

Biz in a Box

Putting the "NET" Into your Network Marketing Business



Melissa Ann Mitchell

BIZ IN A BOX

PUTTING THE “NET” INTO YOUR NETWORK
MARKETING BUSINESS

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First Edition

This book is dedicated to my family. I have worked for many months on building my own business online and my family has been so dedicated and supportive. I wouldn't have been able to do this without the support of my husband, Michael, and of my two children, who now know that mommy works on her computer! I thank them all for their patience and understanding!



ACKNOWLEDGEMENTS

I want to personally thank so many people that have helped me get to this place in my work. For one, I need to thank Diane Hochman, as she was the one person I noticed on the internet who was truly able to master the sales funnel all on her blog. When I discovered her and her work, a light bulb went off in my head! I also want to thank Dayle Schneider, my online partner in crime, as we have worked together for months and she has helped me every step of the way! I also want to thank my family, again, for supporting and helping me to create this work!

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INTRODUCTION

I am so excited that you have discovered Biz in a Box, as it has taken me months to create the Ebook and the Online Training Course and I am thrilled to have the opportunity to share my work with you!

A little bit about me first ...

I am a work at home mom, who started in this industry about three years ago. I started with a company selling skin care and loved it! I loved working with people, getting to know new folks, and having the opportunity to build my own income stream.

I always knew that I could leverage the power of the internet to help me build my business.. **but wasn't exactly sure how**. What I didn't realize, was that it was really easier than I thought, if I had the right things in place!

Of course, when I started "googling" ideas for working online, I got bombarded by squeeze page after squeeze page of, "I will give you this for free if you sign here.." and then being linked to another page that then asked for payment.

I am wondering, have you ever had that happen to you?

So ... why am I not charging people for **Biz in a Box**? This is why..

Everyday I hear the same thing, "I have spent hundreds if not thousands online and just can't seem to get anywhere." "No one really supports me." "I keep signing up for opportunity after opportunity and just keep getting deeper into debt."

I am so frustrated that people aren't given the tools to succeed once they sign up in this Amazing Business where you are to Earn Millions in a Month!

HELLLLLLLOOOOO? Think.

Why aren't you succeeding online? Because you keep getting sucked into program after program before you have really learned how to leverage yourself on the net.

This is NOT a program. This is NOT a system. This is a training course, right from my kitchen counter, my Acer Laptop that has given me more than I ever thought was possible ...

A free training series with resources for you that you don't have to get at all (if you want any of them, you can get them, some are free, some are not), but you don't NEED them to be successful online. **You NEED YOU.** You need to know the basics of.. putting your network marketing business online. You need to know how to:

- Find your niche
- Create Social Profiles
- Create and Maintain a Blog
- Generate Traffic
- Build Relationships
- Create a List
- Write Auto Responder Letters
- Write Posts on Facebook to Generate Traffic
- Create Groups
- Use Free List Building Tools
- Turn what you spend into what you earn

How do you use this program to be nefit your work? Visit the site today and sign up to receive the 7 Day Training Series as well! <http://bizinabox.biz>

Thank you!
Your Friend, In Deed..
Melissa Ann Mitchell



Melissa Ann Mitchell

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WHY TRADITIONAL METHODS DON'T WORK

Do you ever wonder why you aren't succeeding as quickly as many others in network marketing? Let me guess, you are using traditional network marketing training and methods, like talking to friends, hosting home parties or events, handing out pamphlets, business cards, putting materials in public locations.... and you are maybe enrolling one or two reps a month.. right? that is what I did, I followed the traditional system that i was being taught for a long time in network marketing. I started with a great skin care company and hosting "spa parties" week after week.. only to sell a few products and, if i was lucky, enroll one or two new business partners every couple of months. After a while, i thought to myself, I am working REALLY hard.. keeping at it, attending meetings, conference calls, but there was something WRONG with this picture! Right?: Do you ever feel that way? I am sure you do!

What I decided to do was leverage the power of the Internet! And you have too, which is why you are reading this EBook and why you have subscribed to my 7 day training course at <http://bizinabox.biz>

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WHY USE THE INTERNET TO MARKET YOUR BUSINESS?

Why bother using the internet to market your online business? Well, the reasons are endless. For one, you have a much larger reach. You can reach a much larger audience and a targeted audience for that matter. You can use social media to send out content from your blog in order to drive traffic to your work and your business, thereby generating leads.

If you are really looking for a way to make money from your computer, you can use the internet to work your network marketing business. You just need to know the skills and tools you need to generate leads, qualify leads, and close deals all online. You can do this, and you can automate it, it just takes a bit of leg work in the initial stages.

I am even going to go one step further and tell you that you can also make extra money from additional income streams, and we will get to that later in the Ebook...

I have to say, though, that there are no magic systems that you can buy that will work overnight for you. YOU have to do the work, brand yourself, build your own empire.. and it can be done!

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EASY STEPS TO MAKE THE WEB WORK FOR YOU

There are a few essential steps in making the Internet work for your benefit in building your home business. I cover a great deal of it in the 7 day training online at <http://bizinabox.biz>.

- * Creating an Online Presence
- * Creating and Maintaining Social Profiles
- * Facebook, Twitter, LinkedIn.. and much more
- * Blogging
- * Using Wordpress to Blog and Share Content
- * Using Wordpress to house your resources and income streams
- * Using an Auto Responder to Keep in touch with Your Leads
- * Tying it all together using tools like Article Marketing, Posting on Social Media Sites, Posting on Forums, and Driving Traffic with Video Marketing

The following sub chapters will cover these areas with a bit more detail. In order to learn exactly how I put all these tools and steps in place for my own work and to learn how to do it in your work as well, please visit the training online at <http://bizinabox.biz> for detailed training in each area.

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PERSONAL BRANDING – CREATING YOUR ONLINE PRESENCE

The big names Donald Trump, Jack Welch and Martha Stewart are big because there are millions of people like you who know them. Have you ever wondered how that happened in the first place? Every household would be familiar with the Hollywood celebrities – reason, they are visible on the silver screen or they could be spotted promoting something or the other – or may be promoting themselves in the process. In this where does Donald Trump, Jack Welch and Martha Stewart fit? These are the top notched business personalities who have been able to successfully create their own brands as leaders.

These celebrities were doing well in their respective fields, but that was not the end all for them, they took their businesses to a higher level through personal branding. Personal branding is a process through which a person promotes and advertises himself or herself. It would be like promoting your own personality package. Like in one instance, Donald Trump is branding himself by teaching people how to be wealthy. Jack Welch advises people how to take care of their businesses and Martha Stewart guides people to a more well rounded lifestyle. All of these people have their business in hand; however, through this personal branding they are not only doing better for their business but at the same time they are able to distinguish themselves from their enterprises and are being a brand them selves.

Personal branding has always been around, but as a much more subtle existance. In 1997, personal branding reemerged, big time. If you look at the concept and see what the movie stars do, you would be able to relate to the concept better. A movie star has to have personal branding only then would he/she be visible and would be able to sell the skills. Sports celebrities, politicians and the movie stars had long before gauged the importance of personal branding and have been using that successfully. Personal branding used by Donald Trump, Jack Welch and Martha Stewart amongst the others have opened the same to the business world as well.

Personal branding is what you need in case you are in a process of creating your own profile to brand yourself as a leader. You don't have to have a business empire like Donald Trump to be using social media to market your home business and benefit by personal branding.

Personal branding ensures that you become visible and visibility is every thing in the world today. There are endless ways with which you could be creating your own profiles to brand yourself as a leader, one of the ways would be to use wordpress to brand yourself in a blog and to use social media sites to truly create this online presence.

It has been a decade, almost, that this concept has evolved. Take advantage of the same and see your business and yourself grow as two different assets – there by doubling the worth of your business.

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USING SOCIAL MEDIA PROFILES

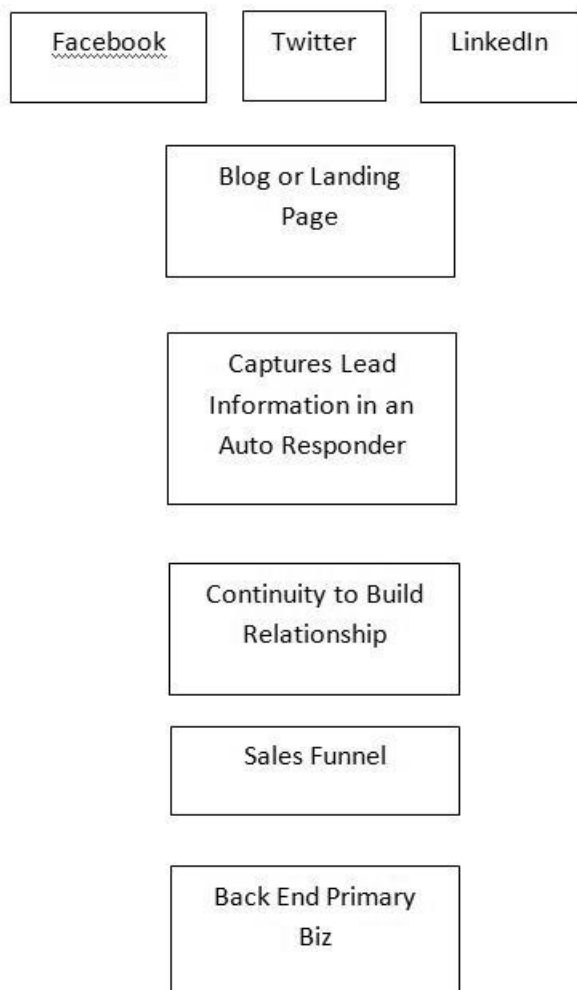
Social Media Sites are an excellent source for building your online presence and making connections with other people. It is the perfect place to market and build those relationships with other people. Why is it the perfect place?

Let's use Facebook as an example, as that is one of my favorite places to build my business and make connections. There are SO many other options out there, like twitter, myspace, Stumble Upon, Digg, and the list can go on and on.. Everyday, it seems, a new social media site pops up. Now, you can TRY your hardest to get on every site and maintain it all, and there are tools to help you, but I would rather see you master one to build connections first before you spread out too thin.

So, let's look at facebook for an example. Within facebook, you can find "targeted or like minded friends" who share similar interests. You can search for groups, discussions, people with similar interests, and begin to add those friends to your own facebook account. Once you begin spreading out into the social media world and growing your friend list or your connections, you can then take advantage of that power and begin to spread your message to gain more followers.

You can also use these social media sites in order to drive traffic back to your blog or landing page. I am going to use a simple graphic here to explain what I am referring to:

When you look at this map, you will see that the social media sites are at the top. That is where you can drive traffic to your blog or landing page. Once people are there, you must capture their information through an auto responder so that you can develop that continual relationship. From there, you can introduce your "sales funnel" in your blog and in your email letters. Your business should truly be the back end item that you discuss with someone, so that you have time to build trust and can develop that professional connection.



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ARTICLE MARKETING TO BUILD YOUR LIST

You can build your list simply by writing articles, whether you have thought of it or not.

Quite simply, you write and submit your articles on your topic of expertise or business nature to popular article directories where eZine publishers and readers are looking for the information you provide.

Leveraging your viral marketing efforts on article writing can be rewarding, if done right. In the real sense, you are actually proving your worth and demonstrating your expertise about your business through the articles you write.

So, how can this method in effect build your mailing list? The answer: the resource box you attach to your articles. In your resource box (also known as bio box), you include a brief summary about yourself and your business site together with its URL, that way, you are driving traffic, real traffic, to your site!

It is strongly suggested that your resource box URL links to your mailing list's landing page or your blog, where you can get your visitor's name and email address, which will in turn help you build your mailing list at no cost.

If your articles are found worth sharing, eZine publishers will republish your articles together with your resource box for their readers and subscribers. The wonderful result: viral marketing without effort on your part!

There are many article submission tools that can be used as well to make submitting easier. I will be covering this in my Advanced Immersion Training Course.

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LANDING PAGES TO GENERATE TRAFFIC

Also known as the “name squeeze page” or “lead capture page”, you can build your mailing list by funneling all of your would-be subscribers through the creation of a landing page. Not only do you do the work just once, your traffic driving efforts can be focused onto just one effective method.

The following are tips in creating a successful landing page that converts visitors into subscribers on a very huge percentage.

Success Tip 1: Offer a freebie in exchange for your visitor’s email address. I very much endorse this method of building your mailing list. You can offer a special report or a sample of your paid product to your visitor in exchange for their details such as name and email address.

Success Tip 2: The landing page must be written professionally. When writing your page, treat it as if you are writing a sales letter. While you are not necessarily making a hard sale or try to get someone to buy your product upfront, being able to entice your visitors to give their details to you is just as important as selling.

Success Tip 3: Other than your opt-in form and perhaps important disclaimers and terms, there shouldn’t be any other links on your landing page.

Success Tip 4: Rub in the benefits of the freebie you are offering more than a mere subscription to your newsletter. You should focus most of the attention of the letter on encouraging your prospective visitor to download your free offer. Later, you gently remind your prospect that he or she has nothing to pay but just merely subscribe to your newsletter in exchange for the freebie.

As a final reminder, in order to build trust, you can include your hand-written signature or a photo of yourself explaining where you are coming from and how you can help your visitor through your free report on offer.

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CREATING A BLOG AND EARNING FROM IT

Why create a blog to build your online presence?

Blogging is an amazing way to really generate strong relationships and build trust with potential clients, customers, or leads. Keeping an online journal of your thoughts or observations, or more commonly known as a blog, on your site and keep it updated with latest news about yourself is one of the best ways to generate traffic and interest in what you do! Human beings are curious creatures and they will keep their eyes glued to the monitor if you post fresh news frequently. You will also build up your credibility as you are proving to them that there is also a real life person behind the website.

Also, it is essential to know who your audience is! Understanding the type of people who visit your site is a very important task because you can use that information to enhance your site to suit them. As a result, you will gain more loyal returning visitors that come back again and again for more.

What is the age level and what kind of knowledge does your audience have? A layman might linger around a general site on gardening, but a professional botanist might turn his nose at the very same site. Similarly, a regular person will leave a site filled with astronomy abstracts but a well educated university graduate will find that site interesting.

Take your audience's emotional state into consideration when building your site. If a very irritated visitor searches for a solution and comes across your site, you will want to make sure you offer the solution right up front and sell or promote your product to him second. In this way, the visitor will put his trust in you for offering the solution to his problems and is more likely to buy your product when you offer it to him after that.

When you design the layout for your site, you have to take into account the characteristics of your audience. Are they old or young people? Are they looking for trends or are they just looking for information served without any icing on the cake? For example, introducing a new, exciting game with a simple, straightforward black text against white background page will definitely turn prospects away. Make sure your design suits your site's general theme.

Try to sprinkle your own language in your sites sparingly where you see fit and you will create a sense that your audience is on common ground with you. This in turn builds a trusting relationship between you and your audience, which will come in useful should you want to market a product to your audience.

How do you then Earn from your blog?

You need to have a few components weaved into your blog. For one, you will have posts that you make with content in order to drive interest and traffic to your blog. You should also incorporate other elements into your blog that you can earn from. Some of those elements include:

- * Affiliate Programs or Resources
- * AdSense Ads
- * Links to your own products
- * A page “Work with Me” So that you can gather information for leads for your primary business. Keep in mind, the business you work in should be the last thing you offer. You need to make sure you are building relationships and offering support first, to build trust and then build your team.

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TURN WHAT YOU SPEND INTO WHAT YOU EARN

With a new day dawning in the world of internet network marketing, many of us have come to the realization that we have to spend a certain amount of money setting up programs or resources in order to reach our desired goals. After months of work, trying to figure out how to do things for free building an online business, I realized that some things do just cost some money. What I also learned is that there are many tools and resources that can easily be turned into income as well. For example, for my blog, I set up an auto-responder in order to send automatic emails to people who subscribe to my blog. Immediately after I set up that account, I looked to create an affiliate account for myself, giving me the ability to refer some people and earn back what I put into that tool. And, voila.... I did.. and earned a bit more. So, when you are looking for a great program to integrate into your online business, don't just choose one that is the most reasonable, choose one that allows you to be an affiliate and turn some of your initial investment into income!

Be sure you keep track of all your tools and resources on one page in a Word Document or a Google Document. You will want to decide which tools you want to turn into income streams. Some of them may be worth it, some may not, so for example, I use my Auto Responder (that I pay for to use myself to build relationships) and then I also recommend that as a tool, so that it becomes an Income STREAM!

How can an Auto Responder Make you Money?

First: What is an Autoresponder?

The simple way to explain an Autoresponder is to think of it as program that automatically responds to email sent to it.

Trafficwave Autoresponders not only automatically answers emails sent but it remembers who sent the email and follows up with them whenever you tell it to ... automatically.

Effective sales people know that the fortune is in the follow-up. This is why good sales people spend so much time following up on past clients, making repeat sales calls, sending postcard reminders, sending out brochures to the same people, going through their list of contacts to see who they haven't talked to in a while.

The TrafficWave.net Autoresponder takes care of following up with your online prospects automatically.

Second: Why do you need an Autoresponder?

Experts tell us that it takes an average of 7 different contacts to close a sale. If you are not following up with your prospects on a regular basis, you are losing sales!

As your list of prospects grows, it becomes more and more difficult and time consuming to figure out when you last spoke with which prospect and which information you send them.

In our global economy, business is being conducted 24 hours a day. It would be impossible for you to personally follow up 24 hours a day.

Your Autoresponder can manage all of your prospects, remember when it sent your last sales letter, what that letter was about, and it can do all of this 24 hours a day, 7 days a week!

This system runs 24 hours a day... 7 days a week... whether you are at the office, sleeping, having lunch, or enjoying some free time with your family. Your Autoresponder never sleeps!

Because you are able to generate more leads and more efficiently manage your follow up, you will have more time to develop and test effective ad copy, spend time with family or friends, or even develop new product lines and marketing approaches!

Here are just a few things you can do with your Autoresponders:

- * Automate Sales Letters
- * Training Messages
- * Promote Business Opportunities
- * Publish Your Ezine
- * Distribute Product Information
- * Build Your Contact List
- * Broadcast Special Offers
- * Mailing List Manager
- * Network Marketing
- * Customer Service
- * Internal Memos
- * And more!

When you use TrafficWave.net's Autoresponder system, you get:

- * Unlimited Autoresponders
- * Unlimited Campaigns
- * Unlimited Sales Letters
- * Send HTML or Text Messages
- * Track Your Results for Each Letter
- * Unlimited Professional Training and Support

To take a look at the Auto Responder I use, please visit <http://www.trafficwave.net/members/marketing-mama>

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BONUS CHAPTER: MY DAILY OPERATION LIST

What is your Daily Operation List? My D.O.L. is very simple! It is what works, as well, for a very simple, but effective marketing tool. I am sharing it with you to use as a tool to grow your own business as well! Here it is!

- 1) Open EMAIL and Skype.
- 2) Check Emails – Only Once in the AM and Once in the PM – Delete anything that will distract me from my D.O.L.
- 3) Respond to Important Emails and Skype Messages – Which ones are important? New Connections and Specific Questions from people on your team and Leads!
- 4) Make 30 new friends on Facebook - You can either do this manually from like minded groups - see Day Three Training of Biz in a Box to learn how to do this! <http://bizinabox.biz/dayone/day-three/>
- 5) Update Profile with a leadership quote and link to my site (business or day's webinar)
- 6) Chat with ten people – get to know them, what do they do, where do they live, what about family? Then I send my message about my business.. Or better yet, maybe they have something to offer me!
- 7) Update blog with new content or posts. Learn more about how to easily have content delivered to your email box through my Live Immersion Training. <http://bizinabox.biz/dayone/advanced-immersion-training/>
- 8) At the end of the day, I create an action list. This is very important!

***Action List... I would highly recommend you begin writing an ACTION list every night. Take a small piece of paper, like a full sheet folded in half. Write down five things you need to do the next day for your business. Start with the most important at the top and work your way down. Cross them off as you finish. If you don't finish something, put it at the top of your next sheet on the next night. Do this for a week and let me know how much you have accomplished.**

Check email once again before day is out and follow up with any leads.

That is it!

Very simple, but effective method of working throughout the day that keeps me on task!

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CLOSING THOUGHTS

Please join me online today to continue working on YOUR business and YOUR work. My goal is to help others truly be able to leverage the internet to work your own business. I also pride myself in making personal connections with others, so don't be surprised if you hear from me personally once you have visited the site and gotten in touch with me. Stay in touch, as I love to see how people are able to grow their own work and master tools and training that I have provided!

You can find me on my own blog: <http://www.melissaannmitchell.com>

You can find me on Facebook here: <http://www.facebook.com/melissa.a.mitchell>

You can find me on Twitter here: <http://www.twitter.com/tweetmeliss>

I am looking forward to connecting with you soon! Thank you, thank you, thank you.. for trusting me and spending the time with me to boost your own online work!

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DISCLOSURE

THE FOLLOWING TERMS AND CONDITIONS APPLY:

While all attempts have been made to verify information provided, neither I, nor any ancillary party, assumes any responsibility for errors, omissions, or contradictory interpretation of the subject matter herein.

Any perceived slights of specific people or organizations are unintentional.

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