


MarketStorm



NETWORK MARKETING GUIDE

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9 Facebook Ads Mistakes

Facebook Ads is the powerhouse of social media advertising. With over a billion users, businesses are racing toward this social juggernaut in order to promote their products. There are effective ways to create effective ads but there are also definite ways to reduce the effectiveness of your Ad on Facebook, and here we will take a look at 9 of the most common.



1. Assuming that all Ads are created equal

Facebook selects Ads to repeat based on the best performers – the ones that generate the most click-throughs or impressions. That’s why it’s important to support your Ads with interactivity-promoting tactics such as having a Facebook Fan page, and making sure you really do target the right people.

2. Not tweaking your Ad as your campaign regresses

Too many people create an Ad – and leave it. Even the best, most professionally optimized Ads go through a natural cycle of peaking and declining activity, so make sure you monitor this, and adjust your ads as needed.

(Facebook is also more likely to keep displaying your Ad, if it sees you are keeping it current.)

3. Not putting your Ad in the best Facebook category

To figure out the right one, you need to think like your viewer: How would she categorize your product? You may think of your custom-embroidered hemp pillows as “home décor accessories”... but your ideal customer might be looking for “green products”.

4. Picking too broad a category

This is a mistake usually born of inexperience. No, it’s not better to reach 1,000,000 readers in the hope that a handful might actually be interested in your Ad subject:

It’s better to narrow your focus to an exact, small target group – one that will give you comparatively higher conversions (sales).

5. Not reading all the guidelines and restrictions

That one should be obvious, but still trips potential Advertisers up all the time. The best way not to “miss” something is not to rush through the process. Read the guidelines and restrictions first – do your homework!

6. Rushing into Ad creation

See # 4... and make sure you’ve thought of all the ways you can maximize your Ad dollars. Have a plan, don’t just fire your canons off in all directions. Think through your campaign, and plan for the long term (and for modifications) too.

7. Putting all your eggs in one basket

Especially if it’s the first time you’ve advertised on Facebook, it’s best to start small. Don’t commit

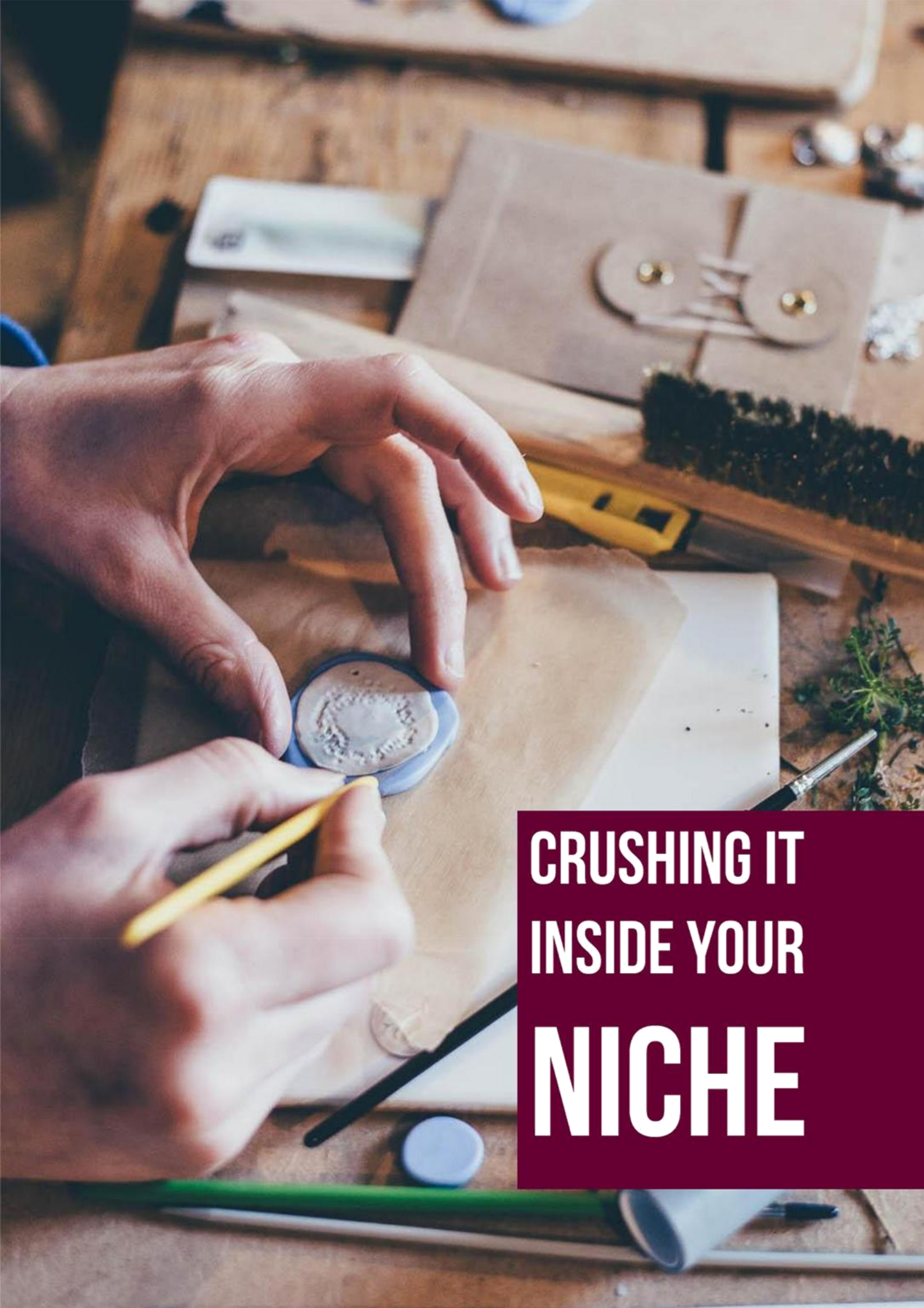
your entire Advertising budget to it (unless your budget is miniscule – a tiny budget being another “mistake”, but sometimes, one that’s unavoidable for new marketers.)

8. Not realizing you need to link your Ad to page, event or group on Facebook.

The purpose of the Ads, as far as Facebook is concerned – publicizing and promoting Facebook. So even if it’s your own website you want to promote, your Ad should to direct people to your Facebook page, event or group for your website.

9. Not carefully checking formatting and spelling.

Make no mistake – you can easily get your Ad disapproved by using poor grammar, unprofessional formatting or having spelling mistakes.



**CRUSHING IT
INSIDE YOUR
NICHE**

Just as it's absolutely vital to have a puzzle picture in place while solving a puzzle, carving a niche for your business is an absolute MUST for today's successful Internet business. A niche can be defined as a small targeted and focused area of any business entity that offers a unique program, or benefit, satisfying a common need of like-minded people.

However, you can't simply settle on a niche in a flash until you really understand how to go about it. You can only come up with a well-defined niche by having the right attitude towards a concrete, and clear objective.

Be as specific as possible. Put your entire force towards a single specific value driven business model, rather than getting generalized and trying to sell everything under one roof.

And in this way, you will establish yourself as an expert in your field. To be an expert, you don't necessarily need to have lot of knowledge or expertise.

Needless to say you can get started right away with what you already know or enjoy doing in your spare time, and preferably have a passion for it too.

Once you have positioned yourself online as an expert in a specific niche, you will outgrow automatically into more related profitable areas. Your credibility in such areas will carry more weight than if you would attempt to offer "everything under one roof" approach.

Having a narrow niche means visitors will have a greater interest in what you offer. This is because your product or service is highly targeted to them and you aim to solve their specific problem.

It really makes no sense starting or running an Internet business

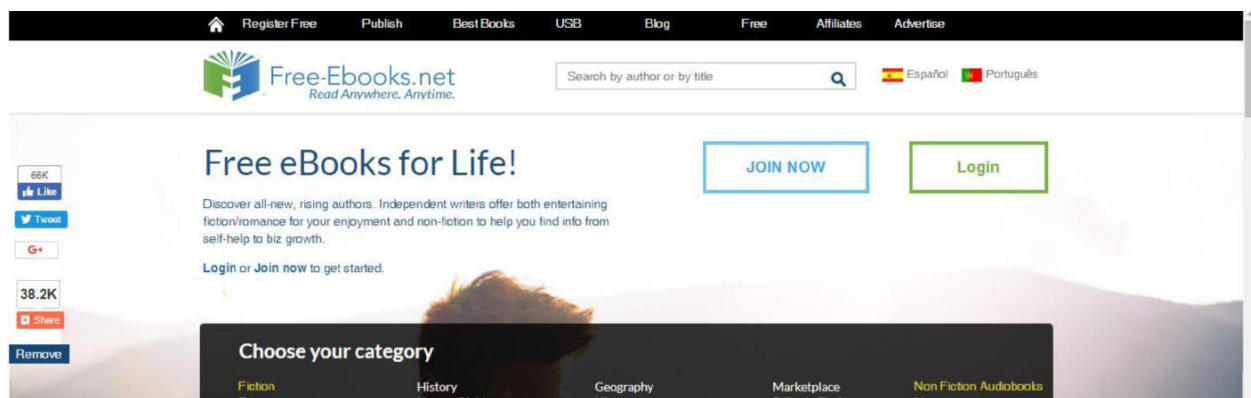
without identifying a niche. If you're really determined to get success on the online, this is the way to go. Do some positive brainstorming, relate different things around you trying to get into a specific niche, and add value. You will eventually come up with a great idea. And a great idea is the spark for a big explosion.

By analyzing your own site's statistics, you may notice that you are sitting on a potential gold mine without even realizing it.

Take an honest look at your own site. Is it unique compared to many other sites out there? Do you have any original and helpful free content to attract visitors? What areas of your site are the most popular? Capitalize on those pages by featuring them or even creating separate domains with those target markets.

To summarize:

- Analyze site traffic...
- Pick your most popular topics and specialize in those areas b
- Be an expert in a topic you love and know well
- And then go for it!



free-ebooks.net started once only attracted low traffic. Then, the owner did an in-depth review of HTML compilers for potential e-book self-publishers and the traffic increased substantially!

So substantially, in fact, that he began working exclusively with e-book marketing and his site grew exponentially. He then chose complimentary affiliate programs for marketing e-books, HTML compilers, pricing surveys and other related programs, and all were much more successful at generating sales than before.

Making Sweet Money With Infopreneuring

No, we don't need more information. There is a lot of it around. But we need people who can package them well. This is where an infopreneur comes in.

The good news is, anyone with a good idea and some persistence can do it!! You just need an interesting story or expertise that people want PLUS good marketing skills! It can even be classic knowledge, repackaged and remarketed in new ways. Look at all the diets out there. There are only 3 variables in the diet game: food, exercise and mental attitude.



The formula is pretty simple:

1. Identify a Core Human Desire/Need
2. Find new solution or a new way to market to this Core Desire/Need

With a winning idea, you can then **branch into many related support products**, bringing in more residual income.

There are 3 Essential Skills that you'll need:

1. How to research, discover, acquire, and organize your ideas. What do you know that we don't? Or who do you know that knows something that the rest of us need or want to know?
2. How to express, display, package, communicate yourself. You'll need to find the best prices for

materials, design the packaging, and find low-cost ways to organize material

3. How to market your product. Here are some core marketing skills which you will have to buy, rent or acquire:

- Writing compelling copy
- Learning the secrets of direct mail advertising
- Buying the best and cheapest advertising.
- Tracking your results.
- Managing a database.
- Tapping into the Internet

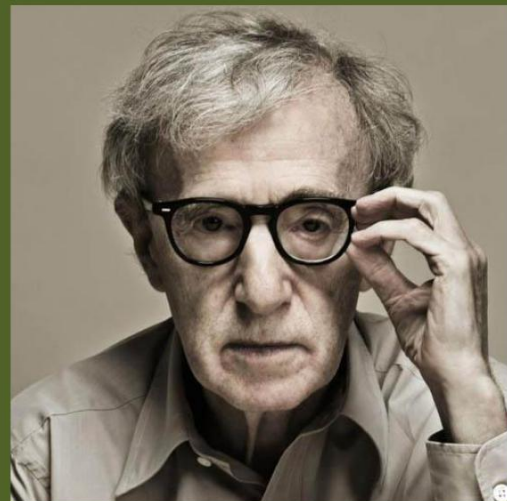
Basically, there are no real new or totally unique human needs or wants. Your information should tap into one of these universal wants like sex, money, confidence, health, relationships, beauty and greed.

The title you select, the words you use, the benefits your information offers and the way it is packaged will cause consumers to flock to or avoid your product. Once you have discovered the right combination of message and media, you have cracked the code.

Here is an example of steps to follow to become an infopreneur:

1. Brainstorm the most profitable topics
2. Publish quality, in-demand information. You'll be surprised at how quickly a following develops.
3. Monetize! Google AdSense automatically places relevant ads on your site, generating an excellent financial foundation.

There is no limit to the number of ways to monetize your traffic. The above are only a few possible examples for the "hot 'n spicy" niche. Nor is there a limit to the number of niches in the small business world.



Woody Allen's book **"Nothing Down: How to Buy Real Estate with Little or No Money Down"**. Shows how he earned millions of dollars in royalties. And every six months he still gets nice royalty checks!

Here are 8 tips that will help you get started producing audiotapes, books, reports, pamphlets, or any other medium you choose to sell to distribute your information:

1. **Produce an information product for an audience that's already waiting to buy it.** This will guarantee your greatest chance for success.
2. **Clearly identify your target market and direct all your promotional materials towards them.** When promoting and marketing your product, first identify the it's purpose. Then find a target market that will benefit from it. Once you've done that, find ways to bring them your message. Speak to them in ways they can relate both to your product and

to you. The rapport this builds between you and your prospective buyers will ultimately lead to sales.

3. **ALWAYS TEST THE MARKET BEFORE PRODUCING.** This will save you time and money, if, by chance, you're not on the right track. If test marketing indicates your target market has no interest in the information your product provides, simply redirect your focus, find another topic, and start again with enthusiasm.

4. Keep your products simple, yet highly informational.

Remember the concept is not to compete with Hollywood, but to offer valuable information to specific groups of people who share the same interest.

5. Never stop searching effective ways to promote your products and reach your target market.

6. Create backup products such as special reports, audio tapes, and books to complement your initial product

7. Seek out others in your industry who might be willing to joint venture with you on a project.



Network Marketing

The Simplified Guide for Newbies and Veterans Alike



Success Factors

Is There a Downside?

What Works

How to Prospect and
Approach

Final Words

If you don't know what Network Marketing is, it is a 50-year-old industry and has the highest residual income potential of many business models. Network Marketing is just a way for businesses to distribute their products.

Network marketing is unique because it performs well on things like person-to-person communication, establishing, building and nurturing relationship and is residual income at its best.

Rather than using the traditional supply chain, Network Marketing companies use a network of independent marketers to move the products directly from manufacturers to the customers.



Any business methodology that is not in sync with the “norm” will always be considered a scam. Network marketing, however, is not a scam but a great way to produce residual income.

The independent marketers earn a percentage of the profit on all sales they make. While it's possible and highly recommended to earn an income by selling to customers directly, the real power of Network Marketing is that you are allowed to build a downline of other independent marketers below you, and earn a percentage of their combined sales.

Success Factors

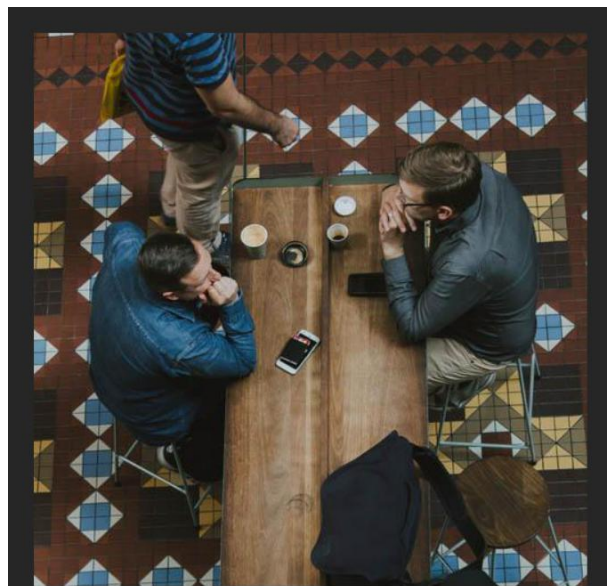
1. Company track record
2. Financial strength
3. Management team experience
4. Unique products or services.

5. Competitive pricing
6. A practical, realistic personal production requirement.
7. High reorder rate from customers and builders
8. Minimal start-up costs
9. Fair compensation plan.
10. A solid marketing plan.
11. Timing
12. Complete and comprehensive training & support
13. Low to no risk

Is There a Downside?

1. Rejection, especially from spouse, relatives and close friends.
2. Fear of prospecting, e.g., the 500 pound phone.
3. What are you doing with that? You've got a good job!
4. What will our friends say?
5. Depression.
6. Don't buy into hype. Be realistic. Tell the truth!

7. Criteria for success is different.
8. Playing "not to lose" instead of "a no matter what" attitude.
9. Changing the "system."



What Methods Work Successfully in Finding Prospects?

1. One-on-one meeting
2. Two-on-one meeting
3. "Group" meeting
4. Telephone and conference call presentations
5. Hotel meetings

How to Prospect and Approach Properly

The process of finding people to join your network is fun, but oftentimes, people who are too eager to find on as soon as possible end up driving away their prospects, and end up creating a negative reputation among the people they know as someone who only approaches you to promote a business. Here are some tips to naturally entice people into your network and build a strong and long lasting business relationship with them. Now go out there and start growing!

- Don't overexpose it ... keep it short and simple ... K.I.S.S.!
- Make notes before you make a call. If it's worth doing, it's worth doing right. Always have a script in front of you!
- Arouse curiosity. Be enthusiastic. "It's not the words you say. It's the music that you play."
- Always carry your calendar and your contact list and cell phone. Minimum 150 current names and numbers.
- Ask questions! The person who asks the questions controls the conversation.
- NEVER give into someone's curiosity. If you give them a 5-minute presentation and (by mistake!) they get in, you have taught them to do the same.
- Present to husbands and wives together, unless it is absolutely impossible.
- Call to confirm the appointment. Call the night before AND the day of. Say, "Did we say 7:30 or 7:45?" or "Is that 1234 Main St. or 1235 Main Street?" Be on time. Be on time. Be on time!

Final Words

Ultimately, it's all down to the situation handed to you when going out there and expanding your network. These 6 things will finally make you the ultimate network-grower!

1. The only way you will really learn how to approach is by going out and doing it.
2. In response to objections: feel, felt, found. "I understand how you feel. I felt the same way when I first heard of this. But now I found..."
3. Don't give up after the first time someone says "no".
Remember, things change in people's lives.
4. Always give an alternate choice of "yes" or "yes."
5. Every no brings you that much closer to your next customer or builder.
6. Always ask for referrals.

QUICK GUIDE TO BUILDING AN OPT-IN LIST

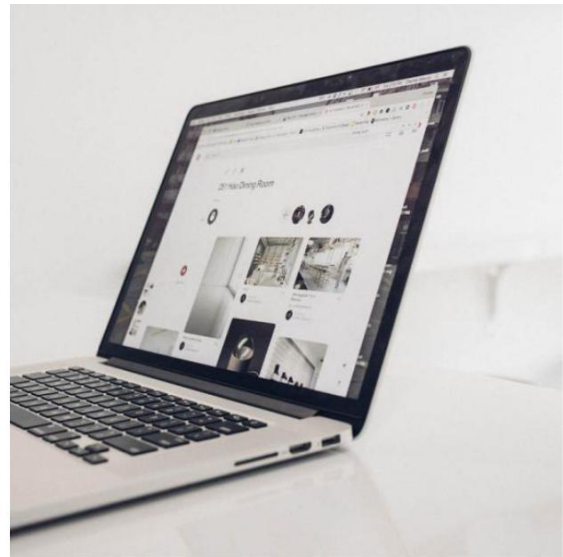


Stage 1



In the first stage, you have identified a target audience. Let's start with dog owners. Let's put a number of 3,000 dog owners that will be targeted in three different media. Obviously, there are far more than 3,000 dog owners out there, but we'll be conservative.

Stage 2



Next, find places where these people would go for information. An own content-oriented site would be a favorite here, or an e-zine that focuses on the needs of dog owners. You can also find numerous free places to advertise.

CHARLIEPAGE Support @ CharliePage.com

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[TAKE A TOUR](#) [JOIN NOW](#)

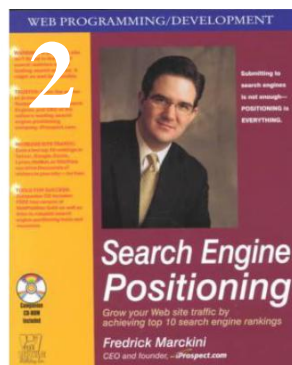
Proven Effective For Over 19 Years!

***directoryofezines.com** has the categories and catalogs of all the e-zines that are available.*

It tells you who the readers are (dog lovers, teachers, etc) and the average number of readers.

The home page should be optimized so people can find it on the search engines. A great place to learn more about search engine placement is Robin Nobles' and Susan O'Neil's "Maximize Website Traffic: Build Web site Traffic Fast and Free by Optimizing Search Engine Placement" (1), or book, "Search Engine Positioning: Grow Your Web Site Traffic by Achieving Top 10 Search Engine Rankings" (2).

Again, let's assume that the average monthly visitors to each place are 1,000 people with a click-through response rate of 1%, so that each location yields 10 prospects, for a total of 30.



Stage 3



Here's where time is leveraged.

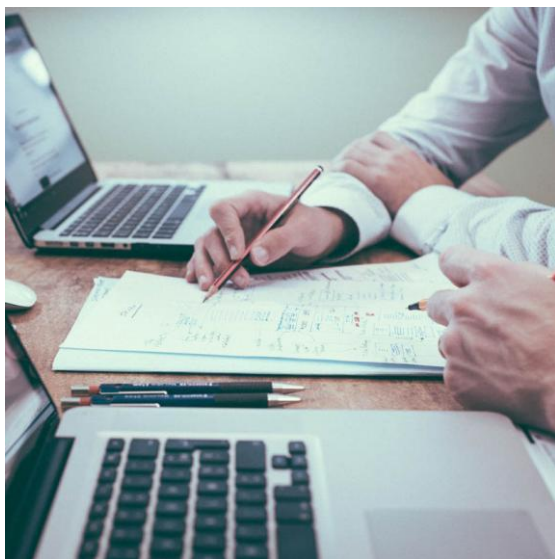
An autoresponder is nothing more than a sophisticated email address. Think of it as an automated electronic employee, working 24/7. At predetermined times, the autoresponder automatically sends out pre-formatted messages to people that have responded to ads, search engine inquiries, e-zine placements, web site articles, referrals, etc.

Let's say the advertisement is for a free canine-related newsletter.

If the respondent replies, they'll

also receive a free report on the care and feeding of miniature, small, medium and large breed dogs. When they click, the autoresponder automatically sends the report as an email.

Stage 4



One of two things also happens. The first might be that a web form pops up immediately to collect their name address, telephone, email address and other qualifying information. A form is essentially an electronic version of a piece of paper where information is gathered.

The second possibility is that the respondent is redirected to another content rich web site apart from yours. This is a “softer” direct approach because they discovered a great information packed site to come back to

Stage 5

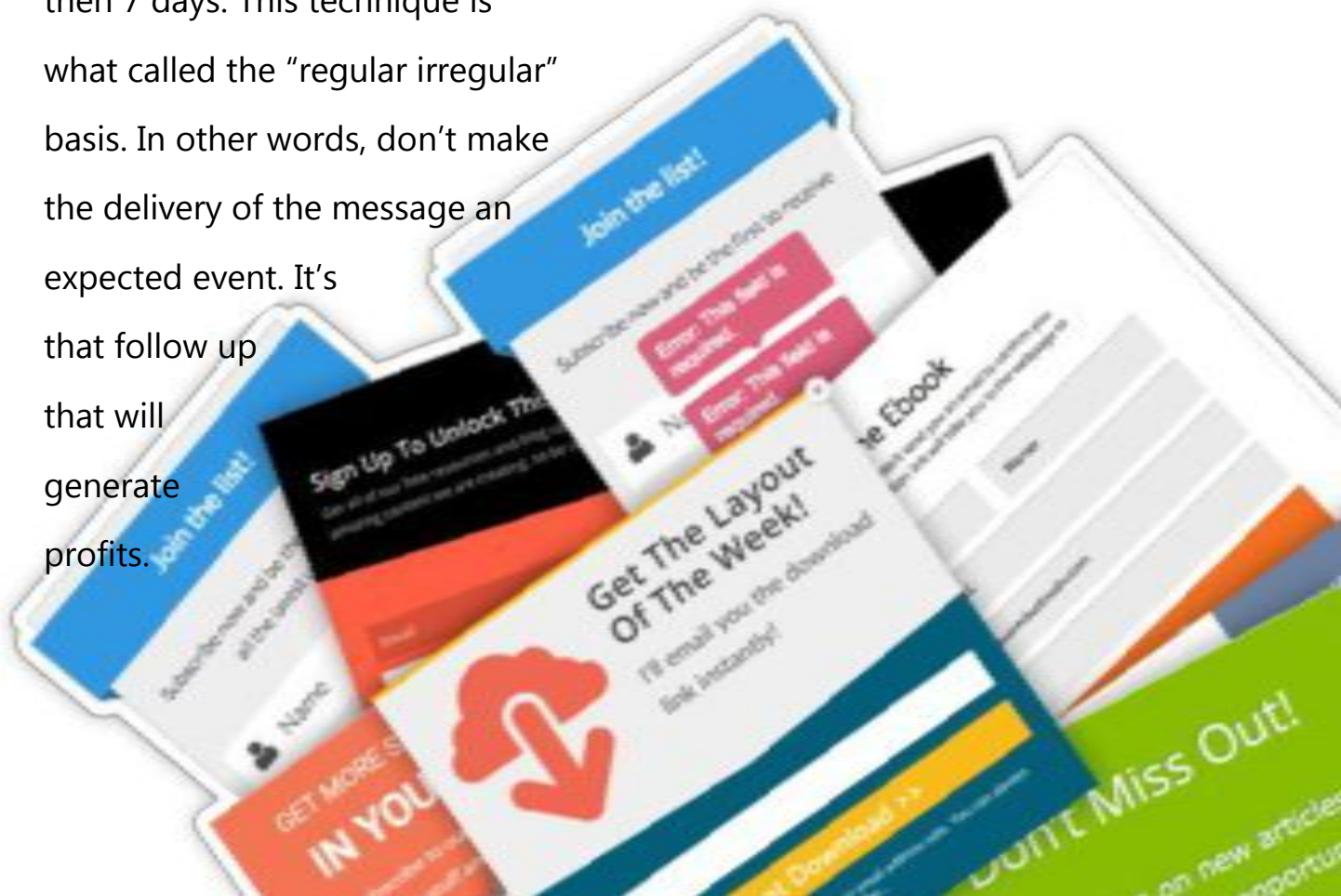


The autoresponder collects, stores and puts every name that is submitted into a database. That database then contains an opt-in list of names of like-minded people, in this case dog owners.

The autoresponder also keeps track of when messages have been sent out and when to send any follow up messages. Usually it takes somewhere between 7 to 10 communications with a prospective client before the prospect will buy. That's what the autoresponder does with those preformatted messages.

The first message is the free report. Then, it can be set to send out another message in, say 3 days, then 5 days, then 2 days, then 7 days. This technique is what called the "regular irregular" basis. In other words, don't make the delivery of the message an expected event. It's that follow up that will generate profits.

Send out 3 informational messages to 1 "soft-sell" message. The "soft-sell" message is primarily informational, but sprinkled lightly inside the message is some promotional content. 3 messages about the grooming habits of various breeds has been sent. The 4th message may also be about grooming, but it suggests a site where they can go to get grooming tools. Maybe that's your site or an affiliate's. It's a soft sell and educates as well.





The Beauty of Self- Publishing

**The lowdown on getting your content
published into a book and marketed
out there**





Forget four-color glossy brochures. Instead, spend time writing, producing, and printing your own book. Picture this. You have a book completed and printed on your topic of expertise. No matter who else is in the market, It's almost certain you will be the only one in the market who has written a book specifically on your topic. Since you have written the book, you are now the expert.

How much will it cost? It depends on how many copies you print, how many pages you write and how fancy you make the cover and binding. Keep in mind that your book becomes one of your most effective pieces

of promotional material. You may also use the book as your least expensive front end product for your funnel (See Chapter 15).

Three Ways to Write a Book

If you don't have the luxury of taking an extended working vacation, you may want to consider the next few options.

25X4X2 System

Take your topic of expertise. Ask yourself what are the 25 most important main topics regarding this subject matter. Then ask yourself to come up with approximately four subtopics for each of these main 25 topics. Write two pages per night on each of these subtopics. You will end up with a 200-page book in just over three months.

The One Page per Topic System

I know someone that used this system to put together a book on marketing. He had many ideas that he wanted to share with people so he brainstormed ideas and wrote down every single marketing idea that came to mind. He then wrote something on each topic. Some topics had short "blurbs" and others had five or six pages. After writing, he put the topics into categories that made sense. At the end of this exercise, he had a 265-page book filled with great marketing ideas.

Transcribe the Seminar System

This method is particularly effective for those of you

who have difficulty writing. I assume that if you don't particularly like writing, you prefer speaking. That being the case, get six or eight of your favorite friends together, sit them down in a nice room, serve cocktails and deliver a seminar. Make sure you have thoroughly outlined your topic and have divided your presentation into bite size "modules." These will end up being your chapters when all is said and done.

Getting Your Book Edited

The biggest problem most people have is editing. This is simply a psychological block, especially if you feel you have to make everything perfect. This is an impossible task. Just get your thoughts down on

paper and hire an editor to clean up your mess.

The best place to find inexpensive editors is your local college or university. Ask to speak to the English or Journalism departments. Then let them know that you are looking for student editors.

The Next Step

The most cost-effective way to get the book printed is to provide the printer with a CAMERA READY copy of your manuscript. (Talk to your printer to find out what they need). Or you can provide your manuscript to the printer on a disk, typed in a common word processing program like Microsoft Word or Corel WordPerfect. Or, if you don't have access to a computer you can have typewritten pages digitized

(a process that scans typewritten documents into a computer). There is a fee for taking your manuscript off a disk and preparing it for production. This is referred to as typesetting or layout.

Shop around. Get quotes from at least three different printers. Check out their previous work. Just because they're cheaper doesn't always mean you're going to get a quality product. Once you find a printer, be sure to get a contract. This will help to ensure that your expectations are met, i.e. price, delivery, specifications.

Find a book you like the looks of. Publishing starts with the appearance of the cover. Model your publication after it. Check with the printer you decide to use.

They can help you in this area.

So, how many copies should you print?

You have 3 main options:

- Print 2,000 - 5,000 books at a reasonable unit price.
- Print 500 - 1,000 books at a higher unit price.
- Print covers ahead of time and copy your text on demand. This will provide you a competitive unit price with low, up-front costs.

What factors will affect the cost?

- Book dimensions
- Type of binding (perfect binding, hard bound, comb-bound, saddle stitched, velo-bound, wire-o-bound)
- Kind of paper used for the cover
- Number of ink colors on cover, and in text.
- Number of pages in text (count title page, table of

contents, index, each and every page)

- Quantity of books desired.
- How prepared your manuscript is.

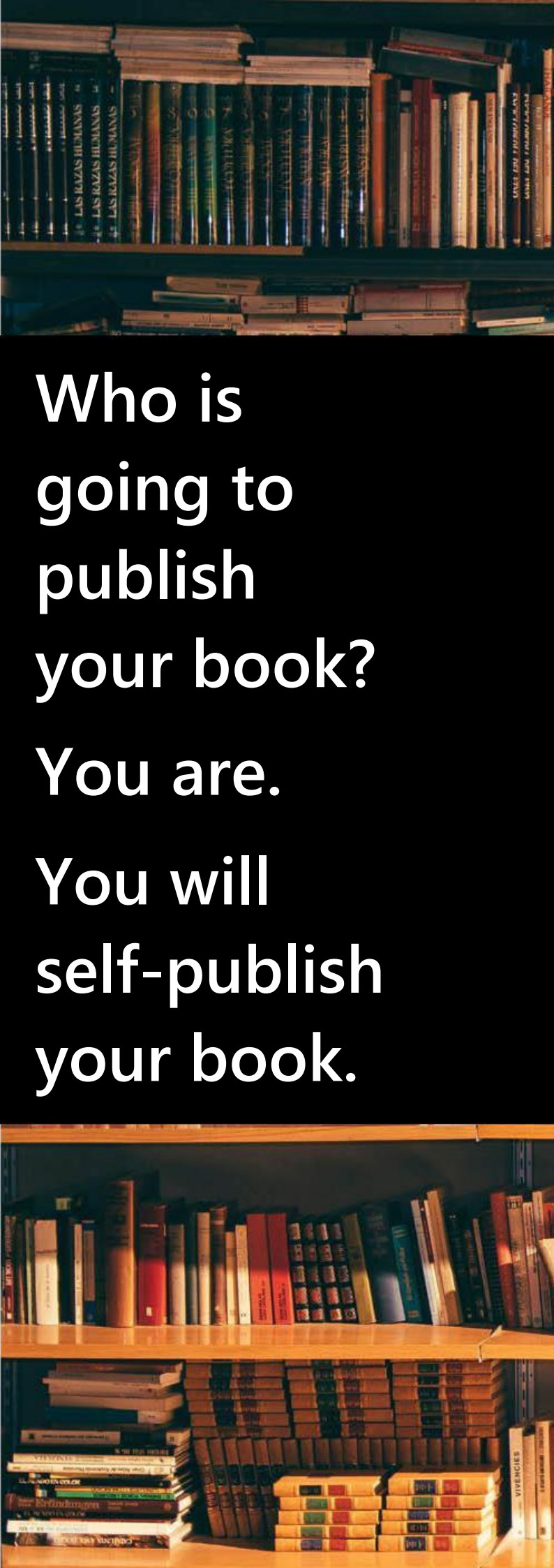
Copyrights and ISBN

Once you write and register the manuscript, you will own the copyright to the material.

It's a matter of filling out a form and sending the required fee to the U.S.

Copyright Office at
<http://lcweb.loc.gov/copyright/>

ISBN numbers are a unique number assigned to books and publishers, which are assigned and maintained by the ISBN Agency. This number is useful for consumers when trying to locate books. It is also necessary if you want to sell your books in bookstores.



**Who is
going to
publish
your book?
You are.
You will
self-publish
your book.**



THE GUIDE TO STARTING YOUR OWN FRANCHISE

Fact #1

**The highest number
of franchise
establishments are
fast food
restaurants.**

**Almost 50% of all retail
sales in the United States
are controlled by
franchises,**

From grocery stores, to car repair shops to delivery companies, franchises are everywhere. Franchising is a business strategy for getting and keeping customers. It is a marketing system for creating an image in the minds of current and future customers

about how the company's products and services can help them.

“

Franchising is a network of interdependent business relationships that allows a number of people to share brand identification, have a successful methods of doing business and proven marketing and distribution system.

In short, franchising is a

”

strategic alliance between groups of people who have specific relationships and responsibilities with a common goal to dominate markets, i.e., to get and keep more customers than their competitors.

Types of Franchises

Many people are not aware that there are two types of franchises:

- Product / Trade name
- Business Format

In Product / Tradename Franchises, the franchisee has use of a product or trade name but has no

supporting relationship with franchisor. This means that the franchisee basically operates the business independently but the franchisee does benefit from the marketing and advertising efforts of the franchise system.

The Business Format Franchise is faster growing and is the format most people are interested in today. It is characterized by an ongoing business relationship between franchisor and franchisee. The franchisee is offered not only a trademark and logo but also a complete operational system.



Business format franchises are famous throughout the world with participants such as McDonald's, Holiday Inn, Midas, Century 21 and Baskin-Robbins, to name a few.

Advantages of Franchise Ownership

The benefits of franchise ownership are only as strong as the franchise you select. Generally speaking, the benefits can be classified in several broad areas:

Overall Competitive Benefits: The public has become accustomed to a certain level of quality and consistency from brand name franchised locations. Whether you believe a company's product is superior or mediocre, the secret for their success is usually that it is consistent.

Pre-Opening Benefits: Franchisors have made mistakes. Another advantage of franchising is that they have survived their mistakes and can guide their franchisees not to make the same mistakes. Upon joining an established franchise system new franchisees generally receive comprehensive initial training in the operating of the franchise system, its product,

services and methodologies. In essence, the major stumbling block for pre-destined failure is removed by the franchisor - lack of preparedness.

Ongoing Benefits: In exchange for paying an ongoing royalty and other payments, franchisees generally receive continual training programs and other ongoing home office and field support and assistance.

Fact #2

Buying a franchise more than doubles your chance to survive as a business owner. And by picking the "right" franchise, your chances can improve beyond 95%.

Steps to Acquiring a Franchise

Step 1: First, you must determine if you would function well as a franchisee.

Your job is to make an informed business decision about whether a franchisor's business opportunity meets your needs and whether you can provide what the franchisor wants and needs in a franchisee.

Step 2: You then have to choose the right franchise among the thousands of franchise selections available. You also need to look for a franchisor which is interested in establishing a competitive edge and increasing market share. Evaluate the marketing/advertising fee. The fee should be related to the amount of money each franchisee needs to contribute to support an advertising campaign that will generate enough new and repeat business for each of them.

Step 3: After you narrow down your franchise choices, you must then thoroughly investigate each opportunity.

Generally, a franchise information package will contain a letter, a brochure describing the business and a qualifying questionnaire.

Step 4: Once you have made a choice you must analyze and understand the franchise agreement and, if possible, negotiate points of disagreement with the franchisor.

The disclosure document will provide you with a wealth of information that you should have reviewed by your accountant as well as a qualified franchise attorney.

Step 5: Finally, you will have to put together a financial package to fund your franchise investment.