated website and building your own business. Let me ask you, how much luck are you having just promoting a business opportunity? Obviously not much or you wouldn't be here trying to learn what it really takes. Don't worry, you are NOT alone...

Whichever direction you chose to pursue, the thing you have to remember is that this is YOUR business. Just think of yourself as "You, Inc."

This industry is all about building relationships. This is a people business. People join people, not opportunities. You have probably already joined an opportunity or two and connected with someone on that level. People will follow people for two main reasons. They see them as a leader or they have the type of system they need. So if people are joining people, how do you build your own business?

It starts by branding you (also known as attraction marketing). You start branding yourself and introducing you to the online industry by building up a presence. This is your unique selling proposition (USP). You share with them your story which consists of who you are, why you are here, what has helped you the most since joining this industry, where you are now and how you can help.

The reason this is so important is because people will read your story and be able to relate to you. Let's face it, not everyone that you come in contact with is going to want to join you. The best way to build your business is to only work with people who want to work with you. The people who will connect with you the most will read your story

and see a lot of them in you or perhaps they can relate to some of the same experiences you have had. By building relationships and trust with your prospects, over time you will find that you not only have some very loyal customers but also some people that have become really good friends.

Let me give you a good example of how building relationships and trust with your prospects and/or customers can benefit you in your business. Let's say when you first joined this industry you signed up with an opportunity and have learned how to really attract the right kind of people. Your business is growing, you are having great success and you're now ready to expand. You do your research and find another opportunity you want to join so your business can continue to grow. If you took the time to build relationships and trust with your prospects and/or customers (better known as your list) you can send an email to them and share what you are doing. Because they value and trust your opinion, they may decide to join you in your next venture. This is how the very successful people build their business. This is also the most important reason you need to grow your own list. When you hear the term "the money is in the list", this is what that means.

## **Your Personal Branding**

When you are new to the industry or have been here just a short while and have not seen any results, it's difficult to decide how you want to brand yourself. As I mentioned above, people join people so you need to be able to stand out from the rest. It starts by acquiring the knowledge that you need so that you can learn the skills that are necessary. Some people become very good at social media marketing, some people become very good at article marketing, some people become very good at PPC, and the list goes on. Find the area that you are good at and brand yourself as an expert in that area. We all have to start somewhere right!

## **The Real Reality**

Before I continue, let me first hit you with a bit of reality. People find their way to the internet hoping to learn how to build a business, make some money, quit their jobs and become financially secure. You can do all of that here on the internet if you are willing to do what it takes in order to get to where you want to be. The problem most people face is that they don't think they have to invest much money in order to have success.

If you truly want to build a business that can and will support you and your family from this day forward, it takes money. You will need a website, you will have to host that website, you will need a domain name, you will need an autoresponder series, you will need a training community in order to learn and you will need to invest in advertising. Depending on which direction you chose to go will depend on what else you may need. Let's face it guys, it takes money to make money. You can get started in this business for little to nothing but you can't expect to start making really good money in a short amount of time if you aren't willing to invest in order to learn what it takes. I just want to be honest with you here before we go any further. If you aren't willing to do what it takes, you might as well stop reading this report right now. For those that are ready to get started, let's continue.

## **The Importance of a Website**

The website is important because this is where your prospects will be introduced to you and who you are. Some people are venturing away from having their own personal website and are moving more in the direction of just creating their own WordPress Blog. By branding yourself as a particular expert in a certain area, you can then capture your prospects information and start building your list. You can offer them a free course by sharing valuable information with them that can help them learn or you can offer them a newsletter that will keep them in the loop of what you are

doing or provide tips to help them on their journey. This is how you build relationships.

You need to stand out from all the rest! You don't want to be like all the other people who are also promoting the same product or opportunity!

Always include your up to date contact information so people can get in touch with you. When including your photo, be sure it's current. Don't hide behind pictures of your dog or flowers. People want to see who they may be working with. Also it's highly recommended not to use a professional looking photo, no suit and tie or business suits. The reason for this is because some people would come away with the impression that this is how they should be and it may be out of their comfort zone. So just be you and be approachable. Don't hide behind voice-mail or fake photos.

There are several options you can take with building your own website. Here are just a few:

More and more people have chosen to go a more nontraditional way then building a true website. Instead, they are using blogs as a source to introduce others to who they are without having a main website. This will also do the trick but keep in mind that if you intend to have products to sell and/or a store in the future, you will want to build a professional looking website instead of just having a blog. But, it's a quick and simple way to get started. To understand more about creating your own blog, please be sure to pick up my free report on "[The Benefits of Blogging](#)".

There are so many other options available for creating your own site such as joining a monthly fee based web building site. I have several friends that have used [BlueVoda](#). They found it to be a simple and pretty easy site to use. You can try the program out for free and there are several different options you can use. You can pay as little as \$7.95 a month for their service. But what you have to realize about sites such as this

one, their advertising will be on your site.

One of the better ones available is [SiteSell](#). Not only do they help you build your own site, but provide the service to help you promote it as well. This is one of the better monthly subscription services I have found so far. Plus, they offer a money back satisfaction guarantee. I believe the cost is around \$24.99 a month, but you don't have to worry about hosting.

If you don't feel comfortable taking on the challenge of building your own website yourself, just go over to [Elance.com](#) or [Guru.com](#) and post your job on their site. This is where a lot of freelance authorities offer their work. They will bid on the job, you review their work, talk to them if you prefer, see if they offer what you are looking for and then they complete the job for you. This site also offers many other services if you want to outsource work. You decide what you are willing to pay.

I purchased software to build my site and have found it to be extremely easy to use. You don't really have to know HTML code, although it does come in handy. I am no techie but I love to learn so I purchased the [XSitePro](#) software. All of my splash pages and my websites were created with this software. You have total control over your site. This cost of this software is \$197. You can go whichever route you are the most comfortable with.

## **Your Story**

I want to share with you why telling your story is so important. Have you ever heard of Britney Spears? Whether you like her or not, we all know she comes from Louisiana and started out on the Mickey Mouse Club. She received her big break in the early 90's and eventually became an international success.

How about Oprah? Who hasn't heard of Oprah! She was born poor in rural Mississippi, was abused as a child, eventually went to live with her father in Nashville, started her career in radio and television, moved to Baltimore where she hosted the TV chat show, *People Are Talking* and then was recruited to host her own morning show, *A.M. Chicago*. The rest is history!

Can you see where I'm going with this? Britney and Oprah are very successful so when you hear their name, you immediately remember where they came from and how they got to where they are now. The same goes for your story here on the web. People will be able to relate to you and as time goes by, they will have read about you enough to remember who you are. That's how you make an impression.

You may be saying to yourself right now that you just joined the industry or you haven't been here very long to actually have a lot of accomplishments or great information to share. That's okay, always be truthful and never lie or exaggerate about any of your accomplishments. Other people that are also just starting out will be able to connect with you on that level because they are in the same place you are. If you have joined an opportunity and you have a really great sponsor, share their story of their accomplishments or how well other team members have done.

## **Capture Pages**

What exactly is a capture page, why is it necessary, how do you create one and what do you say?

### ***What is a Capture Page:***

A capture page is also known as a squeeze page, landing page or splash page. It is the page that the prospect sees first before being given the option to continue to the

main content of the site. Capture pages are used to promote a company, service or product. Often a capture page will consist of good content or a video message that entices the prospect into exploring the rest of the website. Some capture pages will bring the prospect to the main website automatically while some require the prospect to click on a link that will load the main page.

### ***Why are They Necessary:***

A capture page is crucial when promoting any type of product. You want to capture your prospects information so you can start building your own list. When your potential prospects opt-in to your list, you have now captured their name and email address so that you can keep in touch with them and build a relationship.

### ***How Do You Create a Capture Page:***

As I mentioned earlier about the importance of a website, there are several different directions you can go. You can outsource your work, use a site that will build it for you or purchase software and learn to build one yourself. It's totally up to you.

### ***What Do You Say on Your Capture Page:***

The most important thing to remember is you want to promote curiosity so that the prospect will glide right down the page and be eager to opt-in to your site. Most people are searching for the answer to a problem so your capture page needs to provide the benefits that your product offers once the prospects opt-in to your site. Be sure to do your research and check out the various capture pages. I know you've opted-in to at least one in your lifetime. Just look for the ones that interest you the most and copy that design (not content).

Here are just a few simple capture page designs to help give you an idea of what a capture page is:

[Building on a Budget](#)

[List Building Power](#)

[MLM Online Mastery Audio](#)

When designing a capture page there are some key ingredients you need to include in order for your page to pull.

1) Your headline needs to captivate your prospect right from the start. It needs to point out the benefits your prospects will get and entice them to stay and continue reading the page.

2) Your copy (body of your page, also known as content) needs to be captivating but not give away too much. It needs to be short and to the point but at the same time, educate your prospects on what is awaiting them once they opt-in to your site.

3) You want your capture page to be simple and easy. Don't let your prospects get lost in too much information. Your ideal capture page will captivate them at the heading and they will immediately opt-in to your site.

Sounds simple enough and pretty easy to grasp, right! So does this automatically mean that you will have a successful capture page? The answer to that question is no. The only way you will be able to find out if your page is pulling at the conversion rate that you want is by testing it. You should do different versions of different capture pages until you find the one that converts the best for you. Testing is the only way you will be able to find out if your page is converting for you.

This is a key ingredient to true success on the internet. You need to collect the data from your different web pages and campaigns. With this data you can find out which pages are producing and which ones are not. Then you can make the necessary changes in order to correct the problem.

This is how top marketers make successful pulling web pages by tweaking and testing all their campaigns. Tracking your website is really very easy. There are several different free tracking programs you can use. You can upgrade at a later date if you decide you want even more information. They are provide directions on putting their codes on your site. Here are a few of the sites you can use:

[Stat Counter](#)

[Google Analytics](#)

Just follow these key ingredients above and you will be well on your way to creating a splash page that will generate you endless leads.

## **Domain Names**

Once you have created your own website and capture pages you will need a domain name. The purpose of this is to stand out from the rest.

With your personal website your domain name needs to be your name. When people do a search on your name, your website will appear. You want to try and get the dot com extension first because it's the most popular but if that is already taken your next option is to go with the dot net extension.

For your capture pages you need to remember that whatever your site is about, you need to have those same keywords in your domain name. For instance, let's say you

are promoting a site for dog food. You would want your domain name to have dog food in the name. You could use something like [tastiestdogfood.com](http://tastiestdogfood.com) or [thebestdogfood.com](http://thebestdogfood.com). Play around on Google and see what type of searches come up so when you are ready to purchase your domain name, you will have a better idea of what keywords to use. If you haven't mastered keyword research yet, hopefully my free report "[Keyword Research 101](#)", will be very beneficial.

[GoDaddy](#) was recommended to me early on so I have always purchased my domain names through them. You can purchase domain names for as little as \$1.99 a year (dot info extensions) up to \$15 a year (popular dot com extensions). Most domain names will run you around \$9.99 a year. You can also find coupons on the web that will help save you a little money, especially if you are purchasing several at one time. I'll share that information with you in a few minutes.

Because I have only used GoDaddy, I will share with you how easy it is to find and purchase a domain name as well as forward it to your hosting service.

### ***Create Account:***

At the very top of the page right in the middle you will find "Create Account". Complete the necessary information and then you can start searching for a domain name.

### ***Start Domain Name Search:***

Once you have signed up, you will be taken to a page where it says, "Start your domain name search here". Start typing in whatever domain name you are interested in and it will come up in red if it isn't available and black if it is.

You can search for as many domain names as you want. Once an available domain

name has come up, always notice that the box by the dot com name will be checked. If you decide you don't want to purchase that particular domain name, uncheck the box. If you don't, you will find once you reach the checkout that you are purchasing several domain names that you really didn't want.



Below the domain name search are other options for names similar to what you were looking for so if any of those interest you, look at the price before checking the box to purchase those domain names.

As you go through the check out process, GoDaddy will give you the option of purchasing extra names, email accounts and hosting service. It's up to you whether or not you want these services, but I have my hosting and other email accounts through another source. Again it's your preference. Just follow the directions through to the checkout process.

### ***Purchase Domain Names:***

When you are on the last page to purchase your domain names, pay attention to the box where it shows how many years you want this domain name for. You can purchase it for just one year or up to five years at a time. That's totally up to you.

## 1 Review Your Shopping Cart

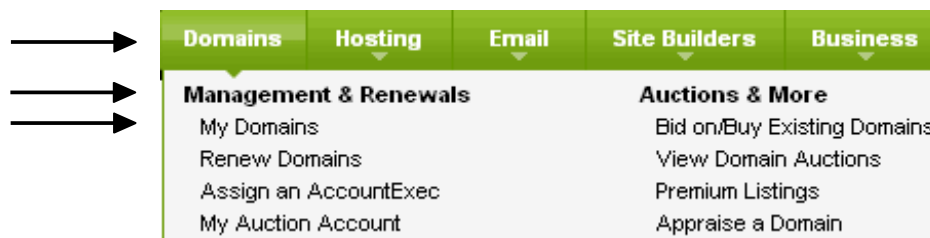
Product Name	Quantity	Unit Price	Your Price	Total Price
.COM Domain Name Registration - 1 Year* SKU: 101-1 Domain: CONFUSEDABOUTMLM.COM	1 domain(s) 1 Year <input type="button" value="Public"/> <a href="#">Update</a> <input type="radio"/> Private <a href="#">Remove</a>	\$40.69	\$9.99	\$10.19*
<b>Add these matching domains.</b> <a href="#">Why?</a>	<input type="checkbox"/> Upgrade to 5-yr registration <sup>3</sup> <input type="checkbox"/> Add Private Registration \$6.99/yr SAVE \$2! <sup>3</sup>	recurring		
<input type="checkbox"/> CONFUSEDABOUTMLM.ORG \$5 off 1yr: OILY \$9.99*/yr <input type="checkbox"/> CONFUSEDABOUTMLM.NET \$5 off 1yr: OILY \$7.99*/yr				
If you have a promo or source code enter it here:** <input type="text"/>			<input type="button" value="Apply Code"/>	<b>Your subtotal (USD): \$10.19</b>

To locate coupons to use you can do a Google search for "coupons for GoDaddy". A lot of sites offer coupons, but I personally use [HappyCoupons.com](http://HappyCoupons.com). Just copy the coupon code, input that code in the area titled "Apply Code", located beside your total price, and watch your discount appear. It definitely comes in handy.

### **Forwarding Domain Names:**

Now, you need to remember that once you purchase your domain name, you will need to direct it to your website. A lot of people aren't informed about this step and just think that your domain service will automatically know where you want your domain name to be redirected. You have to provide that information for them.

Here is what you do. On the home page you will see several tabs in green. On the far left go to "Domains". A drop down menu will appear and the first section will say "Management and Renewals". Under that section you will see "My Domains".



Once you click on "My Domains" all of the domain names you have purchased will

appear in a list. Put a check in the box next to the domain name you want and then in the tab section above that you will see "Forward" with an arrow in green. Click that button and a "Forward and Mask" box will appear. If you want to direct your domain name to an already existing website, just put the website link in the box that says "Forward to" and be sure to check the box that says "Enable forwarding". Just click okay and it's done. It usually takes a short while to become active so don't panic if you pull up your web address and it's not forwarded yet. Be patient.



If you want your domain name directed to your website and it's with your hosting account, you will need to direct it to their server instead of use the forward function. You will find the server information with your hosting account. We will go over hosting in the next section.

You will want to go to the button that says "Nameservers" and check the "Custom nameservers" box (see example on the following page). Then in the first and second boxes titled "Nameserver 1" and "Nameserver 2", put in the information that your hosting account has provided and click OK. Once again, be patient because this action will take a little while to be activated.

## Set Nameservers

If you are hosting your Web site with us (you have a hosting account with us associated with this domain) or you want to Park or Forward your domain, we will automatically set your nameservers for you.

- I want to **park or forward** my domains.
- I have a **hosting account** with these domains.

If you are hosting your Web site with some other company (you have a hosting account at another provider that is associated with this domain), then enter your provider's nameservers (you must enter at least two nameservers).

- I host my domains with **another provider**.

<b>Nameserver 1: *</b>	<b>Nameserver 2: *</b>	<b>Nameserver 3:</b>
<input type="text" value="NS47.DOMAINCONTROL.COM"/>	<input type="text" value="NS48.DOMAINCONTROL.COM"/>	<input type="text"/>
↑	↑	
		<input type="button" value="OK"/> <a href="#">Cancel</a>

Before leaving the "Domain" section, we have one more task to do. If you have a website and it's being hosted with a service, you will need to authorize that the domain name belongs to you. In order to do this you would locate the domain name you want to forward to your website and click on the domain name link. This is where all your information will appear regarding ownership. Where it says "Authorization Code", click on the link that says "sent by email" and they will send that code to you via email. You would then input that information in the correct place in your hosting account.

## Hosting

What is hosting and why is it needed?

A web hosting service is where many websites reside on one web server connected to the internet. Each site "sits" on its own partition or place on the server to keep it separate from other sites. This is generally the most economical option for hosting as many people share the overall cost of server maintenance.

When you build your website, or someone builds it for you, it has to be hosted because it can't be accessed from your hard drive for others to see. If you are also intending to build a site that provides PDF files, videos or even products, it has to have a place to be filed.

I use [Blue Host](#) and it's only \$6.95 a month. It's that low because you have to purchase the package for a two year period. That comes to about \$167 and well worth the money if you are planning on building a business.

What does a typical hosting account provide? Everything essential that you will ever need. Most of it is unlimited so if a friend happens to suggest another service to you just do your research and make sure it has everything that you need. The majority of them provide the same types of services.

A hosting service will be very overwhelming when you first sign up. Always remember that if you run across any problems or have any questions, which you will, just pick up the phone and call their 800 #. They heard from me pretty regularly after I first signed up because I was so confused. They were so patient with me and I found them to be very helpful and knowledgeable.

The key elements you will need to know are transferring your files and website to your hosting service, setting up your email account and hosting your WordPress blog. I will show you how this is done through my hosting service.

Once you sign up with the hosting service you will be taken to your back office. There are about eleven sections to this site. Since I use Blue Host, I will explain how this service works.

## Files:



What I mean by files is if you want people to be able to access eBooks, videos, free reports, etc. from your website, those files will need to be placed with your hosting service. In order to transfer those files to your hosting account folder you would want to go to "Files". You would then click on "File Manager" and a pop up box will appear directing you to your "File Manager Directory Selection". You will want to be sure and click "home directory" and in the white box below you will want to be sure your web address is there. Hit go and it will take you to a new page. If you have PDF files, reports, (files that aren't real large) to load to your hosting account you would just go to "Upload" at the top of the page and then browse your hard drive for the files you want to upload and load them to your home page. From your website software, you will direct those particular files to the correct folder located in your hosting directory.

For much larger files, I will explain how to download them onto a file server in order for you to load larger files such as videos, etc. We'll discuss this further in a moment.

## Domains:



In the Domains section we discussed having to direct your website to your hosting server. To accomplish this you would go to "Domain Manager" in the "Domain" section. From there you would click on "Assign a domain to your cPanel account" and another page will appear titled "Assign Domain". Just follow the directions.

*Step 1:*

If you purchased your domain through GoDaddy (or any other service) you would input your domain name, without the <http://www> in the second section where it says, "use a domain that is not already associated with your account".

*Step 2:*

In this section are the names of the nameservers that you will need to put in your domain account when directing it to your hosting account. Remember when I had you verify in GoDaddy that you were the owner of that domain name? GoDaddy emailed you the "Authorization Code". Input that code in the section that says "EPP Code".

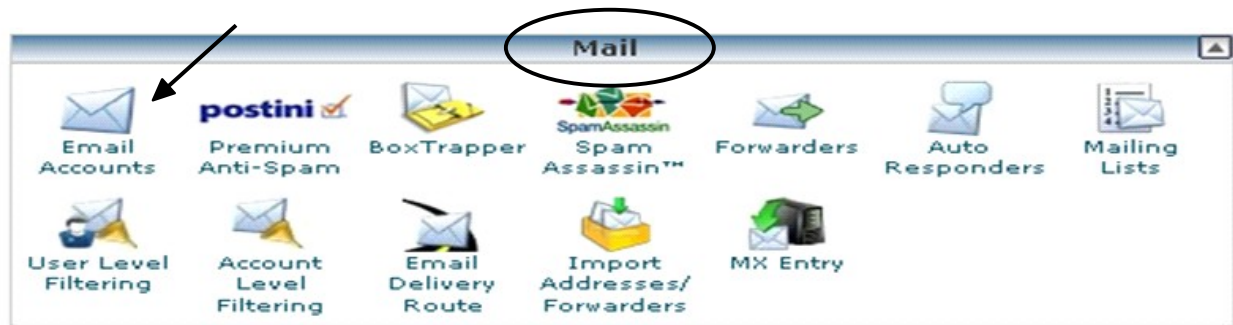
*Step 3:*

Click "Addon Domain"

*Step 4:*

In this section you want to "Create a New Directory". It should automatically be filled in with the information you listed in the first section. Your sub-domain information would be the same. Hit apply and you are done. Once again, it will take a short while to go through but shouldn't take too long.

## **Mail:**



To set up your email account you would click on "Email Account" in the "Mail" section. A new window will appear for email accounts. To set up your account you would type in the name that you want to appear with your address. For example if you are setting up your email address for your personal website you would more than likely want it to be your `firstname@firstlastname.com`. Put your password in and hit create. Once that is set up, you have the option of setting up your account to go to Outlook or any other service you prefer. I have chosen to use one of the web service accounts provided by Blue Host called "Round Cube". Just click on the icon of the earth under "Access Webmail" and then follow the directions. Just click on whatever option you want to use and again, just follow the directions.

Once you have your email account set up, you can also forward all your emails to whatever email you use the most so you won't have to continuously go back into your hosting account email to see if you have received any new messages. Since I don't use a service like Outlook, I have all my email accounts forwarded to the email address I use the most. Whatever works best for you.

## **WordPress Blogs:**

If you decide to set up a WordPress blog with your own domain name, it has to be

hosted on your server. All you would do is go to Software Services:



From here you would click on Simple Scripts (Blue Host recently stopped using Fantastico). Bummer :- ( Anyway, you would click on Simple Scripts and you will be taken to another page. From the “Script List” go down to “Blogs” and click on “WordPress”. Just hit install and you will then be taken to the “Installation Preferences” page. In Step 1 it will ask you “Where would you like WordPress installed?” You have to direct it to a domain name so this is where you would include that name. Check the boxes next to the legal description and just hit “Complete”. Your WordPress blog is now installed and you are ready to go. It's that easy.

### **File Server:**

A file server mainly is used to share files between all the computers it's connected to. You know how you download a file and want to send it to a friend via email but the file is too big? This is the purpose for using a file server. There are plenty of free ones available online. The one I use is FileZilla. You can find it at [FileZilla.org](http://FileZilla.org).

Once you download this service, you will have to contact your hosting service in order for them to activate it's use to your account. Once that is done, all you do is open FileZilla, put in the login information it requests and it will connect to your hosting service. On the left side you will see the files on your hard drive and on the right side

with be your hosting account folders. Find the files located on your hard drive and drag them over to your hosting service folder. It's as simple and easy as that.

I hope this helped explain what hosting is and how to get started. Always remember to just call their 800# when you have questions or just need more help. They will be more than happy to walk you through whichever area you need help with.

## **Autoresponder**

An autoresponder is so important to building a successful business because this is how you build relationships with your prospects.

When you see the opt-in box on capture pages, websites, blogs, social networking sites, etc., that box was created through your autoresponder. It will generate a code for whatever list you want to create and you just paste that code into whatever site you want. This is the best program to help you collect your prospects information so that you can continue to build your relationship with them as you provide your prospect with valuable information.

Have you ever opted-in to someones list and started receiving emails from them regarding the information you requested? Those emails were written to provide you with the information you signed up for but sometimes throughout those emails were links to their products. This is done to keep you up to date with the information you requested as well as informed about their products and other great information they may want to share with you.

Statistics show that a prospect will not purchase from you immediately. It usually takes about seven times for a prospect to see your information before they decide to buy. This is why autoresponder messages are so valuable for growing your business.

You have to introduce your prospects to who you are, inform them of what you have to offer and introduce them to how you can help them all within those first seven crucial days. Most messages are written ahead of time and put into the autoresponder series so that your prospect will receive them on the days you have designated. It will keep your prospect interested in what you have to offer by continuing to receive your information.

There are two main autoresponder programs online today; [Get Response](#) and [Aweber](#). I started out with Get Response per the suggestion of the team I was on at the time and the program is \$17.95 a month. I didn't like the program from the start. I found it was WAY too confusing for me and I got tired of trying to figure it out. So, I moved to Aweber and I'm so glad I did. Aweber is \$19.95 a month but it's worth it to me because it's so easy. Getting your code for your opt-in box is a breeze. If you don't have an autoresponder yet you definitely need to get one.

As before, I will walk you through how to use Aweber since this is the program I use. Once you sign up with the account you can go and start setting up your lists. What I mean by setting up your list is let's say you have decided to do a newsletter for the people who opt-in to your website. This means that every time someone opts-in to your website, they will receive an autoresponder message from you. When they first opt-in to your site they will immediately receive a message giving you permission to send them information. From that point on you can decide how often you want to send them a message. You can send them one immediately after they have opted-in, you can send one after the first day, the second day, the third, fourth, etc. It's totally up to you how often you want them to hear from you.

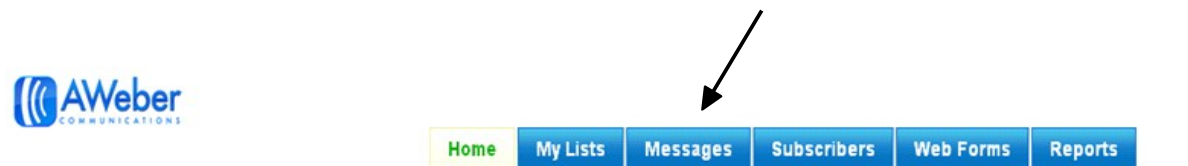
You can write all your messages ahead of time or you can write them at the beginning of each week and then input them into the system.

## ***My Lists:***



The first thing you will want to do is go to "My Lists". From there you will click on "Create a New List". Under "List Settings" you would name your list. If it's your personal website I would just put your name. The description is just telling your subscribers what your list is all about so I would put your website address. The next section is "Company Branding" so if it's your personal website, again put your name. Then under URL you would put your website address. If you have a logo you can include that as well. Your reply address is the email address you want people to send reply's to. Then hit the save button.

## ***Messages:***



Once you have your list set up, go over to "Messages". This is where you will create your autoresponder messages. Just click on "Add New Follow Up Message". In the subject line you can personalize your prospect's name by clicking on "Personalize" out to the right of the title Subject.

The first box is if you want to type your message in a design format. This is the best format to use for having your links be active without having to know HTML code. But, some people may not have the same program and your messages will not appear to them the same way they appear to you. That is why the plain text box just below is

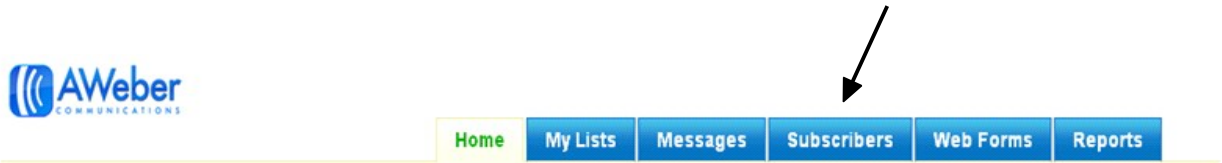
also available in case you decide to just type your messages in plain text. As you will see, the blue shaded box to the right is where your message should cut off and wrap around. This is because again, some prospect's emails will run off the page and then they won't read them. You can click the active link at the top of the box that says "Wrap Long Lines" and it will automatically do that for you. I always type all my messages in Word first and then paste them into my autoresponder. It's up to you.

Once you have completed typing your message, below that will be a box titled "Interval". Your very first message will be delivered immediately to your prospect after they have opted-in to your site. Depending on which site they opted into will depend on how your messages should be delivered after that. Remember, if your prospects are opting into your site for your business opportunity, you have exactly seven days to convince them to work with you or you will lose them for good. If you are having them opt-in to receive free training material, you will want to send that to them each day as well. If you have them opt-in for a newsletter, you can spread your messages throughout several days. You don't want to overwhelm your prospect but at the same time, you don't want them to lose interest. You can also attach files to your messages like if you decided to share a report or PDF book, whatever the case may be. It's safe to have at least 30 days of messages if you are running a particular campaign.

Also under the "Message" button you will see "Broadcast". Let's say you have a growing list of numerous prospects and you are going to have an upcoming call you want them to be aware of or a product that has just been reduced in price and you want them to be the first to know about it, you can notify them through broadcasting an email. You would just click on "Broadcast" and then "Create your Broadcast Message". Type your message and attach a file if you want. You have the option of sending your message immediately or waiting until a specified time. You also have the choice of sending it to just one list, individual lists or all of your lists. Below that you will see where you can track your clicks on the open rate of your email. You would

then save your email and hit the "Queue" button in order to send it to your lists.

### **Subscribers:**



The "Subscribers" button is where you can see who has opted-in to your lists. Up in the left hand corner in green you will see where it says "Current List". If you have several lists you need to select the one you want to review and then you have the several different options. You can see all your subscribers, the ones that just opted-in within the past 24 hours, 48 hours, 72 hours, 7 days, the ones that were undeliverable, your subscribers within the past year, your active subscribers and the ones that unsubscribed from your list. You can also export them to an excel file and keep them in whatever format you choose.

### **Web Forms:**



The "Web Forms" button is where you would locate your codes for your opt-in box. Once again just click on "Create Web Form". Your "Form Name" would be whatever name you want. Your "Thank You Page" is automatically defaulted to your thank you page. If you prefer for your prospect to be sent to a particular site once they have opted-in with their information instead of being sent the "Thank You" message, just put the link of the site you want them to immediately be directed to and once they opt-in, that site will appear. The rest can be left as is and then go to "Next".

If you put your mouse anywhere in the preview box you will notice that each section becomes active. You can move the boxes around. To the left you can add boxes and you can make your opt-in box say anything you want. If you want to add a field, just name the field address, telephone number, city, etc. Check the box beside it and hit add. The box will appear up above and just click on the + button and then move it in the spot you want in your opt-in box field. Once you have it just like you want, hit save. If you need to make changes just click on the name of the web form you just created. If you want to retrieve the HTML code, just click on "Get HTML" and the code will appear. Copy that code and put it on whatever site you choose. Just remember that each box should be created for its own list.

### ***Report:***

The last section is "Report" and that will just inform you of all the information and traffic that has come to each list. This is important so you will know what is working for you and what is not.

That's all there is to setting up your autoresponder. Once you get the hang of it, it will take you no time at all to create new lists.

### **See The Big Picture**

Do you now see why building your own business is so crucial to your overall success? Replicated websites aren't very popular with the search engines nor do they make you stand out from all the other people promoting the same exact site. Why should they join you? What do you have to offer them that is different from the guy next to you offering them the exact same thing? Have you ever had people try to entice you into joining an opportunity and then lend no support whatsoever to your success?

In order to build a successful business online, you need to provide your prospects with free valuable information that will entice them into joining your list. Because they are receiving valuable information from you that is helping them progress and grow, you are now building a relationship with that prospect and they now trust and value your opinion. If they feel comfortable with what you have to offer, they will join you in either your business or whatever system you have implemented. If they don't, they will opt-out of your list.

## **Knowledge and Skills**

The bottom line is that it costs money to build a successful business. Sure, you can join an opportunity for free and promote their replicated website, but you will soon be among the ones that ended up frustrated and quit because you didn't see any results. If you want to build a successful business, you have to invest not only in the business itself but your education in order to learn how to implement everything that will teach you the skills that you need. Without the proper education, it will be difficult to see the kind of results you want in a short amount of time.

There are so many people that buy course after course after course shelling out thousands of dollars by the time they have bought every thing that has been presented to them as being able to bring them success. Why not just invest a little more money up front and learn from the people who are already in the top 3% income earners. Why try to reinvent the wheel with the original design is already a success!

If you would like to learn from the best without it costing you an arm and a leg, here are my suggestions:

### [The Online MLM Mastermind Course:](#)

This is a complete course that teaches how to use the internet to generate endless

leads, traffic and new distributors for your network marketing business.

[The 7 Figure System & Mastermind Training Community:](#)

This community teaches how to literally start generating 10-50+ new leads every single day, and get the most advanced training existing in this industry... They teach you how to create your own capture pages and provide those for you, you can connect your pages to your own autoresponder series, you can promote other affiliate products and learn from video tutorials. If you need a system in place that is completely duplicatable, this is the system.

I hope the information within this report has been helpful and beneficial to your overall success. Remember, this is your business! Get the knowledge that will teach you the skills you need in order to grow your business into a success.

I want to see you at the top.

To your success!

*Adrienne Smith*

## Resources Mentioned

[The Benefits of Blogging](#) – free report that introduces you to blogging.

[BlueVoda](#) - software package that allows small business, individuals and even large corporations to operate their own web pages by themselves without knowing HTML coding, design knowledge or anything else.

[SiteSell](#) - all-in-one site building, hosting and marketing system of software tools.

[Elance.com](#) - outsource to expert programmers, designers, coders, writers, developers, translators, marketers, researchers and admin contractors with tested skills.

[Guru.com](#) - a freelance marketplace which allows anyone to find freelance workers for commissioned work.

[XSitePro](#) - a web design software that specializes in SEO (Search Engine Optimization ) and creating websites in a fast and effective manner. It is made to be "easy-to-use" and allows just about anyone to get decent rankings in the search engines.

[Stat Counter](#) - A free yet reliable invisible web tracker, highly configurable hit counter that provides real-time detailed web stats.

[Google Analytics](#) - a free service offered by Google that generates detailed statistics about the visitors to a website

[Keyword Research 101](#) - free report on understanding the importance of keywords

[GoDaddy](#) - an Internet domain registrar

[HappyCoupons.com](#) - coupons for GoDaddy domains

[Blue Host](#) - hosting service

[FileZilla](#) - a computer attached to a network that has the primary purpose of providing a location for the shared storage of computer files (such as documents, sound files, photographs, movies, images, databases, etc.) that can be accessed by the workstations that are attached to the computer network.

[Get Response](#) - good autoresponder service

[Aweber](#) - best autoresponder service

[The Online MLM Mastermind Course](#) - a complete course that teaches how to use the internet to generate endless leads, traffic and new distributors for your network marketing business.

[The 7 Figure System & Mastermind Training Community](#) - community that teaches how to literally start generating 10-50+ new leads every single day, and get the most advanced training existing in this industry.