



STEVE JACKSON SERVICE BROCHURE

The MLM blog and landing page service

*“Developing your personal brand is key to
monetizing your passion online.” - Gary
Vaynerchuk*

STEVE JACKSON

I am sure you have looked at the top MLM earners and asked yourself, how they are making a success of their business while you are not?

They of course work hard at what they do and have had years of experience in their pockets, but in recent years many have realized the power of the internet and moved at least some of the business online.

MLM recruitment needs to change

The reality is MLM recruitment is difficult and a soul-destroying method of making money. For many years I have been working in this industry and pursued my goals using these traditional network marketing methods. If you don't know what that means, it is a very time consuming method of building relationships and generally bother friends and family members to join your business and buy your products.

After a while, like many of us, we became unhappy with the results. Well since the internet arrived some of us have taken an alternative journey into affiliate and online marketing and then returned to network marketing with new ideas on how to make money in the MLM industry via the internet.

During a recent conversation with some of my network marketing college, I realized that the MLM industry as well as their distributors are well behind the times. There is a massive resistance against using much more than the basic online methods in the name of duplication. Many companies still insist that the only method of reaching out to prospects is by word of mouth advertising. Now, don't get me wrong, network marketing does mean building relationships and word of mouth methods work well, but the world has changed so much since network marketing began, so MLM recruitment needs to change with it.

Duplicating our actions by employing our landing page service

Nobody can disagree that we need to duplicate our actions, so not having an online presence is just not good business. Every other industry worth its salt would have a website and active social media action which goes beyond the generic page many network marketing companies offer their reps.

The limitations of the company webshop or page is that it does not do enough. Even though a company page can make it easy to sell the products to your customer it does not allow you to build a warm leads list as effectively as a blog or landing page. As a network marketing friend told me many years ago, "the money is in the list", so unless you already have a massive social network of friends you will need to build a list yourself, in person or online.

MLM recruitment and building a warm leads list

Typically, Rome was not built in a day and nor is a warm leads list, but our blog and landing page service can make the job a lot easier by creating an affordable blog or landing page for you. Having an effective and active blog or a well made landing page can easily create a warm leads list far larger than creating one by word of month.

Why should someone use our blog and landing page service

The main issue for many people new to MLM is that they want to start a business from home but do not have the skills or knowledge to know where to start. Of course their enroller will ask them to do the traditional list building and MLM recruiting system by getting them to write down a list of people they know who they think would like to start a business or buy their products. This method is tough because the knock backs are the really killer. Even though it is explained to the new distributor that if someone does not want to be in their business it is not personal, sadly every new rep takes it so.

The main reason why anybody declines your offer to join your business or buy your products is because the timing is not right.

Online method of building a list and avoid disappointment

The online method of building a list avoids the disappointment and allows the distributor to work with people that want to build a business or buy their products. However, there is a downside to the online method, because it means building a relationship with your customers and downline after the event. This is very important to stress, that building a relationship with your downline once they have joined your business will be the difference between success and failure.

Building relationship have never been more important

The best methods of building a relationship after someone has joined your business is via follow up emails, one on one Skype calls, asking them to join Facebook, LinkedIn or other social media groups and sending them a message on WhatsApp.

As you might have noticed, all of these methods use various online platform, which give us no reason not to reach out to our team when and where ever they are in the world, because now you have a global business. This is the power of running your business online and why you should invest in one of our online packages.

So, what is the solution?

An expression I love in MLM is the "Fortune is in the follow up" because we do not know when the time is right for a prospect to join our business or buy our products. So, it is vital that you share, reach out and communicate periodically via follow ups with your prospects.

The follow up methods available to you is:

- Having your prospects names writing in a book and then reaching out to them periodically. The personal touch is great, but very time consuming.
- Emailing your prospects periodically. This is slightly easier and less time consuming.
- Use a social media platform such as Facebook messenger or WhatsApp. This still has a personal touch but still a bit time consuming and in most cases prospects will not allow you to know their Facebook account or phone number before you have built trust.
- Use an autoresponder and newsletter system so you can totally automate your follow ups and if possible send a WhatsApp message when trust has been built

The fact is with all the downsides of automating your business the reality is, it works and while you are automating your mailing list you can run other parts of your MLM business more effectively.

Using our professional landing page service

If someone needs some work done at home and they don't know how to do it, they get a professional in to do it for them. So, if you do not know how to code, understand what a domain name or hosts is, setup an autoreply systems, understand SEO, install a Wordpress blog or know the difference between a webpage and a landing page, get a professional to do it.

We work with network marketers all over the world to create simple, but effective blogs, websites and landing pages for those who just do not have the skills or knowledge it takes to do it themselves.

We can do a very basic and affordable package for anyone's pocket that includes a domain name, hosting package, template if needed, basic SEO, statcounter, indexing on Google and Bing, text rewrites if needed, image editing if needed, and much more. Below I have put three examples of our landing pages.



For MLM recruitment what platform would be best for me?

Both, landing pages and blogs work well, but if you intend to write lots of content as a blogger, then a Wordpress blog with an autoreply system is what you need. However, if you prefer to have for example a personalized branded landing page that you can share with prospects then maybe a landing page will work for you. Either way it can be discussed at a later stage when we understand what your goals and needs are.

Personally, we have both for our businesses, the blog is easy and needs few if any coding skills, while the landing page gives the user more control over where the visitor goes on the page allowing you to funnel them towards subscribing to your newsletter and ultimately join your business .



Will I need to do anything?

If you are intending to create content for a blog then you will need to create the content yourself, however our blog and landing page service will setup everything for you, so there is no mistakes and unnecessary money spent, allowing you to get started without a fuss. However, we will need the information you want to be on the introduction page of your landing page or blog. The landing page introduction will need to be about a 1000 words to satisfy the Google algorithm, but we will do a rewrite if needed and optimize keywords and so on. As for the blog you can write a little less because the posted content will give you the traction and visitors, but we will suggest some tools to help you optimize your posted content.

For a addition price we can write your title pages or landing pages for you. This will need for us to have a few discussions for us to understand what you are trying to express on your pages. Nevertheless, we believe that it is better if the owner of the sites write everything themselves and then we code it into the pages.

At the moment we are offering two tailor made for MLM packages (Landing page basic and Wordpress basic) and one custom package (Details and prices below). The packages will include domain name, arranging hosting, installing Wordpress, setup basic SEO, installing a statcounter, indexing with Google and Bing, adding urls to platforms, do any text rewrites if needed and edit images to fit landing page or blog. Any autoreply system will be extra because there a quite a lot of work involved.

To have a consultation about any of our services click on the source link below and add your name, email address and short message at the bottom of the page and someone will get back to you asap....

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