

The Business Success Formula – JV x VM (7) = MTO

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By Paul Barrs

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Article Submission from Paul Barrs

<http://www.paulbarrs.com/free-articles/business-success-formula.htm>

** ARTICLE BEGINS ***

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Would you just "hate" to see this message on your Website?

ERROR:

MTO Server Overload.

This is a 500 Billion-MB server.

Massive Traffic Overload.

Wouldn't that just be wonderful? Well, maybe not. But you'd love the traffic.

MTO. Massive Traffic Overload on your brand new swish bang 500 Billion-MB server.

If you're using a free web host and you plug in the

JV x VM (7) = MTO

Formula, than that is exactly what may happen to you.

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If you're running your own domain then you're set – the JV x VM (7) = MTO formula could be exactly what you're looking for.

Let's break it down, starting at the end.

*** MTO. ***

MTO stand for Massive Traffic Overload. It's the one thing that most of us "Web People" don't experience. It's the one thing that we love to have. The one thing that we struggle for day in and day out.

More Traffic. Massive Traffic.

The philosophy is simple. Get more people to your website, get more sales, more subscribers, more everything.

In a nutshell that is true (although here we are looking only at the formula, not sales copy, product quality and so on).

So let me ask you a question: Are you currently "thrilled to bits" with your current website traffic flow?

Most likely, no.

How do I know that? Because as a Website marketing consultant, It's the one common problem I encounter – day in and day out.

What can you do about it – simple answer – apply the formula.

*** (7) ***

This formula is broken down in to 3 parts, each as essential to the other.

VM to the power of (7).

When you apply the VM in this formula, you can expect your results to multiply seven-fold easily and effortlessly.

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$$7 \times 7 = 49$$

$$7 \times 7 \times 7 = 343$$

$$7 \times 7 \times 7 \times 7 = 2,401$$

$$7 \times 7 \times 7 \times 7 \times 7 = 16,807$$

$$7 \times 7 \times 7 \times 7 \times 7 \times 7 = 117,649$$

$$7 \times 7 \times 7 \times 7 \times 7 \times 7 \times 7 = 823,543$$

You've done your high school maths. You know how this works. Multiply your efforts and magnify them exponentially.

But where does the VM come into it?

Very Magic? Yep.

Very-fast Motor? Nope.

Viral Marketing – Bingo!

You need to build into the formula a plan and system that will multiply your efforts without your input, without you investing your own time over and over again. Getting others to do it for you.

As a young entrepreneur I was fortunate to be mentored by many extremely successful men and women. One of them said to me that the secret to success was OPM and OPT.

Other People's Money and Other People's Time.

Isn't that the way all large corporations work? Of course. You need to do the same with Viral Marketing.

Want more traffic to your Website? Then get it viral and get it immediately.

JV x VM (7) = MTO

However, viral marketing on it's own means nothing, diddly-squat, nada, zip, zilch. You need the final key –

JV.

Just Magic? – It is.

Juju Martini – Nope.

Joint Venture – Bingo!

This is easy stuff, it really is. I know that you're heard all this before – however, I'm also very confident that while you know this – you don't apply the formula.

The art of successful Joint Venturing is easy – find a good product, service, traffic generator, or whatever and ask other people to help you promote it, with something in return, be it either a slice of the product, a referral fee for service, or a piece of the traffic.

When you apply the Joint Venture with the Viral Marketing you can easily and effortlessly magnify your own time and effort towards an explosive growth pattern.

Let's say it takes you a maximum of 15 minutes to register for some new program, copy and paste a pre-formatted email, and then forward it to your associates and subscribers.

Then they do the same.

Using the above calculations (7 x 7) your initial 15 minutes could turn into a whopping 202 Thousand hours of Joint Venture / Viral Marketing Magic.

All because you invested 15 minutes and applied the formula.

Think about it – then go hunt around your email in-box. I know you'll easily find something there worthwhile promoting.

Have fun – and create Magic with your own Massive Traffic Overload.

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Paul Barrs is the Founder of Home Business Mastery. Each week he receives dozens of Joint Venture requests, though very few make the grade. Check out his latest Joint Venture With Loop Traffic and watch to see if you can find the Formula in action. <http://www.looptraffic.com>

Do You Know Your ABC'S?

By John Colanzi

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If you've been in business for any period of time, I'm sure you've heard of the KISS Formula and the AIDA Formula. I'm not sure you've heard of the ABC formula.

I have a daily study plan and I don't remember it being mentioned in anything I've read online.

So what is the ABC Formula?

A. Always

B. Be

C. Closing

ABC is the reason for every move you make. If it's not, it should be.

The old saying is still true. Nothing happens until something is sold.

The internet is like one giant chess board. Every move you make, whether it's a lowly pawn or your powerful queen is designed to move you closer to checkmate.

What is checkmate?

Closing the sale.

Every newsletter you send out should show a profit.

Every email course you offer on your site should have the potential for making a sale.

Every free ebook should have a link you can profit from.

Every single move you make, must be geared towards making a sale.

Closing the sale should be as natural as breathing.

It took me a long time to learn that.

If you're serious about your business, learn the ABC Formula.

Always Be Closing!

John publishes the "Street Smart Marketing" newsletter. To subscribe
mailto:streetsmart@rapidreply.net Download your free copy of Secrets of Success.
http://www.internet-profits4u.com/streetmart.exe



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