

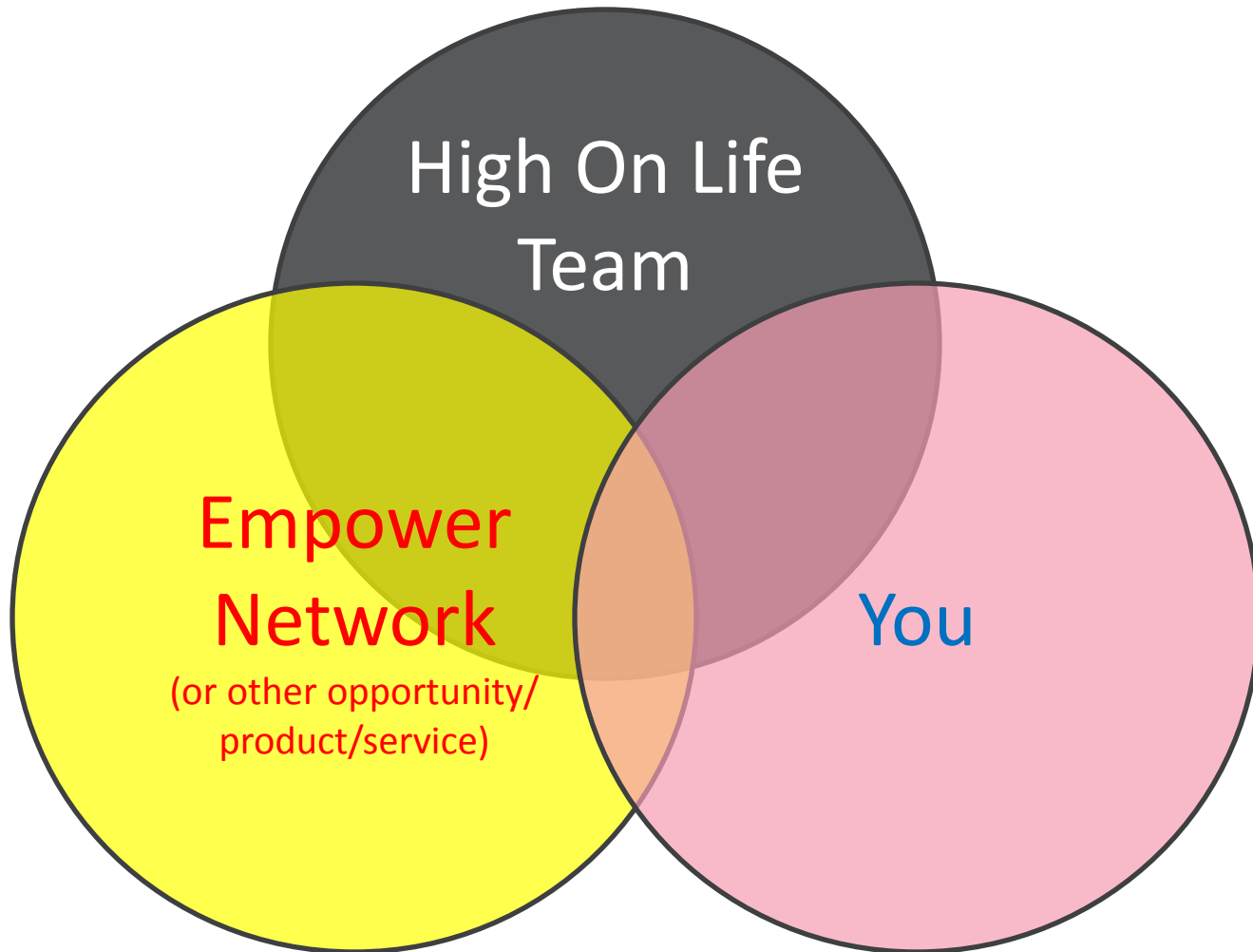
Planning for Profits

Marketing Process Overview

“Building a Business, Not Just a Downline”



The **Success** Triad



Our #1 Goal is to Create an
Internet Based Marketing
Funnel Designed to Attract A
Specific Type of Prospect (Our
Target Market) Who is Actively
Searching for a Solution to a
Specific Problem (Need or
Want) They Have.

Our #2 Goal is to Collect Their Contact Information (Build a List) so We Can Follow Up by Email, Phone or Direct Mail Over Time to Help Establish a Trust Relationship and Create a Long-Term Marketing Asset.

Our #3 Goal is to Make Sales
and Collect Commissions on
Affiliate Products and Services
like Empower Network & MLSP.

Finally, to Backend Your *Primary
Business* to Those Looking to
Make a Change Now.





The Internet **Runs on Search**

-  Search Engines – Google .com
-  Video Sites – YouTube.com
-  Social Media – Facebook.com

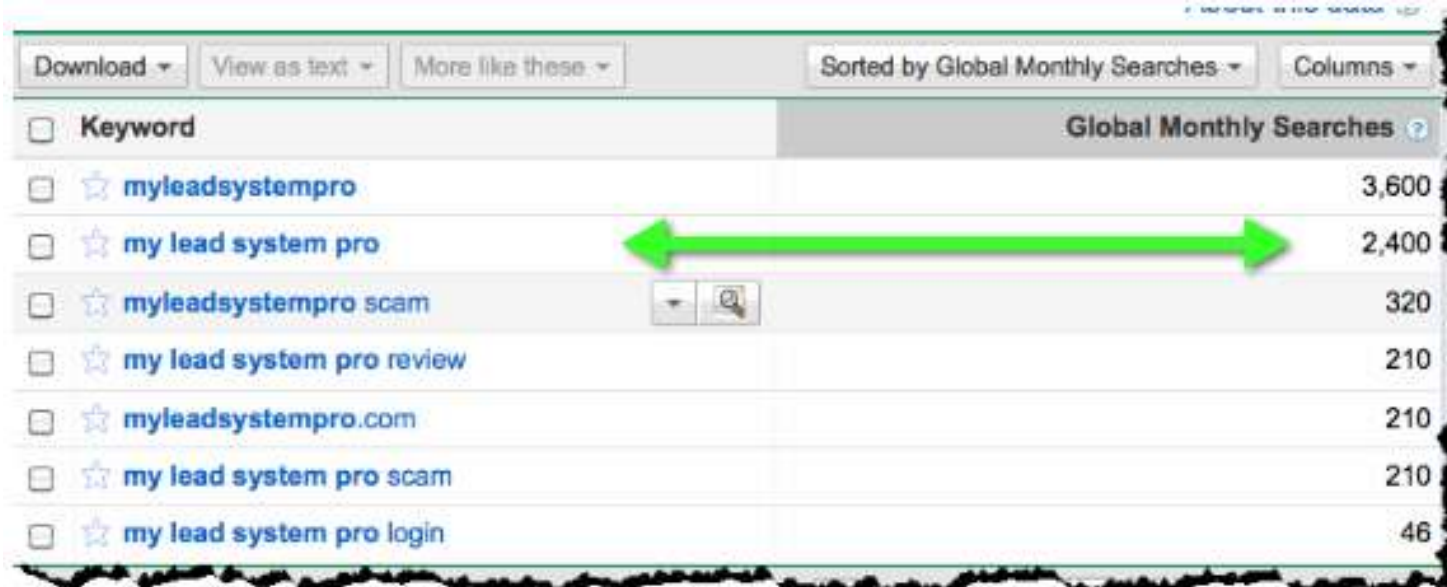
Behind Every Search is a Person Who is Actively Looking for More Information

Our #1 Goal is to Get Our Information to RANK (Show Up) So People Can Find it.

WHO is Our Target Market?

-  **76 Million Frustrated Networkers**
-  **Affiliate Marketing Product Buyers**
-  **Business Opportunity Seekers**
-  **MLM Opportunity Seekers**

WHAT Are They Searching For?



Keyword	Global Monthly Searches
<input type="checkbox"/> myleadssystempro	3,600
<input type="checkbox"/> my lead system pro	2,400
<input type="checkbox"/> myleadssystempro scam	320
<input type="checkbox"/> my lead system pro review	210
<input type="checkbox"/> myleadssystempro.com	210
<input type="checkbox"/> my lead system pro scam	210
<input type="checkbox"/> my lead system pro login	46

The “what” are specific words (keywords) people TYPE IN when searching the internet. DO NOT GUESS. We **use research tools** to tell us EXACTLY what people are searching for and how many people are searching.

Create Content and Publish



What's the big controversy about My Lead System Pro?

4 **Read**

Share 0 3 tweets

+1

Why I Wrote This My Lead System Pro review

After signing up for *My Lead System Pro* for the first time about 2 years ago, I gave up on it after 6 months.

Why?

You can view the short 10-minute interview I did with George Fourie, who runs the MLM industry authority site thatMLMbeat

Recent Posts

- [Orrin Woodward Interview – Team, Life and Leadership!](#)
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- [Eric Worre: Lying, Cheating & Stealing in MLM – Ethics & Morality for MLM Distributors](#)
- [Gold and Silver MLMs? Better think again.](#)
- [Snoozing Baby Panda teaches MLM video marketing secrets ...](#)

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- [Network Marketing Success Training – Jarek Robbins Interview](#)

Promote To Rank in Search

Google

my lead system pro

Search

About 68,300,000 results (0.08 seconds)

Anything

Pages

Maps

News

Books

Shopping

More

Any time

Last hour

Last 24 hours

Last week

Last month

Last year

Custom range...

[MLM Lead System PRO - MLSP - MLMLeadSystemPRO](#)

[www.mlmleadssystempro.com/](#) - Cached

MLM Lead System PRO or MLMLeadSystemPRO is the world's largest network marketing and mlm training portal. The **MLSP** community teaches network ...

→ [The Team](#) - [Leadership](#) - [Results](#) - [Weekly Webinars](#)

[My Lead System Pro Review MyLeadSystemPRO \(MLSP...](#)

[www.myleadssystempro.net/](#) - Cached

My Lead System Pro Review - Dont join until you read this review especially with \$997 bonus REVEALED. 97% are failing as usual for missing this ONE ...

[My MLM Lead System Pro Review \(MUST-READ before you get it ...](#)

[www.buildamagneticnetwork.com/my-mlm-lead-system-pro-r...](#) - Cached

The following is an unbiased (as unbiased as I could be anyhow... note that I'm now an affiliate of MLS) review of **My Lead System Pro** through my first-hand ...

[My Lead System Pro \(MLSP\) EXPOSED!](#)

[paulhutchings.net/what-do-you-get-with-my-lead-system-pro...](#) - Cached

19 Jan 2011 - There certainly is a LOT of hype out there about **My lead System Pro** or MLSP. Is there real value in this system or is it just a hyped up affiliate ...



Collect Contact Info – **LEADS!**

**FILL OUT THIS FORM RIGHT NOW
TO GET ACCESS TO YOUR FREE TRAINING!**

First Name:

E-Mail:

Phone: (optional)

***IMPORTANT:** Your free training will be sent to the email address you provide, so please double-check it for accuracy.

SECURE & CONFIDENTIAL: We respect your email privacy. We Hate Spam Too! Any email you receive comes with an 'unsubscribe' link.

**Build a list and you build a long term
ASSET that will pay huge dividends...**

LEADS – Name of the Game



The image shows a screenshot of a CRM system's 'Leads' table. The table has a red header bar that says 'Leads (2535)'. Below the header, there are columns for 'Date Created (CST)', 'Lead Name', 'Email', 'Phone', 'Campaign', and 'Tracking'. The table contains several rows of data. A yellow sticky note with the text 'BUILD A LIST...' is placed over the middle of the table, partially obscuring the 'Lead Name' and 'Email' columns for the second, third, and fourth rows.

Date Created (CST)	Lead Name	Email	Phone	Campaign	Tracking
2011-04-05 20:45:35	anthony			Default	
2011-04-05 20:28:28	Ka			Default	hhi
2011-04-05 20:23:46	Cl		3-8922		CEM: freedom...
2011-04-05 19:00:02	Os		-2153	Default	bp-prepaid
2011-04-05 18:38:39	Rodney	rodneybalk@gmail.com		Default	

The FORTUNE is in the Follow Up!

Automatic Email Follow Up

Total Member Signups

These members have generated the most signups in Empower Network during the specified period of time.





All Time





- 1  *Your Name Here*
- 2  Chris Campbell/Jones
- 3  Charles Marshall
- 4  Jon Mroz

Last 30 Days

- 1  *Your Name Here*
- 2  Jeff Buchanan
- 3  Martin Wilson
- 4  Justin Verrengia (Team Love & Light)

Last 7 Days

- 1  *Your Name Here*
- 2  Jeff Buchanan
- 3  Aaron and Sophia Rashkin
- 4  Martin Wilson

-  **Get ALL IN & Be Eligible For All Product Commissions**
-  **100% Commission on Empower Network Products**
-  **BACKEND Your Primary Business**
-  **Misc Offers to Your List (with moderation)**

Planning for **Profits Process**

- ☑ **Have A Product/Service/Opportunity To Sell**
- ☑ **Know Your Target Market & How They Search (Keywords)**
- ☑ **Create Content For These Keywords**
- ☑ **Publish The Content, Make Offer To Build A List**
- ☑ **Promote Content to Rank On Search Engines**

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