

# Fast Start Blueprint!

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## 3 Prong Marketing Method

We use a 3-pronged approach. **Contact solo ads, paid and free search engine strategy, and blogging the project.** You can use any other method you have.

### Recommended first step.

Since our project is large and has several components, we recommend that you compile the presentation into an auto-responder series. It takes 5 minutes. This allows you to drip on your prospects with many strategic marketing emails. This is not mandatory, as you can also insert the information into a reply email that you simply send people when they request it. The auto-responder system allows you to be hands off, and somewhat automated, which frees up your time for other things. The auto-responder system allows you to set up a splash page at no extra charge.

## 1<sup>st</sup> Prong of Marketing

**Contact solo ads** that are paid are the best way to explode a project. Yes, we are suggesting you spend money, but only at first, then the ad campaigns are financed from earnings. These contact solo email ads do not get lost in junk email addresses. The readership is quite high; therefore, the conversion factor is high. "Contact solo ad" defined is simply an email ad that gets through to a person's main and more private email address. Go to this place now and see how to do solo ads that work and how to finance them with commissions and how to create a water wheel of perpetual activity. Try to read each link at this training PDF page. They are there for a reason.

<http://themfngroup.com/soloads.pdf>

Also read this training e-book: <http://themfngroup.com/waterwheel.pdf>

## 2<sup>nd</sup> Prong of Marketing

This method is using paid search engine ads at Google.com and Bing.com. As we touched on in the first method, you probably cannot do this one until you are upgraded to \$395. It takes a large ad budget daily to run this properly. Do not try this undercapitalized, as you will get very discouraged. If you have at least \$500 on hand, for advertising only, of preferably not borrowed money, then go ahead. This one will get you into the volume traffic where many sales can be made. It is well worth the high expense.

Go here to get set up for at the search engines, but only if you are in the higher product, \$395. <http://themfngroup.com/searchengine.pdf>

## 3<sup>rd</sup> Prong of Marketing

Our 3<sup>rd</sup> prong of marketing is Blog marketing. A blog gives you an HTML page where links can be displayed, and your Traffic Wave or other splash pages can be shared, right in the blog. Blogs are very professional looking, and a novice can build one very easily. You just choose a template. In naming it, you may not use my blog's name, **The Money Steward**. Don't even do a variation of it by modifying it. Also, do not name your blog anything close to **American Payday Services**.

Once you set up a blog, it can begin to develop a readership. Daily or weekly blog entries can be brief, and I am providing you some entries. You could get 100 sales from just one well done blog entry. Imagine if you had 20 blog entries floating around the net, because each one has a different URL address. They work well in rotators. I use Blogger.com, which is free from Google. If you have a Gmail account, then you already have a Blogger account, and the email user name and password work at Blogger too. I do not train people in Wordpress, as I find it not as easy as Blogger. I have over 20 blogs at Blogger. You only need one blog, with multiple entries. It is creating many entries where you can shine to get your message and links out. Do not overdo setting up multiple blogs, most are never used. Ideally, if you downloaded a Traffic Wave account, you can put your email campaign order form on a single blog entry and then your JVZoo links for American Payday can be in the email campaign.

I have prepared a blogging tutorial to help you understand it and then how to set it up at Blogger.com. Go here: <http://themfngroup.com/blogging.htm>

After that, you can enter the blog entry into traffic exchanges, especially Traffic Swarm. Go here for many exchanges.

<http://hungrynation.net/trafficexchanges.htm>

More soon!

God bless,

*Greg Nichols*

Greg Nichols

MFN Network

mfnnetwork@gmail.com

**DISCLAIMER:** Greg Nichols of MFN Network is not a stock broker and does not recommend specific firms to invest in, but rather is an information source and gives guidance in principles, trends and potential directions. Greg and MFN simply guide his pupils in directions and recommends experts who do make specific recommendations based on due diligence, laborious research and immense past experience in the investing field. Greg Nichols and MFN Network is held harmless by all users of this information as stock investing is volatile and is a high-risk activity. Greg Nichols does not advise people to invest large sums of money into any firm, but rather smaller amounts, and if they do so, they do so at their choice and at the level of their own risk tolerance.