

The network marketing industry has grown by ninety percent during the last ten years as reported by the Direct Sellers Association.

The Bureau of Labor Statistics states:

95% of people, age 65 and over cannot afford to retire and work until they die.

This is shocking.

The network marketing industry is the only answer for many of these people.

Even though most network marketing companies have good products and services coupled with training still 5 out of 6 networkers do not have the kind of success they want.

Why?

In most cases they run out prospects and are not given the in-depth training to run their own business.

This is the reason we developed the cloud.

The Cloud gives you 32 million prospects and 4 hours of step by step training.

The training is a chance for you to learn some of the marketing techniques that can improve your business.

You have your own coach and the sessions are one on one on the phone using the gotomeetings software system.

Each training is recorded and you are sent the recording after the session. You are free to share the training with your downline.

Each session is an hour long with plenty of time to ask questions.

The four sessions are:

- Marketing Tips
- Texting
- Emailing
- Phone Calling and Software systems

Session One-Marketing Tips

- How to deal with negative rap of MLM
- What is the right way to deal with a person who says: “THIS IS JUST ANOTHER PYRAMID SCHEME” or THIS IS A SCAM.
- How to market to the 32 Million in the Cloud
 - Genealogy Lists
 - Health and Wellness
 - Co-reg leads
 - Canadian Consumers
 - Surveyed Leads
 - Bizopp Seekers
 - Chiropractors
 - Doctors
 - Dentists
- Who should you target first
- How to use the cloud with what you are already doing
- Creating your own personalized marketing plan

Session Two-Texting

According to CTIA:

*93 percent of the US population has a cell phone
173.2 billion text messages are sent monthly*

*Over 97 percent of those messages are read
Over 83 percent are read within an hour*

*Text message advertising has a response rate of over 30 percent**, that's nearly
6 times more than direct mail, paper ads and email, at fractions of the costs.*

The topics that will be covered are:

- What is texting?
- Difference between SMS and MMS.
- What are short codes and keywords?
- How does text messaging work?
- How to text using SMS services
- How to text using your own phone including-- an app so you can send out more than one message
- How to use your computer to text
- What to say in your messages
- How to build your subscribes list
- Additional Resources

Session Three-Emailing

- Why emailing is still a powerful tool to build your business with
- How to use email marketing
- 9 Steps to a successful campaign
- How to write an message that people want to read
- How to write a subject line that will motivate people to open the email
- 50 Words that motivate people to take action
- How to check for spam words in your message
- How to get more of your emails delivered to the “IN Box.”
- 3 different systems to get your emails out
- Difference between autoresponders and emailers
- Importing your leads into an emailer and actually setting up a campaign
- What kind of results to expect when you are emailing- Analyzing the stats
- Suggestions on software systems for emailing
- Affordable Software systems where you can deliver anywhere to 5K to 20K a day.

Session Four-Phone Calling

- Ideas to consider when talking to people.

At age 50: 75% of the population has less than \$5,000 in the bank for retirement.

At age 65: 45% of Americans depend on relatives 30% depend on charities 23% are still working (most can't afford to quit and work until they are no longer physically capable)

Only 2% are self-sustaining At the current time: It is impossible to support a family of two working full time at minimum wage For the first time in history, the current generation is averaging a lower standard of living then their parents.

The Bureau of Labor Statistics also states:

Out of 100 people that start working at the age of 25, by the age of 65 1 is wealthy - 4 have enough money to retire --63 depend on social security or charity 29 are deceased.

One of the most disheartening statistics is this: 95% of people, age 65 and over cannot afford to retire and work until they die.

- How to overcome the fear of picking up the phone and calling
- How planning helps to deal with phone calling reluctance
- 9 steps in getting prepared for calling
- Scripts for calling networkers, and general business opportunity seekers
Scripts for the follow up calls
- What kind of message to leave if they are not home
- Scripts for following-up if they are interested
- How to get more people to show up for their follow-up appointments
- Sorting vs Selling
- How not to have your time wasted by people who appear to have interest but are not really interested.

- A software system that helps you identify the geographical region that you want to market in
- A software system that helps you break up your files into smaller files to give to your downline if you want