

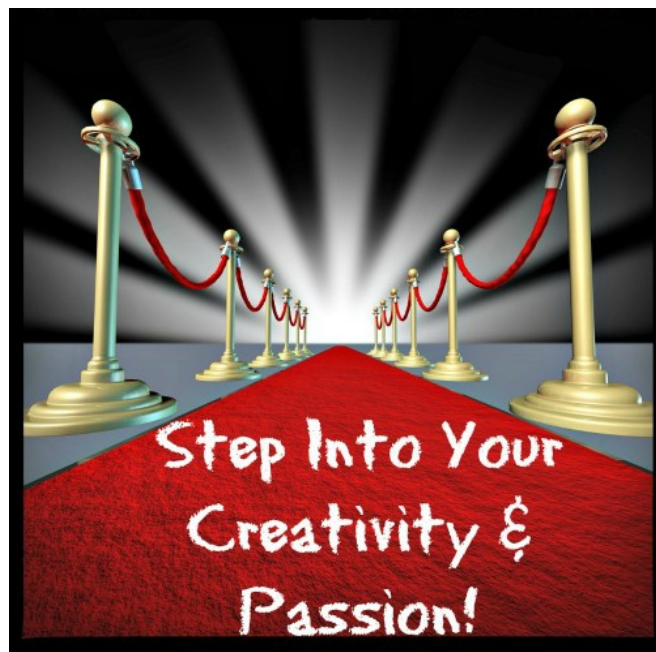
ONLINE MLM PROFIT CODE™



**HOW TO IDENTIFY THE PRECISE ONLINE MARKET
THAT WILL BEG TO JOIN YOUR
NETWORK MARKETING BUSINESS**

MATT ZAVADIL

How To Identify The Precise Online Market That Will Beg To Join Your Network Marketing Business Even If You've Never Used The Internet To Prospect, Have Less Than 30 Minutes Per Day Or Your Online Technical Skills Are Minimal



By

Matt Zavadil

<http://MattZavadil.com>

The secret to **creating a thriving network marketing business** by using the Internet as your lead generator is actually quite simple:

Create a bonding relationship with a hungry-to-buy, eager-to-make-more-money segment of the niche your MLM company's products place you in.

This means you need to follow a simple 3-step process:

1. Identify that segment of the population
2. Get inside the conversation going on inside their mind
3. Show them your solution to their burning need and/or desire

Simply put: if you successfully position yourself in front of the people already looking for your solution and connect with them emotionally...

...you'll attract a daily in-flow of leads (prospects) who are asking **YOU** how they can buy your products or join your business.

- Lead flow is all about proper marketing
- Proper marketing is all about identifying your best target market
- Proper targeting starts with identifying your avatar

There's one thing I must discuss with you before I show you how to successfully target your best customer/recruit...

Reframe Who You Are Inside Your Business

I encourage you to avoid labeling or describing yourself as a rep for your company.

You are NOT a Network Marketing professional.

You are an **entrepreneur**.



What I'm going to teach you requires you to think long-term about your business, who you are as a person and where you're going to be 5-10 years down the road.

It requires a mentality that lifts you out of the "cookie cutter" training most MLM companies teach their distributors and reps.

I'm going to teach you how to establish yourself as an expert in your field.

This is far easier than you think.

I placed 500+ people into my opportunity simply because I put out helpful content around the **topics** my network marketing company offered in the form of their products and services.

Folks joined **me** more than that specific business because they came to like me, trust me and wanted to be around me.

True Story: Back before the Internet, I was working a network marketing opportunity. I was taught at my local training meeting that the surest way to success was to troll the local mall.

I'd walk into each store, ask to talk to the manager and ask if they kept their options open. Then, I'd try to get their number so I could call them back & invite them to our next opportunity meeting.

Not only was I miserable every time I dragged myself out of bed in the morning (oh yeah, I was convinced to go “full time” with zero income!) for another round of hitting up the next Los Angeles area mall...

...but I would get reactions like, “Dude, just get the hell out of my store”.

When you read below about my shyness, you’ll know how BAD I wanted to win!

Fast forward to my success building an MLM business online and I never met rejection. I mean **NEVER**.

My online marketing brought in only those who were interested in me, my business & my opportunity.

The naysayers? Never talked to ‘em ‘cause they never felt a need to contact me.

I’m going to teach you how to duplicate that exact process.

You must **develop the confidence and self-esteem** that allows you to place healthy emphasis on your strengths and what you can bring to the table as the unique human being you are.

Then, when you start talking online about your business, your prospect already feels connected to you and joining you becomes a logical next step without it feeling “weird”.



Why Most MLM Companies “Do” The Internet “Wrong”

There’s a problem in the MLM industry when it comes to using the Internet to generate leads and sales.

To this day I still see companies providing reps & distributors with “replicated websites”.

This is fine as a final destination to pick up the sale or recruit but it's the worst way to initially make contact with and build a relationship with a prospect.

Why??? Because:

- Every distributor has the same site...what makes you stand out from all the other distributors in your company that you're competing with for leads and sales? Nothing...
- Google penalizes these sites for duplicate content, meaning unless you drive traffic to it from a separate authority site you build on your own, it's essentially a worthless storefront at the end of a dead end alley no one dares enter

Why Building Online Outshines Offline

Who truly succeeds in building massive network marketing downlines **offline**?

The extrovert!

That person who has no issue using the 3-foot rule (anyone within 3 feet of you is **supposedly** a candidate for your business).

This person will happily approach people in line at the supermarket, at the bank, talk up their business on airplanes, go to networking meetings, etc.

Let me tell you a quick story...

I'm painfully shy. I feel uncomfortable talking to people on airplanes or in line at the bank. When I was a kid, I barely talked in school until I got into high school and had built up a nice base of friends.

When I later became interested in network marketing I struggled in many different opportunities over several years.

I almost hyperventilated in panic picking up that phone.

I definitely couldn't talk up the guy in the bookstore or the woman standing next to me at the supermarket checkout.

Sure, I tried...but I was miserable...and it showed!

So, how did an introverted person who struggled with being shy all his life place over 500 people in one opportunity and over 300 in another affiliate program?

The Internet!

Online marketing changed everything. I could write a blog post without talking to anyone. I could make a video. If I made a mistake I could just re-record it until I felt good about it. Then, it lives forever online bringing in leads for me.

I'm going to teach you how to do the same thing for your business...

Back to Why Online Outshines Offline...

The Internet is the solution for anyone who is shy, doesn't have a large network to pull from initially, doesn't enjoy "hard-selling" unqualified people standing 3 feet from them, or probably most importantly, doesn't have the **time** to build that slow way due to **work and family schedules**.

- Imagine building your MLM business in a way where you never have to go to local meet-up or networking events to "hit up" folks about your business.
- Imagine **removing rejection** because you're only talking to people who contact you directly...asking about how to join you in business.
- Imagine people even buying your products or joining your downline without having any direct contact with you except the content you posted online!
- Imagine bringing in 5, 10, 15, 20+ leads per day of qualified leads like clock-work.

Not leads you buy from a scammy MLM lead selling outfit...Leads who know exactly who **you** are & want to be in business with **you**.

That's where we're going...

Creating Leads on the Internet

I fully understand you may feel doubt at this moment. You may think it takes a ton of time & money to create this scenario.

I'm here to say you CAN do it... & it can all be done in easy-to-digest action steps.

Let me say this, though: If you expect to accomplish this with little or no effort, then you're misunderstanding me...it takes work and dedication but it's SO worth it in the end.

Just don't feel overwhelmed! I did it and countless others have done it while also juggling jobs and family responsibilities...

You can too!

Creating leads on the Internet boil down to 2 activities:

- content marketing, and/or
- paid advertising

Content marketing simply means written blog posts, audio/video recordings or social media content.

One of the best modernized examples of paid advertising is Facebook ads.

Most Folks Do Content/Paid Marketing All “Wrong”

These concepts may not be new to you. You may have heard of them in other online marketing trainings you’ve come across.

Know that most folks are being taught how to do this all wrong so listen up!

Many online trainings talk about the importance of blogging and becoming an authority. Some call it attraction marketing.

But it’s done in a way that’s essentially the same nonsense you hear at your local offline company meetings where they say, “get out and talk to people”.

Which people? Any people, they tell you.

Any people? **Are you kidding me?** So, lazy Uncle Jack is a good prospect? Your co-workers who love to go home and drink beer all night are good prospects? The Foot Locker manager at my mall is automatically a prospect cause he breathes?

It’s silly, really, to think that just because someone knows you or breathes oxygen they’re automatically in the mode to join your business.

Where’s the **target marketing** in that equation? It’s non-existent, right?

Same goes online.

The trainings that say blog, post videos and audios and blast your Facebook friends with endless messages about your business are teaching you the same black hole of frustration and lack of results as the offline trainings are.

You need **targeted traffic**. **Targeted** traffic means people who already are in need of the **solutions** your company’s products bring to the table.

Targeted traffic means attracting people with the problems you solve who are already in the mental frame of mind to accept your offering.

Targeted traffic means attracting people who don’t need to be convinced that they want out of the 9-5 rat race...they already know that but just don’t know how to do it yet.

Find THOSE people...turn them into leads after they get to know you through your content and building your business becomes fun, less time consuming, and profitable!

Choose Who You WANT To Work With

The wonderful thing about online marketing is you can choose who you work with.

Once you properly identify what we call your avatar, or most ideal customer/recruit, then your content will be aimed at the exact segment of the population best suited to your company, products, opportunity, mindset and values.

Doesn't that sound better than the 3-foot-rule or blindly posting content and **HOPING** the right folks someday see it?

Identify your avatar so you talk to people already looking for your solution. This is the opposite of what most people in the industry are doing. They're talking to anyone who breathes and your company is even promoting this activity.

Imagine the difference in your business if you were only talking with people who already want what your product or service **solves**.

Since they're interested in your product's **solution**, the door has been kicked wide open to have an honest discussion about why they should now listen to you.

The barrier to **authentic communication** has been busted down.

How to Identify Your Avatar

Let's say you're a rep for Mannatech (I have absolutely no affiliation with Mannatech, by the way).

Mannatech is a network marketing company selling health products. Their products have the main wellness active ingredient most other aloe vera products are missing.

What might your avatar look like?

You might narrow it down to women, age 40-55, married with children/grandchildren, interested in alternative health solutions (aloe vera especially), have a passion for helping others & making a difference in the world.

Can you see how knowing the above info will drive your content creation?

You'll talk very differently on your blog or on a video if you have that specific person in mind as opposed to a 25-year-old man without a family or a need to use aloe vera to heal his children.

Let's say your MLM company products revolve around personal development. As you develop your avatar you're most likely going to narrow their interests down to books like Think & Grow Rich or See You At The Top.

Part of your content creation can focus on selections from those types of books where you break down your thoughts on what the author meant.

When your potential prospect is done reading your blog post or listening to your audio, you simply provide them a call-to-action to learn more about how you can help them with furthering their personal development.



When they fill out your form to receive your info you've generated a targeted, interested lead who's already of the mindset to be interested in your products.

When you also let them know you can help them earn more money by talking about their own passion of personal development, you have a perfect match.

Are you starting to see that you no longer have to force feed your opportunity down the throat of every living, breathing human being on the planet?

Instead, you attract people who already have a passion for the **topic** revolving around your company's products/services.

Once they've come to like and trust you through the interesting content that teaches them something about their passion for health, personal development,

exercise, etc (fill in your company's niche!) and they find out they can make more money by getting deeper into what makes them passionate...

...well, **how did YOU feel** when you learned you could do that?

Right! You joined the company you're promoting today... ah ha!

Doubting This Content Creation Idea?

I remember what I thought when I was first introduced to content creation.

"What can I possibly say that hasn't been said already?"

"Why would anyone listen to me?"

"Who am I to think I can create a blog post, audio or video that anyone will think is valuable?"

"I don't have time to think all this stuff up"

I completely understand if you're wondering the same types of questions or have some concerns.

Please understand two different concepts at this point:

1) If you seriously want to use the Internet to drive a constant stream of leads into your business, then you need to use content to create trust between you and those leads.

2) You can learn this

There isn't one successful person online today who was groomed from birth to create content for their business 😊

Each of us learned it by steadily and consistently working step-by-step toward that goal of creating trust through our content.

If you can free up 30-60 minutes a day or even every other day you can follow my directions (**around your work and family schedule**) and come out the other side with leads flowing in daily.

Imagine the look on your sponsor's face when you tell them you just recruited your 4th team member and it's only the 2nd week of the month.

These things become possible when you overcome your doubts and fears and simply submit to the process.

Simple When You Know What “They” Want

You only need to know 3 simple things when you want to create content your identified avatar will find “juicy”.

- 1) What do they want? What results are they seeking when they reached out into Internet land, did a search and found your blog, video, audio, or social media post?
- 2) What are they suffering from that brought them to you and your online presence, such as your blog, social media profile, etc?
- 3) What barriers are in their way?

Let me give you an example of how I did this for my MattZavadil.com business so you can then apply these ideas to breaking it down step-by-step for your business.

1) I know network marketers are looking for:

- Time & Money Freedom
- A Mentor
- Improved Lifestyle
- A Clear Path to Success
- A Way to Make a Difference in the World
- Tips for How To Build a Business on Little Time
- Increased Confidence & Self-Esteem
- \$k-\$5k Per Month PT Before Moving to a FT Income of \$10,000+ Per Month

2) I know network marketers are suffering from:

- A Lack of Clarity on How to Create Their First \$1k Per Month
- Lack of Confidence They Can Do This
- Confusion From Too Many Training Options Out There
- Lack of Passion, Due to Jobs They Hate
- Lack of Resources to Truly Build it Big

3) I know network marketers see the following as barriers to their goals:

- Little Time
- Limited Money Resources
- Lack of Belief in Themselves Inside this Industry
- Debt
- Little to No Results so Far

Do you see how knowing this allows me to create content that speaks to these needs, frustrations and barriers? Can you see how talking about exactly what my market wants and desires allows for a connection to grow between us?

You need to do the same thing.

Let's go back to my Mannatech example so you can see how I would help a Mannatech rep figure this out.

1) What are the possible needs of the best Mannatech prospect?

- Better Health
- Better Info About Aloe Vera
- Help a Loved One Become Healthier
- Understanding About How Alternative Medicine Compares to Conventional Medicine

2) What might they be suffering from?

- Illness
- Watching a Loved One Suffer From an Illness
- Emotional Frustration
- Fatigue

3) What might they perceive as barriers to their wants & desires?

- Lack of Quality Information
- Misunderstanding of Aloe Vera, Considering Most Products Are Missing Its Main Active Ingredient
- Lack of Money to Pay for Quality Solutions

If you're a Mannatech rep who has narrowed down your avatar to a very specific segment of the health market and you provide quality information online about aloe vera, its healing qualities, and talk in a way that meets the conversation happening inside your prospect's mind about their needs, wants, desires, frustrations and roadblocks...

...can you see how all the resistance is broken down in terms of your prospect feeling GOOD about contacting you for more help, info and ultimately, your products and opportunity?

You're sowing, then reaping...

You're giving first, receiving second...

I think there's something biblical about that 😊

All you need to do now is take these concepts, sit down with a piece of paper or Word doc and begin brainstorming the avatar for your specific network marketing business.

I've developed a cheat sheet to help narrow this step-by-step process down into a one-page guide to keep you "on point". [Download your cheat sheet here.](#)

For even further training & education on this process, check out what my mentor Jason has to say about this process in the following 2 videos:

<http://mattzavadil.com/become-customer-magnet-pt-1>

<http://mattzavadil.com/become-customer-magnet-pt-2>

Your First (or Next) Online Lead/Sale/Recruit

You've already done the most difficult task when it comes to attracting your first sale and/or recruit from the Internet.

Correctly & precisely identifying your avatar puts you ahead of 99.9% of all network marketers trying desperately to get the Internet to work for them.

Your next step is to market effectively to that segment of the market, gain their attention & trust...and have them begging to join your business.

I'll tell you something based on my own online network marketing experience:

Getting that very first recruit from your online efforts is exciting & reveals proof you can do this.

Everything will change after you knock down that first piece of success.

You then have an online marketing machine that keeps pulling in the sales and recruits.

- You gain ultimate time freedom from no longer needing to spend useless hours bugging people. Want time with your family? You got it!
- You gain money freedom as your business grows and thrives. Want to upgrade your lifestyle? You got it!

I've developed a plan of attack with the quickest steps toward creating this online marketing machine that results in Time & Money Freedom:

Your Next Steps

Now it's time to take action on what you've learned.

Step 1: It's time to get your "home on the Internet" set up.

Step 2: It's time to provide you the training that translates to success.

Step 1:

Your "home"? That's your blog. As two Internet giants I personally follow say:

"No matter what, the very first piece of social media real estate I'd start with is a blog." – Chris Brogan

"You wouldn't build a house on a rented lot, right?" – Michael Hyatt

Brogan and Hyatt are top-selling authors and bloggers in the Internet marketing space.

Brogan outright tells us what to do.

Hyatt is referring to the fact than any social media platform like Facebook or Instagram is a rented lot. Violate their terms of service and they can shut you down.

Both teach us that we must have a blog that allows us to establish a home base online so that our social media profiles can point back to our "home", where we pick up our leads and sales.

And, just like I taught you above, you'll attract free search engine traffic from the very people looking for your products and opportunity.

This is where you start becoming a professional network marketer...

I use a blogging platform called Wordpress for my clients. We use it because it's robust and provides everything you need to build a profitable online business.

I have developed a Quick Start Guide to get your Wordpress site setup.

[Click here to access the guide and get your blog setup.](#)

Step 2:

Step 1 simply gets your blog into place. In order to use your blog and get it turned into your online lead generation machine...

...Training is essential!

I thought about providing all this training, putting together video after video explaining everything I know...

...and charging hundreds of dollars for it.

In the end, I decided to partner with a company called Solo Build It! that provides all the online marketing training you could ever want...

...for a far more accessible fee.

I've personally used their education and tools since 2004. This is not a fly-by-night operation. It's a team of entrepreneurs dedicated to helping people like you build your business online.

I recommend that you buy their [SBI! For Wordpress plugin](#). It's a very easy plugin that you add to the blog you set up in Step 1 above.

The key, however, is their training and education.

They have a very specific A to Z training manual called the [Action Guide](#) (AG).

The AG will teach you:

- how to identify the keywords that best attract people interested in your business
- how to use the SBI! Brainstormer keyword research tool to do this (included with your plugin purchase)
- how to write content in a way that your visitors respond to
- how to use social media to augment your blog efforts
- in a nutshell: everything from A to Z on how to create a successful online business, how to get leads from your blog, how to make your sales, etc

[Read about SBI! For Wordpress here](#)

[Read about the Action Guide here](#)

[Buy the SBI! For Wordpress plugin here](#) and use the Action Guide to install and begin using it.

Take action now. Don't be the person who reads what to do and then continues with what's not working.

I'm opening up a new world to you where we teach you how to put in place a winning online strategy that incorporates the best blogging software available today.

Take action on your dreams for building your successful network marketing business!

By the way, one of my services is "Monthly Progress Reports". If you feel you need help starting your blog, email me at matt@mattzavadil.com and ask me about how I will help you stay accountable monthly to your goals.
