

# How to Refer 8-12 People per Month to Anything!

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## American Payday Services Mentoring

<b>Mentoring</b>	<b>Simple Traffic Flow</b>	<b>Increased Sales/Referrals!</b>
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Hello,

Greg Nichols here. I am a long-term Internet marketer, a networker, a salesman, and a real estate broker. I also am a Christian minister. My wife and I have an evangelistic teaching ministry called White Fields Ministries. Thanks for ordering this report. I hope something in it can jog your mind and I can invest a principle or two in you. So you will find helpful stuff. This is a day of destiny and breakthrough for you because you have this report in your hands. I have referred to date thousands of people to different projects over the years. As you read this report, please know that you can use many principles here. Just remember though that my system has been tailor made to create leads for any project and it attracts people just like you.

Home Based Businesses a Coming Trend!

Right now as we move into 2013, the USA is in a dire straits as is many parts of the world, and people will be looking to start up a home based business more and more as each month goes by. Network marketing is a coming trend, as people can begin for low cash outlay and build large incomes. But the fly in the ointment is the ability to refer people and the ability to obtain leads. The idea is not so sound if one lacks a system and know-how to really make it work. People want to work hard, if they only know how. The Internet is a vast expanse of leads – billions of them, and being able to take advantage of the Internet for business leads is quite strategic.

Millions of people are looking to build incomes online from all over the world. That is why we have set up The Networker's Edge, to be able to do business internationally. You can build groups of people under you in Australia, the USA, New Zealand, Asia, most of Europe, and Canada. People need leads and our system specializes in helping them get leads. If you are providing this need on the Internet by showing them a way to get leads, you are positioned very strategically. But we need to qualify some terms and clarify how to turn your marketing into super affiliate marketing and give yourself an edge.

## Network Marketing/Multi-Level Marketing Makes Sense!

As people seek out home based businesses, they find out quickly that Network Marketing, which is also known as Multi-Level-Marketing is one of the best ways to build gradual increasing income, be able to stay working at home and to eventually retire very well off. This is because of the residual income nature of the business. Also, these businesses can be started for under \$200 to \$300 most of the time, and this is quite low as a business start up cost.

## Residual Income Is Where It's At!

Some do not know what residual income is. The opposite is "linear income". You work an hour and get paid \$20 for that hour. That is linear income. Now, you must go work another hour for another \$20. This is what most people do. We are by no means putting this down. An hour's pay for an hour's work is healthy, it's honest and it is real life. Please respect your job as long as you have it. Also respect work ethic.

Residual income is when your hourly efforts earn you money over and over, from now on. An author or a recording artist are examples of people who might get residual income. But also, everyday normal people are getting residual income in clever wealth plans and businesses, and many of those people are becoming millionaires, on residual income. Think about it. The last work you did remains with you, and keeps paying, as you go on to new work. Now this residual accumulation is a business principle of wealth. Each hour you put in has life long effects. What might our attitude be each hour, if our hourly efforts compounded and paid us back on an ongoing basis for life? Could we get impassioned and excited?

## The Difference Between An Internet Marketer and a Networker!

An Internet marketer learns to drive traffic to websites and learns about safelists, rotators, search engines, forums, blogs, social networks, and so on.

A networker is skilled in using the phone, sharing effectively, persuasion, sales, business perspective, face to face meetings, rapport building, relationship cultivation, and so on.

The big problem is that Internet marketers do not like to develop the skills of networkers, because it may require they leave the safety of cyberspace, something that has become a buffer to them and a comfort zone. I have been an Internet marketer for many years and it creates loads of frustration because things do not seem to go as everyone makes them sound. There is an "inside cyberspace" block in people that make them hesitate and wait, or procrastinate, or lose interest altogether. If you have been an Internet marketer and feel you have lost hundreds of referrals for this reason or that, then I can only say that you may not have lost that which you never had, because the invisible wall that cyberspace creates means you were never going to get them, you just thought you were. There is much self-deception in Internet marketing.

A huge key is for the Internet marketer to develop their networking skills so they can have the edge of the networker. That is why we named this project The Networker's Edge.

## Pull Them Out of Cyberspace!

If you want to receive one thing from this free report that you can take away that is helpful, you must get this one point. A single follow up phone call is worth 1000 emails. This phone call moves you from marketer to networker. When you call, you must not be selling, you must be friendly. You must be interested in them. You must be willing to hear questions and concerns and address them. Before ending the call, you can mention the project you work and ask to send them some information on it by email or by chat or by Facebook. Leave them on a good note. It needs to be friendly. You are not a hard sell telemarketer. To do this, you must have a splash page that draws leads and one that captures the phone numbers and a little information like which country they are in, etc. Our Networker's Edge system does this with great ease. You can go set this up and do it yourself, or you can use our system, because we have thought it out pretty well. But you must do this step. This is the big dominant move that makes or breaks high referring. If they are in another country, you may get them into a chat at IM or Yahoo or Facebook, or call across the ocean, some people will. But interrupt the normal email flow to go past it using a talking device, phone or Skype, etc.. This is a must. This is the best edge of the networker that makes them successful and moves people from cold strangers to friends.

"People like to buy or jump in based on a friend's suggestion, and if you call a person, you can be that friend. The trend towards social networking has taught us this." Greg Nichols

## Get to Them Fast!

Many marketers get leads and then hesitate to follow them up. The lead grows cold and forgets the emotions they felt when they filled out the form. A call in the 1st 24 hours is vital, and in the first 12 hours is even better. Be mindful of time zones and do not be waking people up. Never call past 9:00 PM and never before 9:00 AM. I know many people who have a great group of uncalled or un-followed up leads, and these are virtually worthless. There is a flow here, and if you procrastinate and break the flow, you lose the lead. You can't gather up your stale leads and send them to the electric company to pay your light bill. They only convert to sales, referrals and monies when you handle them quickly and efficiently. Do not start emailing them until after you have called. I find this to work best. As I share things I have learned, you should be able to increase results by 10% with just one principle.

## Keep Stats On Yourself!

As you are calling leads, you are creating stats. You need to keep the number of leads, the number of the ones you called, and the number of sales you made. You might get 10 leads, and then call them and reach 6 of them. If you sell 2 of them your own project, then your stats are 20% of your 10 leads converted to sales, and 33% of your calls were converted. This example is 10 leads, 6 calls, 2 sales.

Having stats allows you to have the ability to know your own skill and to work to improve it. To make a point about the necessity of the phone call, if you do not call at all, this same 10 leads would probably not yield the 2 sales. In fact, you would no doubt need 200 leads to make 2 sales if you are not using the telephone. This helps you see the power of following up by phone.

It is important to keep data on the following:

the number of leads,

the number of calls,

the number of sales.

(I mean sales that are referrals to your favorite project, not sales of The Networker's Edge system. There is no need to keep stats on that unless you want to.)

Statistical record keeping is a great way to make your marketing more professional, and it makes what you do have a business like atmosphere in your own mind also. In the long run, you save time and money by knowing your stats.

Let's look at theoretic stats for 8-12 leads per month sold. 10 sales would require about 30 calls a month. This is easier than you might think, as that is just over a call a day if you are on a 6 day week like most marketers are. To make 30 calls, you would need at least 50 leads. Since your system runs 24/7, even on your day off, that is obtaining only 1.66 leads a day in a 30 day month. The Networker's Edge is designed to do this. High volume lead generation is what I designed it for. (In an upcoming section of this report, I will share on increased leads through web traffic.)

This is 10 sales, 30 calls and 50 leads.

You would need to keep good stats on this kind of high production. Let's look for a moment at even higher production. What if you obtained 8 leads a day, and called 5 of them. Out of 5, what if you closed 1.66 sales a day. Based on a 6 day work week, that is about 40 sales a month.

This is 192 leads per month, 120 calls and 40 sales.

You can see a pattern that there is attrition, but also keep in mind that as you add these people to your mailing list and drip on them, some will get signed up in your program without a call. I just don't want you to depend on a cyberspace sign up. That is unhealthy. So stats can be altered somewhat by these random sign ups.

#### URL Stats

In the discussion of stats, I feel I should mention URL stats. You can use a URL tracking service or use a URL shortening service like BUD URL and get your URL's tracked there. You need to see what URL draws what numbers of clicks, and then have a different tracker URL for every different ad, and every different web splash page you create, or every blog page you create. Knowing this information will help you to streamline your advertising budget. This will be discussed more in the upcoming section of this report called The Water Wheel, etc.

Set Goals!

I am firm believer in setting goals. At first, you might set a goal for 1 sale per week. In most MLMs, 1 sale per week would put you at the top of your firm over time. Let's say at first you needed to make 4 calls to make 1 sale. Then, you would need about 7 leads to reach 4 people on calls. Since your system will refer 24/7, then you can say you get leads 7 days a week. So that is just 1 lead per day, and this little goal and set of stats would put you over in your own project. Why? If you can do it, so can your following, and your following needs to be doing what you are doing. If doubling money beginning with a penny every day for 30 days will make you rich, imagine what many, many people every day getting 4 sales a month will do in the exponential growing group under you?

As you meet this early goal, you could add 1 sale per month until you are at 8 sales per month in just 4 months. Now you can see how we are working with you to get you to the level of the title of this report, 8-12 referrals per month in your favorite project.

### Potentials in Referring!

My title of this report suggests that you can refer 8-12 people per month into your main MLM project, either one you are doing or one you will do. Imagine if not only you do this, but all your people do this too. That is only 2-3 referrals a week. If you work 6 days a week, then you have 3 days to do one, and 3 days to do another, and that is 2 per week. Let's use the breakdown I am showing you for 2 people weekly. You have 3 days to find one person. Our system at The Networker's Edge can help you do that. All you are doing is giving away this free report. Many will buy my system, some will not. But all of them can be contacted by you for your main project, giving you ample leads to speak with.

From Monday to Wednesday, you have to locate 1 person as a sale in order to be at the 8 per month level. Then, from Thursday to Saturday, you have to locate 1 more person. If you have a good system, and know how to drive traffic to your website, and are willing to call any leads you get, then don't you feel you can find one person every 3 days? This is focus, and if you focus, you can find a person in 3 days. On some weeks, you might get the first one Wednesday night, late, but you made it. Or, both leads might turn to sales by late Saturday night. I think you get the picture. To have a production schedule and goal like this is to have the doors of your business open and to be legitimately in the industry. It seems that people leave their marketing careers to chance and then wonder why they can't retire. Set goals. To get to 3 sales per week, which is 12 sales per month and that fulfills my title of this report, you would simply adjust the schedule to make 1 sale every 2 days over a 6 day work week. Monday and Tuesday are given to find a sale using stats and goals. Then, Wednesday and Thursday are devoted to finding the 2nd sale. Finally, Friday and Saturday are devoted to finding the 3rd sale. If you think this through, what is so hard about finding 1 sale every 48 hours? If your life depended on it, you could do it. Isn't our destiny and success part of our life, and is embodied in the word, "livelihood."

That is 12 sales per month into your favorite network marketing project.

## The Water Wheel, the Crops and the Orchard!

I have showed you about being a networker, calling, keeping stats and setting goals, but it is all for not, and futile unless you can produce leads. With no leads, you have no one to call, and no one to ad to your stats. Therefore, I will discuss web traffic and leads in this report.

Picture a water wheel on a stream. The flow of water turns it, and it picks up water in its cups and takes them up and dumps the water behind it and that water comes back into the flow with the new water. This is a type of a semi-perpetual motion device. The wheel will always need a fresh supply of water, but once it has momentum, it does not need as much of its original source of water. The wheel then supplies power or energy for some need. This is how I see a marketing system and budget that you can develop. I can give you a vision for it here, a mental blueprint, or a picture of it, but you must build it. In addition to a water wheel, it could also be compared to a orchard or a field of crops.

You can start with a smaller advertising budget, and spread it around to various high traffic tools. I like solo ads and large rotators like Traffic Swarm or Easy Hit4u. As these ads produce income for you, then you can take 20% off the top for re-investment. Your original ad budget is your water flowing into your wheel. But the re-invest is like the re-used water. You can keep expanding the power and size of this model. Make sure the ad budget grows as the earnings grow. This is a basic principle of Internet marketing. But to make it work, you must have some well-chosen cash generators that help people and do not threaten people's main projects and that cost little to do.

Sample Ad Budget:

\$150 Ad Budget

Traffic Swarm - \$40

Solo Ads - \$70

PPC \$40

To compare it to crops, your original investment is your original seed, but much more crop is harvested than was planted. This is due to the principle of multiplication and the law of increase. After a while, no more investment from you is needed, the harvest creates the re-investment. You have a continuing cycle of planting and harvesting and a wise farmer can keep expanding it until when he originally planted 200 acres, now after many years he is planting 20,000 acres every month, and he never used anymore of his own money.

The orchard owner is the same way. He has trees that produce, and his trees are like your marketing system. Once the trees become mature and full grown, they create massive income every season. But he did have to begin the process with his own investment.

I know of people that make \$5000 a day online. They use about \$1000 a day of it to run a credit or debit card on Google Ad Words and on other search engines, and they don't dare withhold the \$1000 from the ad budget. Their \$1000 runs a lead generation system which then keeps expanding their operation. If someone talked them into stopping the flow and putting the money elsewhere, or using it for a vacation, that would ruin the flow and create a need to rebuild it all over again.

\$5000 Daily Income

\$1000 Ad Budget

All you need to do is to scale this down at first and do this on a smaller scale. To bring this all into a practical view, let me share a few things. You need a good splash page and a good offer. My free report give-away is a great way to bring in people. Then, you need to run paid ads and have money produced by the ads and hopefully that is in your main project. You can use this system to get yourself leads for any project you want. Have your main project pay go to a bank account and have a debit card on that account that recycles about 20% of the money back into the marketing budget. This keeps the water wheel turning. This keeps the crops coming forth. This keeps you neck deep in leads. But you will need wisdom to grow this. One practical tip is to spend 1/2 of your income on the re-investment for more leads and then gradually take it down to 20%. One day, as your residual income is at an all time high, you can go down to 10% or do away with the re-investment program.

### URL Tracking Your Water Wheel System!

As I said before, use the discipline to create URLs like at budurl.com that will track for you so you know the cost effectiveness of each ad. This is critical. You might be spending \$400 on your water wheel for your project and some URL tracking on your part may reveal that you could be getting the same results for \$300 a month. There is no sense in wasting money, or using money on the wrong URLs. Imagine sending that \$100 savings to the best URL you have tracked and increasing your output by 130% while not raising your ad budget.

Example:

Ad Budget: \$400 a Month

Total Hits: 8,000

Traffic Swarm Hits: 2500

Solo Ad Hits: 3500

PPC Hits: 2000

All you do now is to convert the hits to how much you spent at each location, or, for example: How much of the \$400 budget obtained the 2500 Traffic Swarm hits? Note that knowing what is bringing traffic to your site is valuable next time you are ordering your ads so you can maximize your dollars.

You can bring in 8-12 or more referrals a month, and guide your new referrals to do the same. In no time, you will have hundreds of people entering your down line or project and each one of them will be a producer using a sound system based on sound principles. Your cash flow will explode.

Happy Marketing

Greg Nichols