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Turnkey Systems For Internet MLM/Affiliate Companies

By Charlie Wildish

No matter how great an MLM companies products are, or how great it compensation plan is or how great the founder of the company is; there is still one main underlying question in every prospects mind. That is, "can I do it"? In a bid to make the answer to this question "yes", many companies are putting in place a high degree of automation. This includes things like data capture of visitor details, autoresponder to follow up and send messages automatically, ways to generate traffic to your website. In other words; a system that the prospect can "plug into".

A popular buzzword in adverts for Internet MLM/Affiliate businesses that provide such a highly automated system is to call it a "turnkey" opportunity. The suggestion is that you join up, put in your details (turn the metaphoric key) and off you go making lots of money.

It is the advantage of the Internet that many systems can be highly automated. This is an attraction of the Internet over conventional MLM businesses, which rely much more on the human factor. People skills like communication, presenting, dress sense, closing the sale, time from last shower; are always much more inconsistent and less duplicatable.

MLM companies often liken themselves to a vehicle, taking you down the road to success. My car (the real one) is a turnkey system. I turn on the ignition and I can drive anywhere I want to go. However, I need to know how to drive, how to use the steering wheel, the pedals and (probably most importantly) the brakes.

So it is with internet turnkey systems, you still need to know how to drive them. You need detailed instructions how to turn the key and make your on-line vehicle drive. Before going too deeply into any on-line business, check out the back office and make sure that you have instructions and guidance. However good or automated an online system is, you still need to attract traffic to it. Make sure that the on-line guide clearly tells you how to do this.

Many companies will let you have a free trial period where you can check them out first. Check these out first before you commit yourself. See what level of instruction and support is available. Maybe ask a question of the support desk to test out the response.

If it all checks out, then you can feel safe to turn the key of your new business and drive it down the Internet highways to wherever you want it to go.

I wish you all every success with your chosen vehicle (at least you won't have to worry about speed cameras).

Resource and advice for Internet MLM

<http://www.success-simplified.blogspot.com>

System &

guide to promote your MLM company

<http://www.success-simplified.ws>

Secret? Must Have Information?

By Charlie Wildish

Have you ever seen an Internet advert which goes something like this:

"SECRET, MUST HAVE INFORMATION: What MLM companies don't want you to know. They've tried to stop me but I am going to tell anyway".

I've seen a few. Is there secret information that MLM companies don't want you to have? If it is information to help you be successful, why would MLM companies keep it from you? What possible reason could an MLM company have for wanting its distributors to fail?

First off you must remember that anybody offering information on the Internet is usually doing it for a reason. Most people surf the net not to buy, but to get free information. So by offering free information the you attract people who if they like your information may then look at what you are promoting.

"Secret, Must Have Information" is quite a hook and the author has positioned them self as an expert who has information that nobody else has.

Having attracted prospects, the author then attempts to distance them from their current MLM/Affiliate program by generically badmouthing all MLM companies so that the prospect will join the authors company,.

I have seen articles on how training new MLM recruits to approach their warm market is in the interests of a few top earning distributors rather than the new recruits. But how did those people get to the top? They start with their warm list and find out who they know who is interested in MLM. If people say "no", they treat it as "no for now" and stay in touch. We are all taught this, but how many really do it. Then they go to company training and opportunity meetings and make contacts upline, downline and side lines. They stay in touch.

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Then they go to MLM generic training seminars. Guess what? They make contacts with people from other MLM companies and stay in touch.

It is called networking. That is why MLM is also known a "Network Marketing". Eventually they join another MLM company and because they have kept in touch with so many other networkers, they go to the top very quickly. Very few people make it to the top with their first MLM company. That is probably the only secret your upline may not tell you, but they will have taught you the skills to do it if you have listened closely.

I feel it is unfair to alienate someone from their own MLM/Affiliate company after they may have put a lot of time and effort into it. Internet techniques such as writing articles, lead providing affiliates, cross linking and advertising can assist anybody to build their own MLM/Affiliate company on-line.

Secret information? No; that is just posture. Must have information? Yes, how to position yourself is must have information; but it should be done morally and ethically.

System & guide to promote your MLM company

<http://www.success-simplified.ws>

Not a secret,

just good sense! Further advice and help to build your MLM business

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