

FishFinder!TM
MLM Lead Finder

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To all hardworking Network Marketers for their perseverance, persistence, and determination.

*Congratulations for downloading and reading **FishFinder!™ MLM Lead Finder.** Think of this as a Guidebook for MLM success through learning the skill of driving traffic to your lead funnel.*

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Gone Fish'n

The misty beam of my flashlight caught its glistening skin as it lay on top of the dew-covered grass. A huge juicy nightcrawler! Big. Fat. Slimy. Just the right bait for fishing.

There was no better way to get worms than going out on the fairways of the Country Club next door to the home I grew up in. They kept the grass cut short and it was fun to be out under the night stars. Earthworms love to come out of the ground at night, especially if there is some moisture on the ground. The nightly golf course watering took care of that.

These pickings were a lot easier than digging worms out of our garden. I've always looked for the easiest, most rewarding way to do things. They say the early bird gets the worm, but I found a better way by doing the opposite. Given that I'd rather roll over than roll out in the morning, collecting worms at night was right up my alley!

My idea of fishing is catching fish. My favorite hole was on a creek off a dirt road in a little clearing among the willows. I'd pull out a spinner, hook a big ole worm on the end, cast it out maybe fifteen feet... and be ready. Before that lure even hit the water a fourteen-inch Rainbow would break surface and snag the worm.

Back home and straight in the frying pan it went. Toss in some 'shrooms and onions, serve with a fresh salad and wild rice... now how do you beat that? That's my kind of fishing.

That is why I never did become a fisherman. This was a rare experience compared to most outings where I felt like I was wasting my time when the fish weren't biting. To me there is nothing more boring than waiting for that tug on the line. Sorry, I'm just not into it. Not enough action for me.

Deep-sea fishing? Well that's another story. Or floating down the Snake River on a bluebird day in a drift boat with a guide. It doesn't really matter if I catch fish or not, because the whole thing is an adventure.

Network Marketing and fishing have a lot in common. Our business is no fun when we're not bringing new people into our Downline. That's like

fishing when the fish aren't biting. But when new people are joining you, wow!

There's nothing better than seeing new distributors added to your Downline. Actually, there is one thing that tops it, and that's when you start seeing them catch fish! You get to relive your initial excitement all over again through others.

It's kind of like raising kids. Being a proud dad of three boys, I remember seeing them catch their first fish. A big smile, nerves, the thrill of victory seen on their faces was better than catching one myself. Of course there is also the agony of defeat, like when the big one gets away. But that's all part of it and a microcosm of life.

Working with that new distributor when they've hooked the big one - that person they think is the next MLM superstar - until he/she joins another company within days of being sponsored, and help that distributor learn to not let their emotions drag them through the mud... what a privilege to be part of their journey.

To see an up and coming leader on stage being recognized for their achievements the first time and know what they're experiencing is a shared triumph. Good mentoring leads them through the minefield of the Company's desire to put them on a pedestal to showcase their success without it going to their head, yet develop in their understanding how promotion can encourage and empower others to succeed.

Yes, when Network Marketing is done right, there's nothing better. It's one of the noblest vocations one can devote themselves to, a win/win for everyone. Sadly it's done wrong too often and people are hurt, frustrated, or get a bad taste for our industry. Not surprisingly there are many folks who have a low opinion of Network Marketing, or a least a skeptical attitude.

It doesn't have to be that way. No matter what struggles a Network Marketer is faced with, there is one thing that will change everything, every time. This one action is the 'cure' for all that ails a discouraged, frustrated, ready to quit distributor.

The fact is if you don't learn what this 'cure' is and make it available to others, you'll never have any real Network Marketing success. You'll

never catch that big fish that could change everything. Most likely you'll give up on your dreams and goals to move on to other things.

If you've come this far, it demonstrates that you're really determined to learn how you can have success in Network Marketing. But it's also a tell that you're looking for some answers.

Why did you purchase this book?

If I were to make a calculated guess, it would likely be for one of the following reasons:

- You believe in the concept of Network Marketing but are struggling to grow your business.
- You are excited about a particular company or product but don't know how to market either of them.
- You've had some success but want to grow your organization to the next level.
- You are searching online for ways to build your distribution network and customer base.
- You hope to discover a way to attract more people than you have been able to up to this point.

All these reasons add up to just one thing... the 'cure' for all these challenges and every other problem you face in your business.

So... what is the remedy for all of the above? The one thing that takes care of any problem you might face and the answer to what makes this the most fun business on the planet?

The only true Network Marketing 'cure' that addresses all the above is summed up in one word, and this word is the title of the next chapter.

Sponsor (How To Catch Fish)

Sponsoring cures every problem you will ever face in your business. Sponsoring is the only activity that builds a check and residual income. Sponsoring is what makes Network Marketing fun.

It's easy to stay busy at things that don't build your check, like spending time online looking for that magic Network Marketing tip!

Look, I'm not trying to make you feel bad. The fact that you're here reading this book puts you in the same boat I've been in before. It shows you that you have what it takes to be successful in Network Marketing, but you need answers. The good news is we found what works. And now you have too.

How do you sponsor? I'm sure you've heard the following:

- **Make a list-** of everyone you know.
- **Set up an appointment-** to share the opportunity.
- **Present the opportunity-** (hopefully it's with your Upline when you're new).
- **Finish with options-** (customer, distributor, business builder).
- **Follow up-** by connecting them to your system (you do have a system, don't you?)

Well... absolutely do all of the above!

Unlike some, we believe you should go to your friends and family first. We did.

Why?

Because if what you have is so good why wouldn't you want to share it with the people you love and care about? You also get valuable experience for who you'll be talking to next... other people you know on a limited basis.

When you do the five steps above, you'll be earning some income, generally about \$1,000-\$2,000 your first month. If you don't, you might consider a different Network Marketing opportunity! It took me four companies before we found the one we make a living with.

Most people fail at step one- **The List**. It's too small and they don't want to talk to friends and family. It won't be long before they're thinking, "*I'm just not cut out for this industry.*"

Wrong thinking! The real issue is finding quality people to share the opportunity with.

Who do you talk to so you can sponsor new distributors?

How can you add to your list on a daily basis?

How do you keep your pipeline full of people who are looking for what you have, those you will sponsor into your downline?

I'm a praying man and spent countless hours asking, seeking, and knocking. I believed this hidden mystery would be revealed to me because I believe God's word... *Ask and it will be given to you...* (Matthew 7:7)

I also spent a whole lot of time and money trying to figure out how to find people to sponsor. Did I find answers? Absolutely!

When you learn to do what we've done, things get fun. You don't care how many people you need to visit with to find that one business builder, because you always have someone else in line that wants what you have. Your business will grow before your eyes and your check along with it!

Empty Net Syndrome

Let's define the problem faced by most Network Marketers when it comes to sponsoring.

If you analyze the earnings disclosure statement for most MLM companies, you'll see that only about 10% of reps with any given company will earn more than about \$500 per year!

Did you join your MLM to make \$500 a year, or were you hoping to make more than that? My guess is that you WANT to make more, but you're struggling to grow your team fast enough, and you're quickly running out of quality people to sponsor.

Most Network Marketers are not achieving the level of success that they had originally dreamed of - almost certainly because they live in a constant state of "**empty nets**".

It doesn't matter if you've been in Network Marketing for three days or three years, you don't have the volume of Leads that you want. This Guidebook was designed to show you how you can easily and inexpensively generate more Leads for your business - regardless of which company you are in!

Distributors don't know how or where to cast their net to catch fish (quality Leads). Stick with me and I'll show you how you can:

- Generate your own high quality Leads.
- Use FREE tools to screen your Leads and find the best prospects.
- Make money from your prospects - even if they don't join your business!

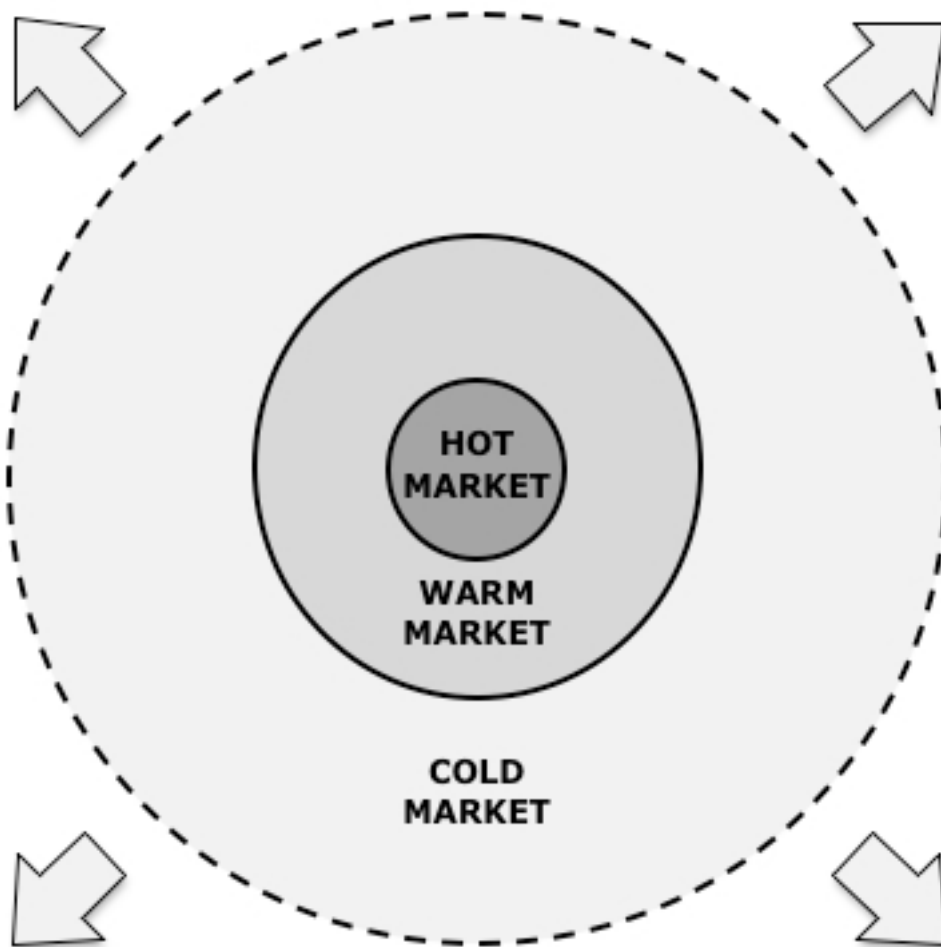
Let's define three different types of people you want to expose to your Primary Opportunity (your Network Marketing opportunity).

Hot Market- These are the people you love and care about, including family and close friends.

Warm Market- You already have some type of relationship with these people. Examples include co-workers, friends, neighbors, and others who recognize you.

Cold Market- People you have never met. This is the largest pool of potential prospects. The challenge is to find ways to attract them, meet them and sponsor them into your primary opportunity.

Three Types Of Markets



Your Hot and Warm Markets are limited, and sooner or later you must learn how to use the Internet and some simple low-cost Lead generation techniques in order to bring in a steady stream of new prospects from your cold market.

FishFinder![™] is an example of a customizable Lead Funnel which you can use to get more Leads and more cash for your Network Marketing business. This Guidebook will show you exactly how you can use something called “Attraction Marketing” to build a list of highly qualified prospects for your Primary Opportunity.

The InterNet Millennium

Once upon a time, you would build your business by "being the business". You would use the products, wear the merchandise, and talk relentlessly to your friends, relatives, neighbors, and anyone else at "arms length".

You would invite, enroll, and then train your new team members. Rinse and repeat. If you were really sophisticated, you would run "work from home" ads in your local newspaper or run radio spots. These costly offline strategies were the norm for more than three decades.

Then came the Internet...

With the wide adoption of the Internet in the new millennium, the effectiveness of these offline strategies has diminished, while at the same time new online opportunities have opened up.

For example, it's now possible to generate your own Leads online using automated systems, and the individual MLM distributor now has access to millions of Leads through online advertising and social media - like Google, Instagram, and Facebook.

However, most Network Marketers don't have the foggiest idea of how to attract and market to prospects over the Internet. Most marketers that attempt Internet marketing will simply burn through a lot of money and have nothing to show for it.

In addition, there are countless charlatans and "snake oil salesmen" who would like to do nothing more than separate you from your hard-earned cash. SEO experts, PPC experts, Internet marketing gurus and programs, they all ask you for your credit card upfront, and leave you to clean up the bills later.

Have you had enough yet? Ready for a simple "no bull" approach to online lead generation? This short guide will show you a simple and low cost way to you build your list with some tried and true techniques.

The Fortune's In The Follow Up

Lead Funnels are designed to empower any Network Marketer with a set of powerful online tools that anyone can learn how to use, regardless of your previous experience with online marketing!

The late, great Jim Rohn used to teach...

"The fortune's in the follow-up!"

And Jim was right! Most MLM reps fail for a few basic reasons:

- They don't have enough Leads
- They don't have enough money
- They don't have a duplicable system for their team

FishFinder![™] came to me as an answer to prayer. We (my wife Laurie and I) became top leaders/earners in our company by "being the business", but before long we began to run low of quality people to share our Primary Opportunity with.

We live in a rural resort area near Jackson Hole, Wyoming with only 9,000 people in our entire county. How would we continue to build our business without people to sponsor? We also noticed that distributors in our downline struggled with the same thing, even though many of them live in highly populated areas. So we wanted a lead generating system that they could use too.

I spent countless hours and a lot of money searching for a way to generate warm Leads. Out of all the things I looked at, Attraction Marketing made a lot of sense to me. I was tired of being the hunter going after dead leads. I wanted to become the hunted, having people chase me down to find out what I had to offer.

But I was feeling tired and frustrated like one of Jesus' disciples, Peter, who after fishing all night long had caught nothing! Then Jesus told him to cast the net on the right side of the boat. Their catch was so big they were not able to draw the net into the boat because of the multitude of fish.

That's when the revelation hit me! I need to know where the fish are. I need a...

FishFinder![™]

You see, the most successful Network Marketers have developed a custom online Lead Funnel that helps them generate thousands of Leads.

Your success in MLM is directly proportional to the number of quality Leads that you can generate.

Please read the above sentence again. Without a stream of Leads, you're doomed to failure. Only about 1% or 2% of the cold market prospects you meet with will join your company. That means you're going to need a way to bring your message to thousands of prospects.

For example, to sponsor ten people a month requires generating one thousand Leads every single month.

And if you're like the average Network Marketer, you're just working the business part-time, around your "real" job and your family. You can't possibly talk to thousands of people by yourself - unless you have a personalized marketing system that can do some of the prequalification AND follow-up for you.

Here's the basic formula for success:

**A Stream of Qualified Leads + Positive Cash Flow +
Automated Follow Up = Success**

When you begin to ask your upline how to grow your business, you generally get the same song and dance about "working your 'warm' market", "hosting home parties", "talk to more people", etc., etc., and you really can't blame them. These techniques worked very well for a long time and it is what they've been taught. They just don't work as well as they used to.

Please don't get me wrong - you should be working your "hot" and "warm" markets - and you should be proud enough of your company and your product to share them with the people you love and care about. However, these markets are limited, and many of you work a full-time job

already. If you're a stay-at-home mom, that's a full time job plus! If you home school... God bless you!

I believe there is a much more effective way to grow your MLM business. It involves generating Leads who you KNOW are interested in MLM, and who you THINK may be looking for something new, because what they're doing now isn't working.

Think about it! How easy would it be for you to talk to people like this? People who are already interested and ready to listen?

The reason your upline isn't teaching you about Internet Marketing is simple. Either they don't know how to do it, or they are afraid that it is too complicated and therefore "not duplicable".

Since we know that less than 10% of Network Marketers are currently making a profit, there's a huge pool of Networkers (90%) out there that are looking for a better way to grow their business.

The secret is to present solutions to their current marketing problems!

Attraction Marketing

During recent years, many MLM leaders have been promoting the use of "Attraction Marketing". The premise behind Attraction Marketing is simple: people follow leaders - if you're going to be successful, you must become the leader that others will follow.

Rather than pitching your business to everyone in a 3-foot radius, you need to learn how to lead. By offering free services and training to other Network Marketers, they will begin to look to you for leadership and guidance. Eventually, when they're ready for a new opportunity, they'll contact you and ask to learn more about your company.

This method of leading and training known as "Attraction Marketing" is the method used by the most successful leaders in some top companies. It's like that big fat juicy worm dangling on the hook, the bait that fish can't resist.

Attraction Marketing works great for those who are established leaders, but what do you do if you're new to MLM? In this case, you're encouraged to promote the service or system provided by one of the gurus - which does very little for you, but does help promote your favorite guru and put money in his pocket!

Please, do not promote any service, website, or eBook which you cannot brand with your name and your story!!!

This is one of the huge benefits of a custom system like *FishFinder!*[™] After you create your own lead funnel, you can begin offering this service to others that features YOU as the leader... the expert.

So, how can you successfully use Attraction Marketing?

By offering a service or product of value, you will begin to build relationships with other Network Marketers and position yourself as a leader with solutions. You can bring new recruits into your Primary Opportunity, but you must earn their trust by first offering them something of value which will benefit them!

There are some huge benefits when you are "leading with value" for your prospects. The greatest benefit is the ability to position you as a leader. Only leaders gain followers. If you're going to build a large downline organization you must be or become someone others are willing to follow.

Now you don't become a leader overnight. Even if you are a leader in another arena, it takes some time to become a leader in your MLM opportunity.

One of the greatest assets the Network Marketing industry offers you is the strength of other successful distributors who have gone before you. If you learn how to "borrow their strength" when you first begin, you can overcome the weakness that is common to all new distributors.

A custom lead generation system is one way to do this. Tired and true systems help you avoid the pitfalls of trial and error. More importantly, you have a duplicable system that you can offer others that is the solution to their existing marketing troubles. You can now show them how to catch fish!

Custom Lead Funnel

Have you ever heard about a high-powered recruiting super star who enrolled 10 or 20 reps into a new company their very first day? How is this humanly possible?

The thing you need to remember about this MLM super star is that he/she has been building their list of prospects for a considerable amount of time. They probably had 1,000 or more people on their mailing list, and have been providing valuable information to this list for a period of months or years.

They have built a solid reputation as a knowledgeable Networker and now their hard work will pay off! You see, as soon as they joined a new company, they sent out an email to their list and invited them to learn more about their new opportunity.

The vast majority of prospects will reject your business opportunity, so the only way to build a successful business is to talk to LOTS and LOTS of prospects. The only way you can do this is to use a custom Lead Funnel.

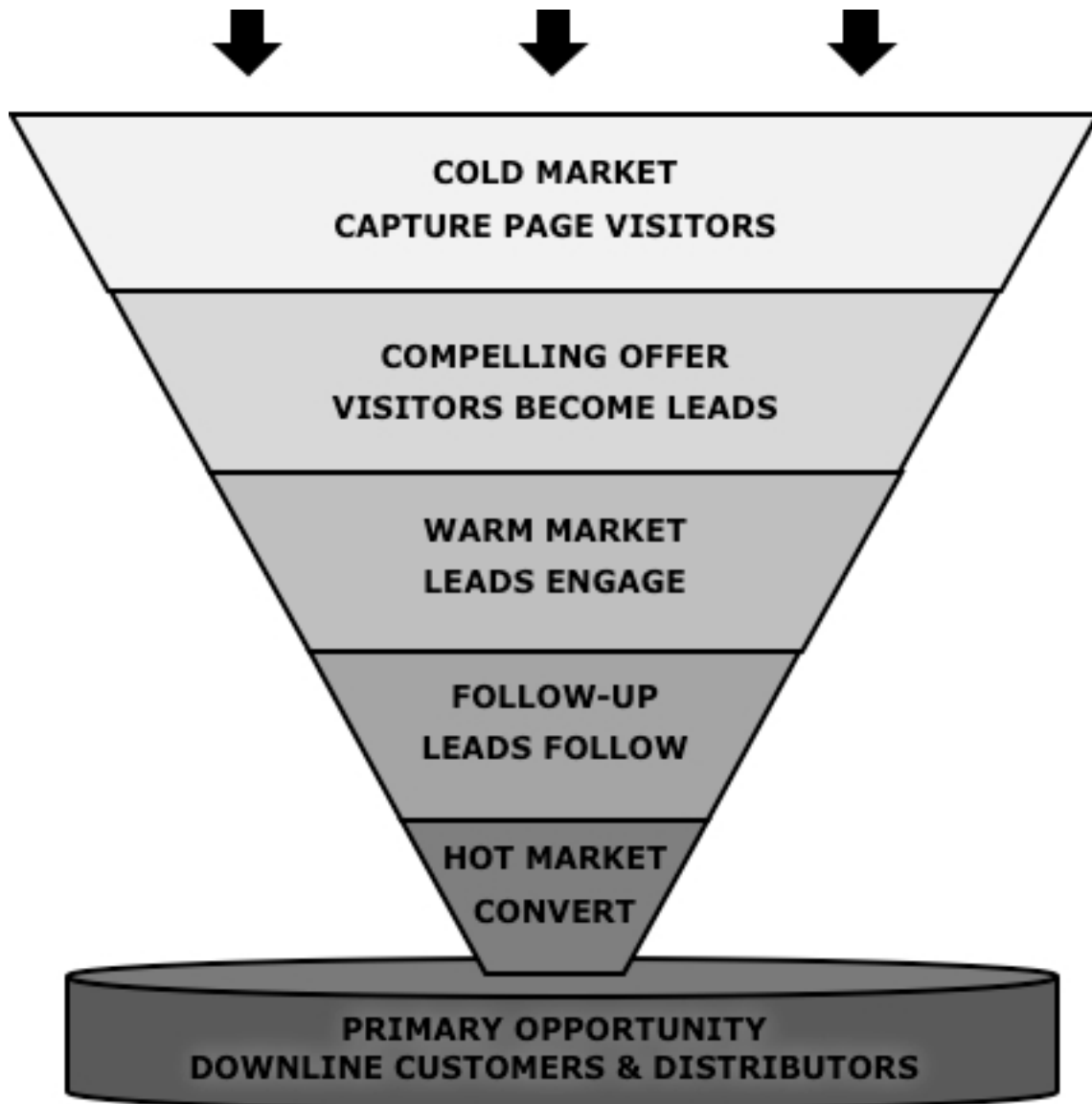
A good online funnel will help you in several ways. First, let's explain what a Lead Funnel is. Every visitor who comes to your "Capture Page" is in one of three camps. They're "cold", "warm", or "hot". The problem is, you don't know which category they are in until you begin to interact with them.

Remember, "*The fortune's in the follow-up!*" Your Lead Funnel provides a series of qualifiers that help you identify which of your prospects are interested, and which are not.

As people come through your Lead generation site, they'll begin to sort themselves. Some will hit the site and leave forever. Others will sign up for more information and opt-in to your emails. Still more will come back and purchase something you've recommended. A few will eventually inquire about your Primary Opportunity and sign up.

The diagram on the next page shows how a custom Lead Funnel filters people over time.

Network Marketers Needing Solutions



The typical turn around time for a Capture Page visitor to filter out as a distributor in your Downline is about ninety days. Most Network Marketers do not have a custom Lead Funnel and if they do, they likely have no way to keep their funnel full.

If nothing is coming into the funnel obviously nothing is going to come out. So the focus needs to be on getting visitors into the funnel. The

question becomes how to market your Capture Page on the Internet. I'll explain what a Capture Page is as we move along.

In order to collect these Leads, you need a few things:

- You need a solution to a problem
- You need a website with a Capture Page
- You need valuable content that you can give away
- You need even more valuable content that you can SELL
- You need an autoresponder

Here's how a custom Lead Funnel can help you:

1. It Will Prequalify Your Leads

You're only interested in a certain kind of individual. You only want to attract prospects that believe in the Network Marketing business model, and those who are looking for help and support. It's pretty pointless to spend money for Leads when the Leads you talk to aren't believers in Network Marketing!

Most marketers learn this lesson after they've spent a lot of money. This can be an expensive mistake! A Lead Funnel helps you avoid prospects who won't spend money or who don't have a credit card!

2. It Can Help Fund Your Marketing

You do this through the sale of goods and services that Leads in your funnel may be interested in. Even the prospects that aren't interested in your business may be interested in other products and services you can offer them. This is known as a "Funded Proposal" and we will talk about this in much more detail later.

Casting Your Net

It's more affordable than you think!

First, I want to clarify that I am NOT talking about buying Leads! You need to OWN your OWN Lead generation system.

Don't ever buy Leads from a Lead vendor!

Most of them are sold and resold then sold again! These are a huge waste of time and money, and these can be especially discouraging for new recruits.

High quality MLM prospects are not easy to find - unless you know how to advertise directly to people who are currently in Network Marketing and advertise a product that teaches people how to have more success in MLM. Since 90% of Network Marketers are having only limited success, most of them are constantly looking for two things:

1. Tools to improve their success
2. Training and information

The key is to advertise your training and tools on the front-end, and then show your opportunity on the backend to those who are interested. It's much easier to get someone to sign up for free training than it is to get someone to sign up to watch your business presentation.

Once you show them that you have some valuable information for them, they will naturally want to learn more about your Primary Opportunity and...

You won't have to beg!

In fact, because of how Attraction Marketing helps position you as a leader in the industry, your prospects hope you'll be kind enough to let them in on your success. This is how you need to begin thinking, not arrogantly, but simply because you've found the fish. And every fisherman wants to know where the fish are!

Here's another way to look at it. Picture yourself as a golfer who has access to Jack Nicklaus, and Jack has not only offered to teach you how to golf, but he's also offered to teach a few of your select friends. Would you have to go begging to your friends to get in on that deal, or would they be hunting you down and begging you to hook them up with Jack's offer?

You've Got The Gold!

Now let's take a quiz.

Take a look at the list in the table below, and then rank them in order... which is the EASIEST to SELL? Which is HARDEST to SELL? Here's the list, in no particular order.

Which of these are easiest to sell? (Rank in order)

- \$100 of Your MLM Product
- A \$14 Per Month Website For Generating Leads
- A Free eBook
- A Free Website For Generating Leads
- Your Opportunity With A \$500 Start-Up Cost
- Free Network Marketing Training

Do you see what most MLM reps are doing wrong? They usually try to sell a prospect in this order:

1. \$100 of product and/or a \$500 "Quick Start" kit
2. MLM Training and support (promised if you buy #1 first)

You see it's much easier to sell to someone when they come to you wanting to buy, after you've built a relationship. The best way to start is by offering:

1. A Free eBook
2. A Free Website For Generating Leads
3. Free Network Marketing Training
4. A \$14 Per Month Website For Generating Leads
5. \$100 of Your MLM Product

... and finally... the prospect, who is now someone who knows and trusts YOU, comes to YOU and joins...

6. Your Opportunity With A \$5,000 Start-Up Cost!

No, that's not a typo! They don't join you at the \$500 "Quick Start" level, they join at the \$5,000 "Business Builder" level because they are ready to build and have the tools you've provided to be confident leaders.

Do you see the difference? Just like free samples at the grocery store, nothing can build a list like free resources and training!

How do you identify Network Marketers? It's very simple on the Internet because you can target your advertising with a great degree of precision. Look for people who "like" Network Marketing, or who are searching for various MLM related keywords and you can then target your ads directly at these people.

One of the most effective ways to target network marketers on the Internet is paid traffic. This can be used with Google, Bing, Facebook and other services. It takes a whole lot to learn how to be effective but with as little as twenty dollars you launch an effective campaign. There is a lot of PPC training available, but for me no one beats [Perry Marshall](#).

Ok, so now you know whom to market to and where to advertise... the next question is WHAT do you market to them?

Let's summarize what we've learned so far:

You need to be gathering a list of qualified Network Marketers (building your list). The easiest way to do this is to offer resources valued by other Network Marketers.

Once you start doing this, you will begin building a list of qualified prospects for your primary company. You can do this by only marketing to people who are currently in Network Marketing. You only need an extra few dollars per day in order to get started building your own quality list.

Having access to a customizable Lead Funnel will not only help you gather a list of potential new recruits, it will also help your existing team grow their business. The Lead Funnel is the missing piece of many MLM programs.

As prospects work their way through your Lead Funnel, some of them will naturally become curious and want to know more about YOU and YOUR primary business. When that happens, you can offer them access to two things that will really excite them.

The first thing that you offer them is a chance to get a copy of your Lead Funnel which they can use for their own marketing - branded with their name, image, and story, and you can then give it to them for FREE. You can also direct them to FREE training and teach them how to fill that Lead Funnel with a steady stream of qualified prospects.

Right out of the gate, your new distributors have access to a reasonable number of Leads at an affordable cost.

Most MLM Lead Funnel systems have some major drawbacks. Many of them aren't customizable. You spend your time and money promoting someone else's system, and that only benefits the owner of the funnel. Some systems charge you extra for the opportunity to brand yourself.

The second drawback with existing systems is that they can cost upwards of \$50 or \$100 dollars per month to use. That can be a deterrent for many new distributors.

The Funded Proposal

Some leaders in your company might be promoting a service that they use to build their mailing list. They are promoting this product on the side of their primary business opportunity. Some of them are selling - and profiting - by promoting "work from home" decision kits or products.

This is known as a "self-funded proposal" and is the cornerstone of many Attraction Marketing programs. Some programs are centered on inexpensive eBooks or marketing lessons, but the end goal is always the same; to build a relationship with your prospects so you can then effectively communicate your message. Any sales or affiliate commissions you earn along the way help subsidize your advertising.

Also keep in mind that you will encounter prospects that are brand new to Network Marketing, or maybe are very loyal to their current company. You can't expect them to jump ship and join you in your opportunity - however, if you can present them with some valuable information or a new tool that benefits them, you can still earn an "affiliate commission".

Imagine making enough off the sale of valuable resources to completely pay for your monthly advertising!

"Free Leads" - this is a worthwhile goal. A funded proposal can help you and your new team members solve the two biggest problems faced in Network Marketing. Again, they are:

- Running out of Leads
- Running out of cash

When you can eliminate these two problems, your business gets much easier, because you don't have to worry about prospects anymore, and you don't have to worry about coming up with money to buy those Leads. This basically puts you in a position where you can't fail, as long as you continue to monitor the system and follow up with your prospects.

Also, with a simple system, you can teach this as part of your recruiting process so that duplication begins to take place. You're teaching

all of your new team members how to generate the cash and Leads that they need to be successful long-term.

Ok, so what does a Funded Proposal look like? Well, it can be as simple as a Network Marketing blog with some advertisements on it, or as sophisticated as a custom Lead Funnel and an autoresponder service that up sells them different affiliate products such as eBooks and additional training.

Let's talk about these one on one in more detail.

Capture Page

A Lead Capture Page is also referred to as a Squeeze Page or Landing Page. It is simple website that you direct prospects to with the single purpose of collecting the prospect's name and contact information.

A good Capture Page also redirects your prospect to take the next step. That may be to opt-in to your email autoresponder, download your eBook, or register to use your system. Once you have a prospect's email address or phone number, they become a Lead in your Lead Funnel.

Web Hosting

In order to have a live Capture Page, you will need a web host. This is a service where your page is hosted on the Internet. It will also provide you with custom email addresses, additional storage for resources you offer your Leads, and a Control Panel to manage your website.

There are many excellent web-hosting companies like [Bluehost](#) that offer low cost services to host your Capture Page or Blog. Most good Lead Funnels have built in web hosting as part of its system.

Customizable eBook

Rather than just giving away someone else's eBook, you would for example, be able to modify this Guidebook, or completely re-write your own eBook. You can even include your own affiliate links in the eBook that you distribute. If you're not ready to write your own eBook, then you can use the default guidebook "as is" and then make changes to it when you're ready.

Affiliate Links

When your Leads land on your Capture Page, you can present them with a list of other recommended products for them to use and additional

training resources. If any of your Leads purchase one (or more) of these products, you will earn additional affiliate commissions. This can open up a nice second (or even third) stream of revenue for you.

Third-Party Autoresponder

All systems need an online Lead manager where you can view the Leads you've generated. However, there's usually no way to edit the default autoresponder that is sometimes included. You have to manually email and follow up with your Leads.

With a customizable autoresponder service like [AWeber](#) in place, the system will automatically follow up with your Leads at intervals you specify. Good systems even provide you with a sequence of autoresponders that you can modify for your own use. This constant "drip" of information from you to your prospects is essential if you're going to build a long-term relationship.

Free Internet Marketing Training

A good Funded Proposal includes training to help you start promoting your site online... training that shows you how to market your site using paid and free traffic generation techniques including: Google Adwords, Facebook, Blogging, and eZine Article marketing.

For example, our Blog training teaches you WHY you should start your own blog, and then also shows you exactly HOW to set one up, step-by-step! You will also have access to the most extensive training available to build a web site that rakes in free traffic.

Revenue Sharing

Revenue sharing allows you to earn commissions on any products or services that your Leads purchase through your Lead Funnel's Funded Proposal. For example, we offer 50% revenue sharing with ***FishFinder!***[™].

This should be set up as a referral program, and not another MLM opportunity. The goal of this is to build and subsidize your current opportunity, and not to replace it with something new. And if you are paid on a recurring basis, you'll earn repeat commissions every month as long as the Leads that you refer keep using the service!

What Are You Waiting For?

At this point you may be a bit overwhelmed. In fact most of you reading this book may think you could never achieve the goal of building your own online Lead generation system.

I've got good news!

This problem has already been solved for you! If you want to skip the giant learning curve and start generating your very own Leads, I invite you to use my system TODAY. And you can use it for FREE for as long as you like. Please note it may not always be available as a free service because at some point I may begin to charge people for my system.

But for now, it is and always will be for you. I'm also going to give you the rights to offer the same Capture Page to others. You'll have everything you need to begin using your very own custom Lead Funnel within thirty minutes.

I cover the entire web hosting cost and provide all the training while you learn how to promote your Capture Page in order to find great MLM Leads for your primary opportunity.

To get instant access to my *FishFinder!*[™] System, visit my Capture Page and register for your free website by clicking on the hyperlink or by copying and pasting the URL into your browser window.

<http://mlmrockstars.com/cbo>

You are welcome to contact me anytime with questions or comments at scott@liftingpeopleup.com or call me at (208) 456-2222.

In Summary

Just like me, everyone likes to fish when they're catching fish! You could say fishing benefits your entire being- spirit, soul, and body. You connect with the Creator as you take in all the beauty of nature. You find peace of mind. It's fun, exciting and for those who enjoy eating a fresh catch, it's very nourishing with great health benefits.

In the same way Network Marketing can be nourishing to your body, soul, and spirit as well. When done properly, you will help many people reach their dreams and goals and have a positive impact on their well being.

But there is one thing to remember. Network Marketing is a business. If you treat a business like a hobby, it won't work. Hobbies cost you money. But if you are willing to invest and put in the hard work, it pays a handsome income providing a lifestyle of freedom.

Having a lot of people to expose to your primary opportunity is not optional. Some people are more naturally inclined to find people to talk to, but if you are like me you have to work harder to find Leads. The question is how will you find them? How will you fill your net full of fish ready to listen to you?

The Internet opens up a vast ocean of people looking for what you have. Using Attraction Marketing principles turns you into a sponsoring magnet. You can keep your Lead Funnel full so you will always have customers and distributors filtering into you Downline.

Even the majority of Leads that never join you in your Network Marketing business will become a source of revenue through your Funded Proposal. As they purchase valuable resources you offer, the additional income stream provides added funds to market you business.

I call this a win-win scenario.

In closing, I wish you all the success in the world. I welcome your questions, comments, and even a phone call. May God bless your efforts as you launch out into the big ocean ready to cast your net to catch endless Leads.