

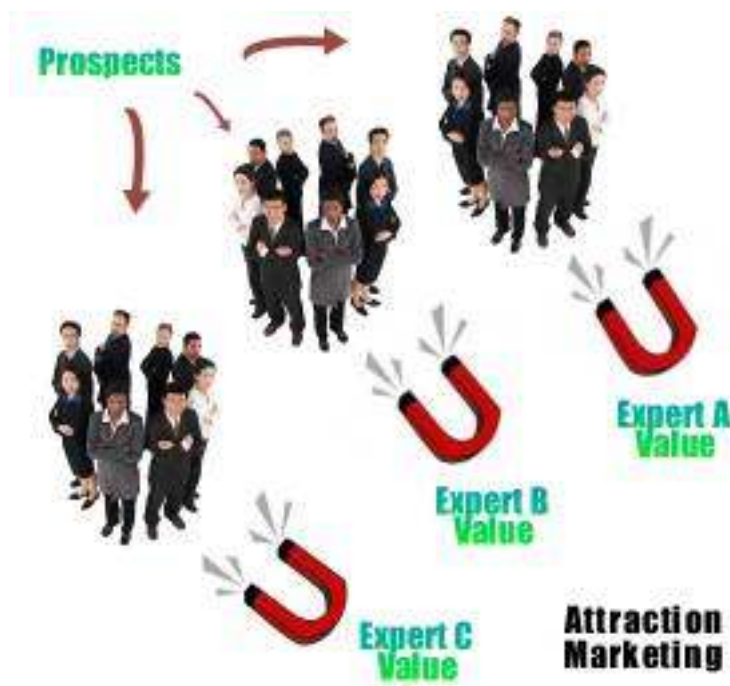


Tip Sheet Eleven: **Beyond Attraction Marketing**

It might be worth while to you to read this Tip Sheet in great detail as it could change the face of MLM like never before.

The Concept of Attraction Marketing

Attraction Marketing allows you to work smarter, not harder, by maximising conversion rate while minimising your efforts. Think of attraction marketing as a big magnet working for you and highlighting you as an Expert in your field. You post ‘yourself’ on the internet, and your ‘influence’ pulls in potential customers who are actually interested in buying your product or service.



The first part of attraction marketing is targeting qualified prospects that come to your website for a specific reason. The second step is building a relationship with them by providing a valuable service or product. Finally, you hit them with your offer and if all else is equal you’ll enjoy an unprecedented conversion rate.

Attraction marketing is a great concept to overturn the mass inefficiency and waste of traditional MLM but... it can’t necessarily maximize the income opportunity for everyone because not everyone can position themselves as an Expert. Moreover, Attraction Marketing doesn’t necessarily concern itself with choice or performance as it’s based predominantly on the Expert’s personal choice and circumstances.

So what else is there?



Looking for the Breakthrough

Sometimes one needs to look outside of Industry and normal practise to improve the processes and results for all of the Stakeholders, and in this case we're talking about how we can improve MLM for the masses.

One such Industry that you can correlate with MLM is Share Trading. Now before you call me 'bonkers' have a look at this:

"Share Trading"



"MLM"



You can see in the above diagram that there is a direct correlation in the Parties involved; there are the Buyers/Investors who are the Public and Prospects; then there are the Traders... these are the people who effectively sell and then there are the Companies who offer value.

Now in the case of Share trading the value that Investors are buying is Company Performance Improvement which translates into higher Share Prices.

In the case of MLM, Prospects are looking for Income Opportunity offered by Distributors who consume the products and Services of the Biz-Op. And, as we know, Prospects make money by duplicating the process.

Now then...



What is the Key Difference between Share Trading & MLM?

The key difference between Share Trading and MLM as illustrated on the preceding page is this:

Distributors only allegiance is to the Opportunity they've signed up for; whereas with Share Trading the Investor always has a choice.

Share Trading is performance based and personal choice.

MLM is marketing based and personal choice.

In other words the public can effectively go to a number of Web Sites, Brokers, Newspapers and the Internet and check out the performance and price of every Share and Company behind it, and so choose the most appropriate investment for their particular circumstances... once they've chosen they go to a Trading Organisation to buy.

... whereas the Prospect looking for an MLM Opportunity ***responds to an individual Ad or Personal referral, and so can only make a decision based on the Offer in front of them from the Distributor concerned.*** They simply do not have the market perspective.

Now of course there are some other differences in the dynamics of both Industries; and it definitely doesn't mean that MLM should be run along the lines of Share Trading...

... rather, it means that we take the best from the process of Trading Shares and apply it to MLM.

Now the question is how!

Over on the next page



Making the MLM Process Better

At the bottom of this picture is an enhanced process for MLM development based on performance alongside a Hub that provides more options for collaboration.

"Share Trading"



"MLM"



"Enhanced MLM"



Enhanced MLM works in a similar fashion to Attraction Marketing but this time the 'Attraction Element' is replaced by a MLM Hub.

This Hub lists not only the 500 or more MLM Opportunities available to Network Marketers, but also through an ingenious process of benchmarking, Distributors and Prospects are able to make more informed signup decisions that are not just marketing based offers.



This way, people interested in MLM can come together within the Hub to collaborate together.

This collaboration forms the basis of many Business Relationships and Activities which drive the many individual Networks forward.

In most other respects, the relationship between the Home office and Distributor remains; and Distributors are still able to join any of the 500 or so available MLM Companies.

The most striking difference with this approach is that it opens up the entire MLM Industry to everyone and through performance transparency increases the collective and individual credibility of the people involved.

As performance and income increases and downline attrition reduces the Industry is more able to put forward an argument that MLM has come of age, and so more people become interested in joining.

A Hub is the centre piece for collaboration and collaboration drives communication and the right type of action.

The MLM Friends Platinum Club has been designed by a Network Marketer to be the type of Hub outlined in this Tip Sheet.

With 30 million active Network Marketers competing for Business, our Hub could well be the missing architecture needed to improve Network Marketing for everyone.

Best of all, you can be one of the first to experience our Club. A 60 day trial is available for all motivated and committed Networkers and it costs just \$1, which of course is fully refundable.

Come and have a look today and see what a MLM Hub could do for you. It'll only take you a few minutes to sign up:

<http://www.mlm-friends.com/friends/index.php?mode=join>

Thank you and see you soon!



About the Author



Bob Thompson is the Founder of the MLM Friends Platinum Club - an amazing new Private Members Club for Network Marketers, one that provides a collaborative environment to select and promote MLM, Network Marketing and Matrix type business opportunities with like-minded home based entrepreneurs.

His Network Marketing experience spans over 17 years; and he's been an Online Instructor for a US Marketing Company too.

But that's not all; Bob is also a senior Procurement Executive with a lot of experience transforming Corporate Procurement across EMEA; he has also developed from scratch a Procurement Consultancy which successfully sold into the UK Public Sector. Bob has used a combination of Technology, Processes, Resources and leading edge thinking to create Procurement integration and improvement within the Corporate Environment providing significant multi-million \$ commercial value.

It's from this unique background, that Bob has identified a 'no-nonsense' way to help Network Marketers throughout the World find, invest and collaborate in the best Home Business Opportunities for faster and bigger residual income checks.

Bob understands that MLM today is not just about marketing and advertising. Indeed, he goes on to say that "poor choices when investing in new online MLM opportunities is more likely to kill your business before you've even started marketing it."

His new Private MLM Club, the MLM Friends Platinum Club is jam packed with web tools and advice to get Network Marketers everywhere collaborating together in the best opportunities so that everyone earns more.

Bob is a Full Corporate Member of the Chartered Institute of Purchasing and Supply and Institute of Logistics.

Links:

MLM Friends Platinum Club: <http://www.mlm-friends.com>