

# Site Build It!

## **Put The *Net* Into Network Marketing!**

Empower your distributors to attract warm, pre-qualified leads, generate sales, and build a high-performing downline.



## Preamble

The bottom line of Network Marketing boils down to one sentence...

### **Maximize the business-building success of your distributors.**

What better way to maximize results than by harnessing the vast power of the Net? You are no longer confined by geographic location or the high cost of advertising or time constraints (etc., etc.). The Net offers accessibility, convenience (for you and your customers), speed and a global reach.

The Internet and Network Marketing should go together, hand-in-glove. And yet, Network Marketers have struggled to realize the networking, lead-generating potential of the Web.

This quick overview will show you how **Site Build It! (SBI!)**, an all-in-one site-building, hosting and marketing system developed by **SiteSell.com**, will crack the Network marketing code, empowering your distributors to generate sales and attract warm, pre-qualified leads 24/7.

Truly, there's never been quite a **competitive advantage** like this one. And those companies who first realize it will experience growth on a level never before experienced. Let us show you how Site Build It! can take you and your distributors there!

## Targeted Leads Rule!

Successful Network Marketing involves four essential steps...

### **STEP 1) Relationship-Building /Lead Generation/Recruitment**

"New blood" is essential to the sustained growth of any Network Marketing company.

### **STEP 2) Sales Conversion**

Leads/prospects vote with their wallet and purchase a product (or more).

### **STEP 3) Ongoing Consumption**

Converted customers are regular, loyal users of the product line (i.e., satisfied, committed fans.)

#### **STEP 4) Replication**

Customers move to the next level and become active distributors themselves who build their own downlines by introducing members of their families and close personal friends to the products and the opportunity.

This sounds like a simple progression of action steps, right? Not necessarily.

If you have no leads, you have...

- no sales conversion,
- no ongoing consumption,
- no one to replicate.

Offline, it's easy to understand why people fail at Network Marketing. Many people have trouble working up the courage to recruit and generate *new* leads. ***They fear rejection.***

Offline, it's not easy to approach strangers, those who are outside their "warm circle of prospects" (i.e., beyond friends, relatives, etc.). That's why most offline Network Marketers accomplish very little.

But online?

***Generating leads is made for the Net.***

Even the most introverted individual can build a successful Network Marketing business without leaving the comfort of his or her home. It's no longer necessary to have a huge and continually expanding circle of social contacts or a powerful, extroverted personality to become successful.

But that's not the way matters have unfolded. Most people in the industry try to force ***offline methods to an online world.*** Based on observable results, it's easy to conclude that this approach just doesn't work.

It's time to put the ***Net*** into ***Network*** Marketing.

In fact, there's no need for your distributors to "***push***" (i.e., chase cold calls/prospects) when they can motivate potential customers and business-builders to "***pull***" (i.e., people want to call you to learn more). That's the beauty of the Net in a nutshell.

Let's quickly examine why forcing offline methods on the Net creates a cascading sequence of problems and no success.

## Forcing The Net... Why It Does NOT Work!

### PROBLEM #1:

Government highly regulates the Network Marketing industry in order to protect people against pyramid rackets. Corporations can be severely fined if distributors make business claims that are not permitted.

Rules also forbid all kinds of claims about all kinds of products, especially those in the wellness industry, making the situation even more difficult for Network Marketers and their companies. Obviously, when it comes to your distributors creating a Web site, you don't want them to get you into trouble.

### PROBLEM #2:

Due to severe government regulations (as well as corporate branding concerns), Corporate Head Office does not want its reps/associates to make claims (on the Web) about product or opportunity or the company their associates with the ability to speak with a **“unique voice”** (the key to any success on the Net).

Actually, most reputable companies forbid their associates from creating their own, unique Web sites. Consequently, distributors lack the correct tools and strategies to attract and win new leads and/or sales on the Net.

A unique voice is essential. **It helps you to communicate, to connect, to build relationships with your audience.** And by talking **to** your prospects rather than **at** them, you set yourself apart from the competition.

All day long, in your offline life, you do exactly that. **You PREsell yourself.** You build your personal offline **“brand of one.”** This is the image that people have of you. Building a “brand of one” is just as easy to do online through your writing.

Effective PREselling on your site creates a warm, open-to-buy mindset in your target group and gets that important click-through to your contact form for direct follow-up. PREsold visitors are much easier to convert into customers. **After all, people do business with people they like and trust.**

Writing to PREsell does not require genetic talent. It's not a “gift.” Writing to PREsell is a skill you can acquire. Make Your Content PREsell! (MYCPS!), the only book of its kind on the Net, shows you how...

<http://mycps.sitesell.com/>

### **PROBLEM #3:**

Corporate Head Office tries to come up with solutions. But they don't understand the Net. For example, some companies develop a very good **content site** (i.e., a site that provides lots of helpful information beyond sales copy). If it were the only one of its kind, it would likely do fairly well for one Network Marketing associate. The Head Office, however, replicates the site and makes it available to others, figuring that thousands of associates will do even better with it.

Wrong assumption. Replicated content sites don't work. Since they do not provide any unique value to a visitor, the Search Engines (SEs) ignore them. It's worse, actually. The engines consider them the equivalent of spam since these sites just clog up their databases and degrade the quality of their search results.

Quality relevant results are the backbone of **their business**. It's how SEs build a loyal fan base of surfers and, in turn, attract and keep a huge stable of advertisers who are their true customers.

**Working with the Search Engines** is absolutely critical for all online businesses, including Network Marketing. Search Engines drive the best traffic to a Web site... **free**, qualified traffic.

These visitors enter a keyword search directly related to the theme of your Web site. On top of that, they arrive in a relaxed and positive mindset, confidently expecting that the information on the pages will be relevant to their interests or needs. They trust the more respected Search Engines to deliver impartial results based on the quality of the material within that Web site.

Compare this to a visitor who arrives at a Web site from some form of online advertising (pay-per-click, banners, etc.). This person is expecting a sales pitch, and is, therefore, already wary and suspicious.

Online advertising is expensive (especially in the highly competitive Network Marketing industry), and most small business owners do not have the finances to sustain such a campaign. So for your beginning, low-level distributors, encourage them to use the free Search Engines to attract the largest number of new, open-minded, pre-qualified leads straight to their doorsteps.

Other variations of replicated sites also exist... and fail. For example, some companies provide in-house Webmasters to create sites for their Diamond Level associates, like yourself. The Diamonds then provide copies of these sites to their downlines. Not a wise decision. Same thing happens as above.

Search Engines compress these sites out of existence. They will obliterate

anything that compromises quality search results. Back to “Square One” again.

What about replicated stores? This is a slightly better idea. It's a useful tool for tracking product sales, *if your distributors can find someone to send to their stores.*

The more typical reality is...

- Replicated stores don't build traffic because they have **near-zero content**. (And if they did have content, the Search Engines would hate them anyway because most of it would be sales copy.) As a result, they do not draw fresh, new leads and consumers, vital ingredients in the recipe for success.
- Most people do not approach people outside their warm circle of prospects and, therefore, cannot divert a large offline audience to their online stores to make purchases.

Result? No traffic... no leads. No leads... no business.

Your distributors are still at Square One, trying to build traffic and find leads.

#### **PROBLEM #4:**

The final phase is the “vulture phase.” This is the inevitable scenario in an industry that holds so much promise, but is floundering. Here are samples of actual sales copy from recently published ads...

[Highest Quality - Lowest Prices - MLMs Number One Lead Source](#)

[Explode your business with fresh, MLM Leads](#)

[Legit MLM leads. Not shared. \\$69.95 for 125.](#)

The ***Get Rich Quick*** Marketers sense the desperation in the industry. An endless number of online lead providers offer “immediate, easy, powerful” answers to the industry's #1 problem. But these answers simply do not work. How could they? There are only two kinds of lead-sellers ...

**1)** Leads are cheap, on a per-lead basis. You are buying the same old, tired lists.

**OR...**

**2)** Leads are expensive. You *may* (who really knows?) be getting unique leads. *But how unique or warm are they?* (For example, were they merely paid a certain amount to join a list?)

There is simply no other way for lead-sellers to make a profit.

One more important point about lead-generators... **when you stop paying, the leads stop coming.** You own your business once you own your leads. Otherwise, the lead-generators own you.

Site Build It! (SBI!) empowers your distributors to build their own self-sustaining, ever-growing Network Marketing business via the Net. There are no false, get-rich-quick, vulture schemes. SBI! works for all if they work it.

It's amazing, but sad, how many people never figure out that there is simply no such thing as "get rich quick." **There are no shortcuts to building a truly profitable business with equity.**

So what is the solution to these puzzling problems?

## Solve The Puzzle With Site Build It! (SBI!)

Everyone claims to have "**The Answer.**" Unfortunately, they are generally the same folks who love to propagate the get-rich-quick mindset because it gets **them** rich quick.

Site Build It! does not pretend to be the final answer but it certainly will help you and your distributors solve the e-biz puzzle. SBI! will provide your distributors with the right process and all the right tools (all in one place!) for your company to be in the first wave of successful *NET*work Marketing companies.

The solution is SBI!'s proven process...

**CONTENT** ➡ **TRAFFIC** ➡ **PREsell** ➡ **MONETIZE**

This process is based upon the **fundamental reality** of how people use the Net. For any Network Marketer to be successful online, you have to start where your prospective new lead starts.

Ready? Let's go...



➡ Online, people search for information. They look for solutions. They are **not** looking for you or your distributors. People are **not** looking for your company's products. And they are **not** looking for a business opportunity.

Nine times out of ten, they are **not** exactly sure who/what can provide what they need. People rely on SEs to source possibilities that are worth their time . So what would be your distributors' first action step? They convert their own knowledge into high-quality, in-demand **CONTENT** which OVERdelivers what is being sought by your visitors. And they do it with a *“been there - done that”* voice and flair.

Let's suppose that you are one of your distributors. Your prospective visitor is not sure if she has a boil or a heat blister on her leg. It's painful whatever it is. So your visitor enters “blisters and boils” into a Search Engine search box (Google in this case) to find some relief...



➡ Your distributors build a theme-based topical content site that ranks highly (in the Top 10-20 search results) at the Search Engines, attracting **free, targeted TRAFFIC**... interested, open-to-being-converted visitors.

Our searcher sees a page from **TeaTreeWonders.com** listed in the **#3 position** (at the time of writing) on Google's search results page for the keyword, “blisters and boils”...



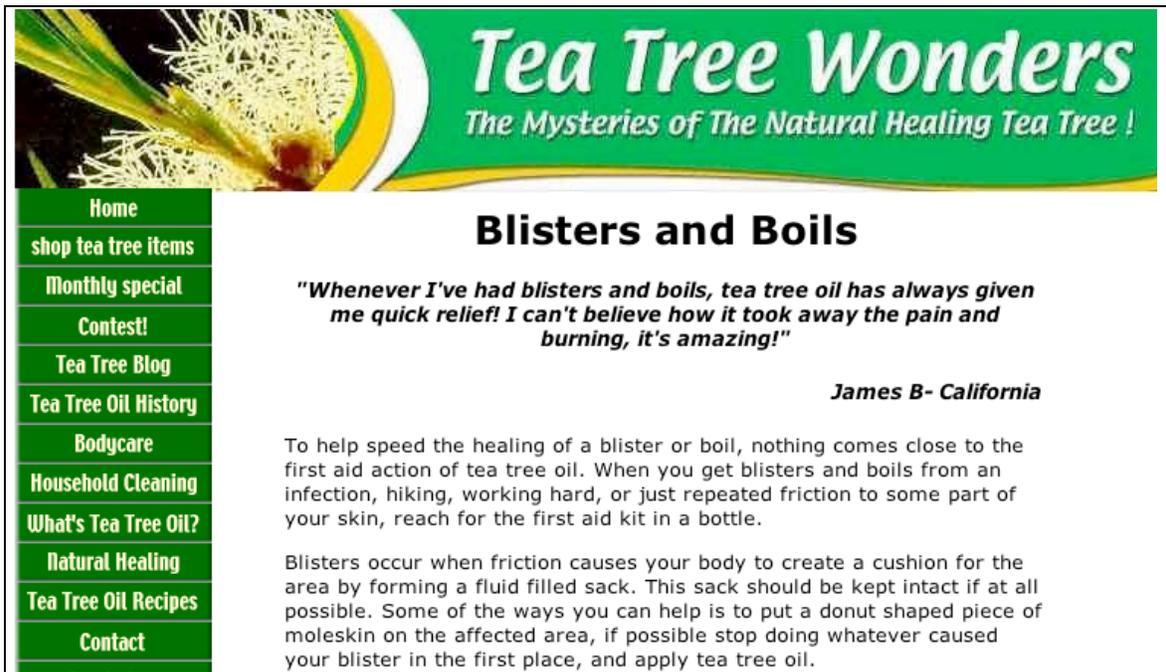
Feeling good about herself, she clicks the link and that begins the “**P**”...



➡ Your distributors develop trust and confidence (“**PRESELL**”) by OVERdelivering relevant, original, high-value information to these motivated pre-

customers. Your distributors are seen as “experts” in their field.

Check out how **TeaTreeWonders.com** PREsells its visitors...



The screenshot shows the website for Tea Tree Wonders. The header features a green banner with the text "Tea Tree Wonders" and "The Mysteries of The Natural Healing Tea Tree!". Below the banner is a navigation menu with green buttons for: Home, shop tea tree items, Monthly special, Contest!, Tea Tree Blog, Tea Tree Oil History, Bodycare, Household Cleaning, What's Tea Tree Oil?, Natural Healing, Tea Tree Oil Recipes, and Contact. The main content area is titled "Blisters and Boils" and includes a testimonial from James B- California: "Whenever I've had blisters and boils, tea tree oil has always given me quick relief! I can't believe how it took away the pain and burning, it's amazing!". Below the testimonial is a paragraph explaining that tea tree oil is a first aid action for blisters and boils, and another paragraph describing how blisters occur and how to treat them.

This page provides interesting information about blisters/boils and how tea tree oil can effectively treat them. A visitor (who knew very little about tea tree oil before her search) is now intrigued by this discovery. What else does tea tree oil do? What else is it good for? Where can I find it?

Many online small business owners (including Network Marketers) flounder because they are too eager to convert their visitors into income (which is the **last step** of the SBI! process). These owners do not take the time to build a friendly, trust-worthy relationship. Visitors will not heed their recommendations without this critical prerequisite.

Before you can monetize your audience, you must demonstrate that **you truly have their best interests at heart**. You can achieve this by giving them honest, viable solutions, and steering them away from inappropriate ones. That is the essence of effective PREselling -- **building trust and credibility**.

TeaTreeWonders.com (from above) has plenty of quality content. But you will find no mention of any Network Marketing company, nor receive any pitch about joining a downline, and being paid commissions on multiple levels.

Pitching an audience too quickly can make them question the motives of the site owner... "Is this information really here to help me, or is it to help

make a sale or build a downline?” Even worse, a large percentage of people will leave your site immediately with a bad taste in their mouths, never to return.

This is so important that it's worth repeating...

Effective PReselling is all about writing content that has the best interests of potential customers at heart. **Meet their needs. Fulfill their wishes. Provide a solution.** Relevant, high-value content creates an open-to-buy mindset.

Only after your distributors have PResold their audience can they smoothly move on to the final step...



➡ **MONETIZE** your warm, willing-to-buy visitors in various ways. But your distributors need to follow this basic and absolutely critical rule...

**Recommend visitors to your income-generating sources AFTER they come to respect and like you.**

The key is to develop content that pulls visitors and leads them to the next click... the one that monetizes. This equation summarizes the concept...

Valuable Content = Credible Recommendation = Turned ON Customer = High CR.

“CR” stands for Conversion Rate, or the number of visitors who “convert” into paying customers.

For example, if 4 out of 100 people who click a link to an income-generating source become customers, you have a CR of 4%.

In other words, do **not** push your visitors to the click. Instead, make them **want** to click through. It makes all the difference if your visitors feel that it's their idea to deliver your **“Most Wanted Response”** (i.e., you most want your visitors to contact you so that you can convert them into customers and/or distributors for your downline).

Your distributors can even earn additional revenue from other non-competitive sources. For example, such sources could include the Google AdSense program, affiliate commissions, finder's fees and other techniques.

**Diversification into multiple streams of revenue maximizes online business income, growth and stability.**

**Monetization** is definitely the easy part of building a business. It flows from traffic the way electricity flows from a river through a dam. But monetization should not enter into the equation until a Web site obtains, on a daily basis, hundreds of targeted visitors (at a minimum)... and its high-value content effectively PREsells these visitors.

PREsold traffic is the hard part. That is where 98% of small businesses fail. Warm, targeted visitors, on the other hand, are what the SBI! system helps your distributors deliver. Its unique, no-tech suite of tools makes it easy for anyone to rank well at the Search Engines and, as a result, be easily found on the Net!

SBI!'s Search Engine Optimization (SEO) and research tools can help your distributors build top-ranking positions for competitive keywords.

TeaTreeWonders.com has the **#1 position at Yahoo!** for the keyword, "tea tree oil recipes" (at the time of writing)...

1. **[Tea Tree Oil Recipes](#)**

You will find many **tea tree oil recipes**, and remedies that can help in your situation ... that time I was able to learn, and discover **Tea Tree Oil recipes**, ...

[www.teatrewonders.com/tea-tree-oil-recipes.html](http://www.teatrewonders.com/tea-tree-oil-recipes.html) - 18k - [Cached](#)

And it holds **#3 position at Google** for the keyword, "genital creams"...

**[Genital Creams](#)**

Tea Tree Oil is being used in **genital creams** and douches as it alleviates the irritation and pain of the infected area.

[www.teatrewonders.com/genital-creams.html](http://www.teatrewonders.com/genital-creams.html) - 18k - [Cached](#) - [Similar pages](#)

Top rankings at the Search Engines allow you to be found by the most qualified individuals... the ones looking for the specific solutions that your brand of products provides. If you cannot be found in the top 10, or at the very least in the top 30 listings, you won't generate a never-ending supply of new leads. You are, for all intents and purposes, invisible.

The next obvious question is...

## How Does SBI! Work?

SBI! takes what your distributors know and love, and helps them turn that information into unique content on their own unique Web sites, **without breaking government or Network Marketing corporate rules.** How?

Your distributors use the SBI! system of no-tech-skills-needed tools to execute the flawless, step-by-step process to build *Theme-Based Content Sites*. They write content-rich articles *related* to the company's product line (without naming actual products), patiently and efficiently building visitor trust and credibility through their excellent information.

Then these PREsold visitors contact your distributors for more information and help. Your distributors know what to do next!

Our **Video Tour** gives a visual overview of the SBI! process and system...

<http://videotour.sitesell.com/>

While SBI! does remove all the technical barriers associated with building a profitable and sustainable online business (HTML, FTP, CGI, Search Engine mastery, etc.), your distributors must remember...

**They are building a bona fide business.** So it is not "quick and easy" or "guaranteed to make you \$1,000,000 in 6 months."

However...

Are your distributors motivated, willing and ready to work to build their Network Marketing businesses? If so, **SBI!** delivers. **Actually, it OVERdelivers success... we guarantee it.**

SiteSell is the only company in the world that proves success. Other companies would... *if they could.*

Countless companies offer \$3.95/month hosting. Even the biggest brand companies promise your site will be up and "ready to do business in less than an hour." These are not serious approaches to real business. And they avoid discussing the cost of failure.

**What is the real time-and-money cost of struggling for 18 months?**

Insist upon proof of success...

<http://proof.sitesell.com/>

How does SBI! define success for a Network Marketing business?

The lifeblood of a growing Network Marketing e-biz is new leads so...

**Success is four or five (or more) new, warm leads per day, every day, per distributor -- and each distributor only** (not 1,000 others).

Best of all, these contacts will contact your distributors themselves (your distributors built their businesses the right way!)... all day and all night because the Net never sleeps.

SBI! OVERdelivers what you take **“OUT”** of Network Marketing... **a large “NET” income, of course!**

## Why Does SBI! Work?

The short answer is...

**CONTENT** ➡ **TRAFFIC** ➡ **PREsell** ➡ **MONETIZE**

For the long answer, let's create a Network Marketing scenario, using Melaleuca as an example. This company offers a wide range of wellness products... but a “wellness” theme is too wide to build an effective Web site. So a distributor of theirs would **narrow this to a tighter niche.**

Niche sites are the way to go...

- It's easier to provide extensive information related to that theme. Imagine how difficult it would be to own the “health” theme. Obviously, it would be impossible for someone to completely address the range of topics associated with such a very general theme. On the other hand, “colon health” represents a significant tightening and it would be much easier to own.
- Search Engines like themed sites, as they tend to serve the needs of their audience better. For example, suppose a surfer does a search for “colon health.”

How does the Search Engine best provide the information she is looking for? Is it by displaying a listing for a general health site that contains one page of information on “colon health”? Or is it by highlighting a tightly themed site all about colon health and related maladies?

The answer is clear. The second site best suits the visitor.

Always remember that you have two audiences, not one. Write to impress the Search Engines while you OVERdeliver for your human visitors. This lack of understanding about traffic-generation is why non-SBI! small business sites fail so dismally.

The CTPM process is an organic, from-the-ground-up approach that builds targeted PResold traffic, the foundation for a flourishing business.

Suppose your distributor is a 55 year old man, with a particular interest in the prostate gland and related medical problems. He has read widely about this area, tried various remedies and has had excellent results with Melaleuca's prostate products. What does he do next?

He uses the SBI!'s **Brainstorm It!** tool to develop a list of prostate-related topics (that are in demand on the Net) to refine his site concept and decide upon his domain name for your site...

<http://www.your-prostate-and-you.com/>

The other SBI! tools take your distributor seamlessly through creating content that pleases both his visitors and Search Engines through to site-building to blogs to SE submitting, tracking, resubmitting, analyzing, and ranking, and, finally, through to traffic stats. (Even if your distributor is an experienced Webmaster, why should he do all these tedious little jobs? His time is best spent creating more and more quality content.)

And then, traffic momentum happens -- not tomorrow, not even next week, but in a month, or two. And when it starts, it builds, and it builds. This momentum grows almost of its own accord. (All your distributor does is keep on using SBI!, following its **step-by-step Action Guide** and its online help to build more profitable theme- based content for his site.)

**And the traffic snowball effect of the C ➡ T ➡ P ➡ M process happens regardless of the niche, or type of business.** From telecommunications to wellness, from nutritional supplements to collectibles, the niches (and their related topics) are infinite. Check out the range of diversity at...

<http://results.sitesell.com/>

And for some individual stories, see...

<http://case-studies.sitesell.com/>

SBI! will work for your distributors, too...

- Theme-based content attracts targeted visitors from the Search Engines (i.e., potential customers and/or downline members).
- Informative quality content credentializes your distributors in the eyes of their potential new customers and/or downline members.
- Your distributors' e-zines (electronic newsletters) nurture recognition and trust between them and their visitors. The publication also provides regular ongoing follow-ups and exposure to both your company's products and the marketing opportunity.

SBI! makes e-zine creation, publishing and management a snap. At no extra charge! (Or you can start your own free blog.)

### Result?

Visitors contact your distributors instead of the other way around. They are warm leads looking for more information. From there, your company's training takes over. And your distributors have a field day. It's so much easier to convert warm, inbound leads through a contact form. No need to rely on cold calls anymore!

SBI! empowers your distributors to own their own niche. This means...

**1) They develop free, targeted, motivated traffic, and a never-ending supply of leads.**

**2) They build equity.** Not only do they own their self-produced targeted traffic, but your distributors will build a large e-zine subscription list as well. Hundreds, then thousands, of visitors will sign up for their newsletters.

This expanding subscription base is important because...

- Many visitors will subscribe to the newsletter to further investigate a distributor's credibility before buying anything or making that first contact.
- It takes time to build the trust necessary for a visitor to heed your distributors' recommendations (i.e., it takes time for the visitor to truly believe the distributors have her best interests at heart). This is especially true in the Network Marketing industry, which has a "bad rap" largely due to a few too many shady operators.
- Repeat follow-ups result in increased exposure to your distributors' marketing messages, increasing the likelihood that visitors will act upon these messages.
- Once trust is established, subscribers will make contact... yes, more leads!

### **3) Your distributors own their own traffic and their own profitable business!**

Bottom line?

SBI! works because it provides your distributors with a do-able model to build their own flourishing business. It's easy for anyone to reach far beyond his or her warm circle of contacts, and generate a stream of new leads every day.

From the extroverted to the introverted, SBI! *will* work for every type of distributor willing to contribute motivation and effort (two necessary attributes for all small businesses).

SBI! will help you and your distributors bypass potential hurdles, starting with this key obstacle...

### **Side-Step The Stigma**

Like it or not, there is a stigma attached to Network Marketing, especially online where the get-rich-quick scenario is frequently presented to an increasingly skeptical audience. That's why it's important for your distributors to build high-value content about topics **related** to your company's products... and **NOT** about the products themselves, or the company, or the business opportunity.

There are several reasons for this...

**1) "Pitching" products, the company or the business opportunity would break too many government and/or corporate rules.**

**2) Your distributors will instantly lose a large percentage of visitors for whom Network Marketing has a negative appeal.** Contrary to popular belief, these visitors are not lost causes.

PREsell the **benefits and solutions** of your company's products and visitors will become customers/consumers long-term. Then, once they are sold on the quality of your products, a percentage of those individuals will be receptive to the business opportunity.

At the very least, a certain number of your customers will become long-term consumers, generating ongoing commissions for your distributors, and product sales for you.

**3) A patient information-sharing approach is ultimately the more effective, credible road to long-term success.** It establishes your distributors as

experts... people who share relevant information... people to whom visitors can approach for additional information and help... people who can be trusted.

In order to be profitable online, **your distributors should...**

- **Avoid talking about business on the site.** Distributors should provide helpful information, exactly what visitors are searching for through the Search Engines. The content needs to be worthwhile and enjoyable to read.
- **Do not link to a replicated store.** It's too early. Visitors sense a sales pitch. There will be lots of time for that after the distributors have chatted on the phone with the prospect or conversed by e-mail.
- **Stay away from offering free CD-ROMs and other business-like promotions.** Too business-like. Too soon.

So what should your distributors do? Simple...

Gently **leave the door open** for their visitors to contact them via a simple Web form or by telephone. From there, your distributors are ready to take over. All their offline training kicks in and they can present the products effectively.

Your distributors have never had it so good. **Leads are calling them.**

There is no stronger, more cost-effective way to build a customer and potential downline base.

**THAT** is what SBI! is all about. **THAT** is why it works!...

And **THAT** is the word that is spreading like wildfire among those who use this monetization model!

## Site Build It! In Action

Jim Beane, the owner of TeaTreeWonders.com follows SBI!'s process...

**CONTENT** ➡ **TRAFFIC** ➡ **PRESELL** ➡ **MONETIZE**

As you can see, he drives warm, qualified visitors to his Theme-Based Content Site (“**C** ➡ **T**”) and OVERdelivers great content that focuses on fulfilling the needs of his visitors (the “**P**”).

That brings us to the “M” part of the process. How does Jim monetize his traffic?

Jim promotes Melaleuca products and generates commissions. (He also is an affiliate for a different company.) However, nowhere on his site does Jim mention Melaleuca, Network Marketing, or a business opportunity of any sort.

Nor does he link to any site affiliated with Melaleuca.

Jim monetizes his traffic very carefully, without breaking any rules or alienating his visitors. He carefully sprinkles his e-zine subscription form and contact form throughout the site.

Once a lead contacts him, he can respond to questions, expand on certain details and share his experience. Then, when she is ready to buy, he directs her to an online Melaleuca store.

That first conversation is just the beginning. Jim also follows up with all his referred clients within two weeks, asking them if they were pleased with their purchase of tea tree oil. He also asks them if they would be interested in learning about the other ways tea tree oil can be used around the home and with everyday life.

At that point, Jim has several options...

- Invite several customers to be a part of a teleconference call that discusses tea tree oil and how it can work for all kinds of different things in the household. Of course, during this call he would introduce the participants to the Network Marketing opportunity.
- Use his company’s offline training to introduce customers to the opportunity directly, one on one, if he feels that is the best option.
- Introduce the customers to other related products (more commission-based sales). This may be the best option if Jim feels the customer is not ready yet to become a distributor.

Of course, this stage requires a very delicate touch. For some visitors, it may still be too soon to mention the opportunity. It may be better to turn them into complete and raving fans of the product first. This way they remain customers, even if they do not become distributors. If in doubt, wait. You can always extend an invitation at a later time.

Jim has a winning strategy where...

- He provides a ton of quality information, with an invitation to follow up with him directly.
- He first introduces his lead/prospect to tea tree oil itself, so she can become a consumer and a fan of the product.
- He follows up with his customers and continues to develop the relationship after the sale. That's when some people decide to follow Jim's example and also become distributors.

Simple, logical and effective!

With SBI!'s **Form Build It!**, you can create forms for any use -- single and multiple autoresponders, registration forms, surveys or polls, or "contact us" forms. This tool is included in the SBI! system at no extra charge.

Now for another example with its own PREselling/selling twist...

## A Slightly Different Approach!

Most people who monetize through Network Marketing focus mainly on selling the opportunity. It's a strong attraction because they feel that they will be more successful if they concentrate their efforts on building a huge downline, rather than on the sale of individual products.

MLM is all too often about the distribution scheme. For some companies in the industry, their whole orientation is geared towards recruiting distributors.

However, because the online medium is a cold one, and because many people are prejudiced against MLMs, this approach doesn't work well.

Robert Harrison of **GetHealthyAgain.com** has a different but profitable focus. **He introduces his visitors to the products first.**

Robert delivers a ton of solid helpful information on his Site Build It! site. He effectively PREsells his company's products, and yet Robert never mentions his Network Marketing business or the "opportunity" to his visitors. Extreme patience!

For most Network Marketers, the opportunity is the first and only proposition. They pitch it way, way too soon. And as a result, they fail. But guess what? Robert's patience pays off...

- His content pages effectively introduce his products which means that Robert can justify spending significant dollars for a Pay-Per-Click advertising campaign to drive traffic to his site.
- As his visitors come to know and trust the quality of the products, they approach Robert for more information about the company and the opportunity. In other words, Robert has been building his downline **without worrying about building his downline!**

Robert's pages have not been Search Engine optimized as much as possible. He could chop some of those pages into smaller ones, each one tightly focused on a topic.

The amount of high-quality content is mind-boggling but the pages could be better organized to take advantage of the free traffic from the major Search Engines. (But there's no sense in fixing something that isn't broke, wouldn't you agree?)

#### Key points?

Robert focuses on OVERdelivering high-value content on health issues and related product benefits. He ignores the impulse to aggressively build a downline, letting others approach him instead. As a result, Robert has generated two profitable sources of revenue through...

- the sale of his company's products
- an expanded downline.

Here is Robert's feedback about SBI! and the **C** ➡ **T** ➡ **P** ➡ **M** process...

A few years back I decided I needed to try network marketing via the Internet. I floundered. Nothing worked.

What turned everything around was SBI!. I followed your advice and took something that I knew a lot about, autoimmune diseases, and built GetHealthyAgain.com slowly, in the evenings as I was working. I gave a lot of information, everything I knew, having learned from your example and teachings.

This venture has proved to be very successful. I am probably the top retailer/product mover in 4 different MLMs. The prospect of trying to get back to the huge number of folks who have emailed me is overwhelming at this point.

Robert Harrison, GetHealthyAgain.com

What a great way to bypass the stigma attached to Network Marketing! But copy Robert's patience. Delay introducing the business opportunity until your relationship with your customers is solid.

Instead, become a provider of valuable content and an enthusiastic advocate for your company's products (more on this later on). The rest will follow naturally.

In the end, the net result is the same. Instead of chasing prospects, warm and interested people (who appreciate the information provided) approach **YOU**. Robert's strategy is an alternate means to that same end. And it illustrates nicely that there's more than one way to use SBI! to effectively build a Network Marketing business.

## **Multiple Revenue Streams = Motivated Distributors**

Many Network Marketing executives are hesitant about their distributors building businesses that do not focus *solely* on the company's product line and opportunity. While this is understandable, it is also an unfounded concern in the online environment.

Here's why we recommend that every Web site has a diversified source of income...

**1) Building a profitable Network Marketing business on the Net, one that generates warm leads 24/7 on a continuous basis, requires several months of start-up time.**

Distributors need to complete their research, create the necessary content, and wait for the Search Engines to start driving traffic before the business begins to "snowball." (SBI!'s tools submit to all the major Search Engines, as well as track and monitor spider visits!) The get-rich-quick scenario is not an accurate reality of **any** business.

**2) Conversion Rates on the Net vary from 1-8% depending on the audience, the Web site, and how the Webmaster communicates with that audience.**

If a distributor's goal is to have visitors contact him or her through an online contact form for more information, s/he can expect 1-8 people out of 100 visitors to do so. While these people are qualified leads, the other 92 visitors may not want or need your company's products at this time.

By implementing other monetization models (i.e., other means to generate

revenue from visitors), a distributor can make those 92 surfers count towards a larger bottom line. Different (but related) offers might interest them.

AdSense is a popular monetization choice for SBLers for several reasons...

1) It's possible to generate a revenue almost immediately.

2) Displaying Google's ads does not seem to detract from other sources of revenue (even those that are critical to the success of that business) – to date, we have not seen a single case where displaying AdSense ads has had a detrimental effect on a Web business.

You might be concerned that you will lose leads and sales to competitors. Once again, we have seen very little evidence that AdSense ads affect a qualified audience. If your site generates 5 leads a day, it will continue to do so with or without AdSense ads.

For a complete overview of Google's AdSense program, and to see how easy you can add this income stream to your business, check out [adsense.sitesell.com](http://adsense.sitesell.com).

### 3) Success breeds motivated distributors.

Many people do not have the patience or the drive necessary to maintain focus for the time it can take to build results. Others are easily discouraged.

Other monetization models (such as participating in the Google AdSense program) can generate revenue almost immediately, meaning your distributors are happy and **motivated**, ready to continue building their businesses. That first check is a powerful demonstration of success!

For a quick overview of potential monetization models, please see...

<http://buildit.sitesell.com/sbi-businesses/index-close2.html>

Encouraging your distributors to use SBI! **in its full capacity** reflects your company's whole-hearted commitment to their success.

Best of all, having distributors with diversified Web businesses means your company's growth is more stable and less prone to fluctuations.

**Stable businesses will not stop producing new leads and sales.** They will continue to flourish and grow, and your company will prosper right along with them!

## The Key To Success!

What is the key to the success for your distributors?

Answer: Owning their own traffic.

### Before they can...

- build leads and generate sales
- diversify income
- monetize their traffic
- grow a large mailing list
- build any equity

### ... they must grow their own traffic.

SBI!'s unique **C** → **T** → **P** → **M** process empowers your distributors to build a high-traffic, theme-based content site... which ranks well at the Search Engines (SBI!'s help and tools make it easy) and attracts free, targeted, interested visitors... who are PREsold by their relevant, original, high-value information, and... who then can be monetized in any number of ways.

Of course, the primary goal is to convert those warm, willing-to-buy visitors into customers and a downline for their Network Marketing businesses.

Bottom line?

SBI! is the ultimate Network Marketing system of tools.

**No matter what your niche is, a Network Marketing business without leads, and a Web site without traffic, are pointless.**

SBI! builds a site with a point... thousands and thousands of targeted visitors! That's what makes SBI! absolutely unique-to-the-Net.

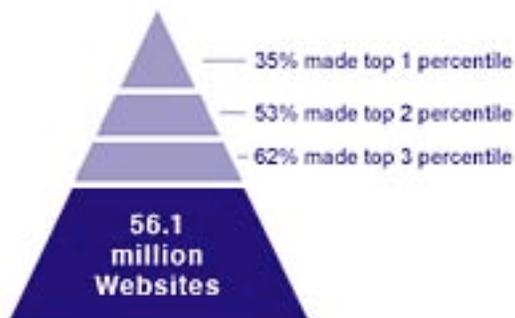
Put the **Net** into Network Marketing. Introduce your distributors to SBI!. And realize the full potential of the Net!

## Site Build It!... All-In-One System Of Choice

Site Build It! (SBI!) is the only all-in-one site-building, site-hosting, and site-marketing product that makes it easy for anyone to build a professional, popular, and profitable business. Our case-studies will inspire you...

<http://case-studies.sitesell.com/>

SBI! sites consistently get high traffic as a recent Alexa study shows...



1,000 *randomly selected* Site Build It! ("SBI!") sites were recently studied. At the time, there were over 56 million sites on the Web (the total number of sites is now already over 100 million!).

As the years go by, as the number of sites grows (now over 100 million!), the natural and powerful process-and-tools of SBI! gets stronger.

Each time this study is conducted, SBI! owners rank higher against other sites despite the increased "competition" from far more Web sites.

Today, a greater percentage than ever of SBI! sites make it into the Top 1-3% of all sites on the Net.

The SBI! process makes it so simple. Your distributors build their sites, we host them, traffic grows...

- No HTML, FTP, CGI, graphic or programming skills needed (for skilled users, SBI! is compatible with all HTML editors, PhotoShop, etc.).
- No Search Engine expertise or consultants required. But if your distributors are too busy, they can have SiteSell Specialists build their sites for them...

<http://services.sitesell.com/>

- Easy tools to build, market, and manage a site effectively.

SBI! does it all. There is nothing nearly as complete as Site Build It!'s total business-building approach.

<http://compare.sitesell.com/>

Do you have some specific questions about how Site Build It! can help build your MLM company and your distributors? An experienced SBI! owner/advisor will be happy to assist you...

<http://question.sitesell.com/>

Or notify us through our Business Development contact form...

<http://www.sitesellinc.com/contact.html>

**E-business Success. Simple. Real.**