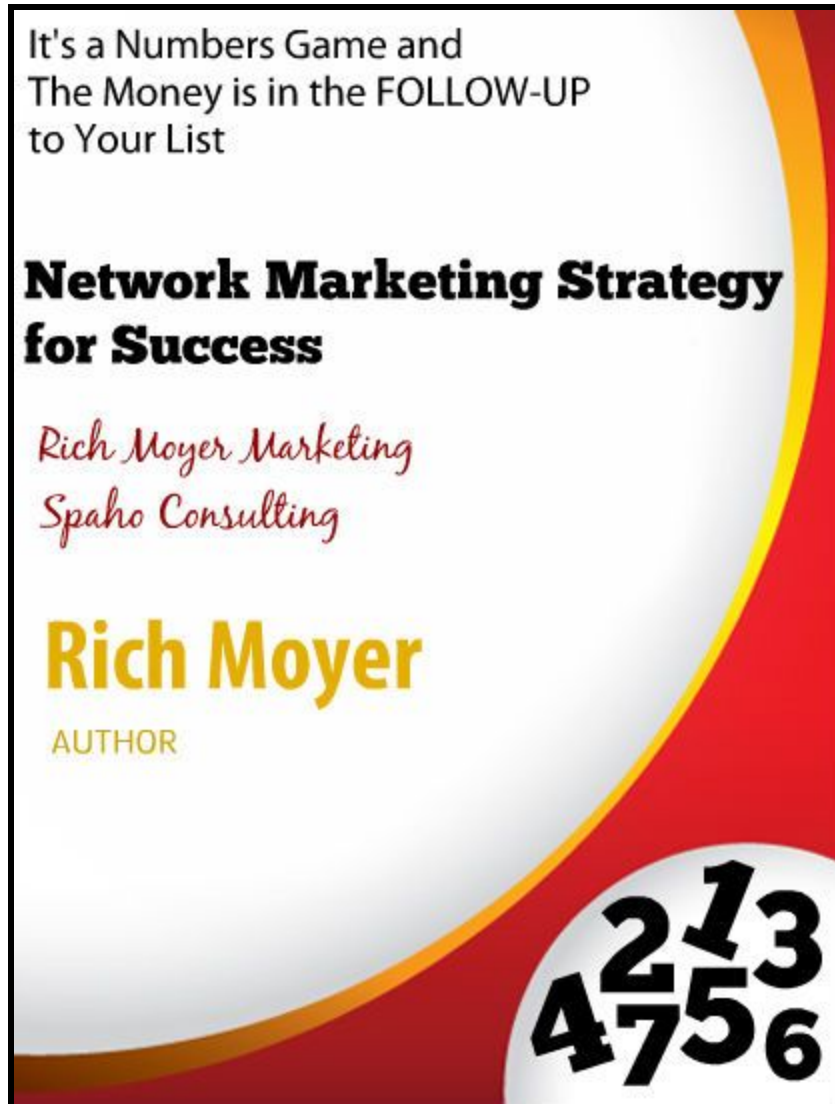


**Network Marketing Strategy for Success**  
**By Rich Moyer**



**Rich Moyer Marketing**  
**Spaho Consulting**

## Strategy

People rarely make buying decisions on first exposure. In fact, it takes 7-11 exposures to move someone from

LEAD (curious) to PROSPECT (interest) to CUSTOMER (buyer).

Let's use the example of buying a washing machine. I walk into Lowe's. Am I going to buy the first washing machine that I see? Of course not. I need to see more than one machine, and I need to see other features and functionality and other models that are available. And then I'm going to walk down the street and go to Home Depot, and then Best Buy, and possibly Sears. You see there is a lot of information that I have to gather before I am ready to make a buying decision.

It's no different in network marketing. Potential buyers need more information, and they need to understand "what's in it for me" (WIIFM). So how do they get that information? The answer is follow-up. They don't understand what they are looking at it first. They don't

understand the WIIFM. So it's your job then to follow up with them to give them more information.

How do you do that? You need to capture their name and email so that you can follow up with them and give them that information. When you capture their name and email they subscribe to your list.

So by getting them on a list, you can then follow up to educate and inform them so they can eventually make a purchase decision. An autoresponder can send emails that can automatically do that follow-up, and allow you to broadcast to your list. The secret to building a list is to promote only to LANDING PAGES (also called Squeeze Pages, Lead Capture Pages) that capture your leads so that YOU can do follow-up to give them those 7-11 exposures.

## My Business is Building My List.

You have heard that, "The Money is In The List". That only tells PART of the story. The Money is in the FOLLOW UP TO THAT LIST! I do it by promoting every day. I send from 250,000 to 1 million emails per day. Every day.

I make money with these things:

- [WorldProfit](#) - residual income from memberships; one-time sales of memberships, Clickbank products, traffic packages
  
- [TeamEliteHomeBusinesses](#) - residual income unlimited autoresponder with 39 streams of income, Done-For-You SuperNet Business Hub (landing pages, follow-up campaigns), downstream commissions for upgrades
  - [WorldProfit](#) - comprehensive business platform <<< RECOMMENDED
  - [1GoldMine](#) - ads to 338,000 <<< RECOMMENDED
  - [TheDownliner](#) - your ads appear on over 14,000 traffic exchanges <<< RECOMMENDED
  - [All-In-One Profits TDL Machine](#)

- [Traffic Ad Bar](#) - traffic generation site <<<  
RECOMMENDED
- [Gorilla Marketing Pro](#) - list builder
  
- Safelists I own or admin (see Traffic Resources) <<<  
RECOMMENDED
  
- [YourViralNetwork](#) site upgrades <<<  
RECOMMENDED
  
- Misc affiliate programs
  - [AIOP Easy Profits Academy Team Build](#)
  - [All-In-One Profits](#) - autoresponder
  - [Herculist](#) - massive traffic site
  - [ViralURL](#) - link shortener and cloaker <<<  
RECOMMENDED
  - [Payspree Sniper](#) - promotes Clickbank Products on autopilot
  - [ClickBank Passive Income](#) - promotes Clickbank Products on autopilot
  - [City Pennysaver](#) - local advertising
  - [Tim N Geo](#) - social media advertising
  - [Tim N Geo Solo Ad Blaster](#) - solo ads
  - [SlackSocial](#) - social media submitter <<<  
RECOMMENDED
  - [Easy Cash 4 Ads](#) - income program

- [Profit From Free Ads](#) - traffic site
- [vTrafficRush](#) - Banner site
- [Viral Profits Mailer](#) - submitter
- [Referral Frenzy](#) - submitter <<<

RECOMMENDED

- [TopSurfer](#) - Solo Ads
- [Bucket of Banners](#) - Banner site

## **WorldProfit**

WorldProfit is my primary money maker, but more importantly, my marketing is so integrated with all the WorldProfit tools and processes to promote ANY affiliate program.

Here is how I use WorldProfit EVERY DAY...

### **Tools I Use Every Day**

If you are not a member of WorldProfit, you are missing out on key information you need to run your online business, but also some great business opportunities that are included in your membership. Personally, I am a Platinum VIP Member of WorldProfit (the highest paid membership position).

### **Information You Need**

Before I get into the tools (my favorite topics) you need to understand the importance of information, specifically, how many clicks you have for each URL that you have published. By using the WorldProfit URL cloaker, you automatically get tracking of not only clicks on that URL,

but using the Ad Tracker, where those clicks are coming from for each specific product or program you are promoting. I ABSOLUTELY, POSITIVELY TRACK EVERY URL I PUBLISH!!!

### **Lazy Blogger** - included

Post to your blog via email - takes seconds. I post the great WorldProfit newsletters I receive on my daily Prospect Manager report to my blog in a category WorldProfit. I also post my solo adcopy to a category called Current Promotions (I borrowed this idea from Leased Ad Space - I get organic traffic to my ads for months after sending out solos).

### **Make Any Webpage a Capture Page** - included

Worldprofit Magic List Builder allows you to define a popup, popover, or popunder to present an offer, and capture sign-up information on any webpage. An additional bonus is that every time your URL is clicked, you get to record the tracking, and also use Ad Tracker to trace where your traffic is coming from.

There is a new tool called Lead Magnet that trumps the Magic List Builder on ease of use and facilitates the use of



interruptive technology like popups or exit pops to present lead capture or secondary offer. Free but has a one-time install fee

## **Home Page** - included

WorldProfit creates a wonderful fully customizable website for you, with the opportunity to post all of your offers, all of the initiatives you promote, and even a section you can define yourself. The domain name is the root used in all your cloaking (ie. mine is WebCastsource. com). So many features are built into this page PLUS I opted to get the Responsive mobile framework!

Includes Amazon Store, eBay Store, Clickbank Store

## **PLR Vault** - included

## **Mega PLR Store** - optional

As a Silver member, I not only have access to these PLR materials for personal use, to give away as incentives, or to sell individually, but with the optional Worldprofit Mega PLR Store installed, they are all available for sale on my website. As a Platinum VIP member this is included with the upgrade. (Silver members in my downline get the Mega PLR Store free on my safelist/exchange

WebcastSource.net)

## **Newsletter**

As a new Silver member you get 1000 newsletter subscribers (maybe more with bonuses). Every day, WorldProfit sends a letter to ALL of my newsletter subscribers and associates on my behalf. These are professionally written newsletters, tips, articles, and promotions that I don't have to take the time to write myself. Anybody who receives my newsletter that makes a purchase or upgrade, I am eligible for commission.

If I do want to send my own newsletter, I can send to my whole list every day. There are dozens of pre-written newsletters, Done-For-You newsletters about Clickbank and JVZoo products, or I can create my own. A great opportunity to send newsletters or offers to your downlines. Of course, there is no limit on how many individual emails or calls I make to my associates. There is tie-in to Clickbank Promo Kit and Money Maker Kit Done-For-You newsletters that make this easy to schedule and automate

## **More Contact Methods**

Your prospect manager is integrated with CALL LOOP service which allows you to pre-record a message and send it to anyone you like with a push of a button. Several years ago, I put \$30 on this account and I still haven't run out.

You can send individual emails, call on the phone, or text right from your prospect manager

An optional Personal Live Business Center can be added to your website

### **Sales Chat - optional**

Integration is included but you must subscribe to LiveChat. I have a chat bubble on every landing page, sales page, website, safelist (that I own) - I get signups using this!

You can also use a free chat system like MyLiveChat but it is not fully integrated. Each landing page you create can include the html code for this so it also works well, just does not have the level of integration of LiveChat with WorldProfit.

### **Email Commander - Included**

This feature allows the use of 3rd party Guaranteed Delivery email services (I use SendGrid) to send email. Fully integrated - You can choose to turn on or off for any system or broadcast email. This has made an incredible difference for me - I get 99% delivery rate, 2% to 20% open rates.

I also use the SendGrid service for RapidMailer - a one-time cost Wordpress plugin (\$67) that allowed me to import the tens of thousands of leads I had purchased over the years (I added over 5100 new subscribers of gmail-only addresses from those lead lists). SendGrid costs \$10 per month for 40,000 emails (first month free).

### **20+ Traffic Streams** - included

Nice feature: send ads to 50+ traffic streams. If you are a member of any or all of these safelists or traffic exchanges, your email will be distributed to each if you have mailing credits. If you get any signups, they are credited to your affiliate ID.

Your Silver membership includes upgraded lifetime memberships to 12 top safelists - you get a monthly "Traffic Injection" - one button click to add 100's of thousands of points to these sites every month.

## **ClickBank Promo Kit** - included

Thousands of products available for you to promote. The difference is that the ad copy, newsletters, and sales pages are Done-For-You, and they are directed to CONSUMERS of these products, not others selling them.

## **ClickBank Maximizer** - optional

A cool twist that displays information about a random Clickbank product while presenting a capture page for the product the user clicked on to get information about. Includes autoresponder, and send out info about other top selling Clickbank products every couple days.

## **Sales Funnels** - included

Just another avenue to capture affiliate profits if a visitor to your website clicks on a link or accepts an offer. Done-For-You funnels literally take minutes to set up and start promoting.

## **Landing Page Creator** - included

Templates are being added regularly - create landing

pages in a minute and tie into the Prospect Manager, any autoresponder, or both

**Squeeze Page Generators** - optional - Squeeze Ninja, InstaBuilder

For any initiative, you can now use Instabuilder, a Wordpress plugin to create an unlimited number of squeeze pages. This tool has many high-end features, like video, adding OTO pages, autoresponder form codes, background colors. I've even figured out a way to capture the output as a standalone HTML page so I can break free of Wordpress, and simply address them with a cloaked URL on any server I wish. You see, I have multiple unlimited hosting accounts. I reserve one account for standalone squeeze pages, one for Wordpress blogs, several for eCommerce accounts. From a backlink quality perspective, all my cross-links to my other sites come from different IP addresses.

**Universal Bonus Builder** - included

Give away traffic packages as incentives - valued from \$17 to \$397 - give away as many as you like. Builds your downline on these sites and gives people incentive to look at your offers

## **Offer Generator** - included

This facility allows you to define a free offer of ebooks, videos, training materials, with its own capture and delivery. You simply promote the bonus, and point the lead to the offer. Full product vault is included.

## **Video Locker** - included

WorldProfit-posted or Member-posted videos. I have many of my YouTube videos uploaded there

## **Image/eBook Hosting** - included

Free storage of your images, banners, ebooks

## **eBook Creator/Cover Creator** - included

Using my own ebooks, articles, or articles from the massive Article Vault, create your own branded ebooks and covers in minutes.

## **Graphics Tools** - included

Header/Banner creator, graphics source

## **Organization Tools - included**

Promo organizer, link manager, reminder system, email ad generator

## **What WorldProfit products/services I use and promote**

- Promote Any of the Done-For-You ad copy/landing pages designed to build my list of associates
- Promote WorldProfit Silver memberships
- Promote SEO Packages, Traffic Packages, Rotators, Ruby Solos
- Promote Clickbank Promo kit, Money Maker promo kit (JVZoo), PLR, Clickbank Maximizer
- Newsletter system, broadcast, Call Loop system
- Give-aways / incentives: eCourses, eBooks, traffic packages
- All the above in autoresponder streams (direct promotion or subtle rotators after my signature line)
- Senior Monitor in the Live Business Center (get tons of free associates, safelist credits, cash bonus for sales made)
- So, you see that MY processes are tied into all the tools (and associated training for each tool), not only "bootcamp".



BTW, I was a Silver Member for almost a year when I figured out that my mentor in another program HAD IT ALL WRONG. I did a reboot, and paid attention taking the Bootcamp seriously - a turning point for me.

Everything I do promotes to a lead capture page and builds my list.

Here is where I promote the majority of my stuff (see Traffic Resources)

I send to my lists on my autoresponder lists:

- TeamEliteHomeBusinesses (1200+)
- Aweber (330+)
- [Getresponse](#) (600+)
- [GVO](#) (420+)
- RapidMailer (7500+)
- AIOP (30+)
- WorldProfit (2300+)

I send 250,000 to 1 million emails per day (takes me about 2-3 hours). You cannot possibly be expected to send the volume I do (I've been doing this for 7 years). This did not happen overnight. I didn't make money the first 5 years!

## Strategy for low budget start

Build a "portfolio" of offerings that can start to generate revenue. Promote several "streams of income" that allow you to join free then as you start to earn, upgrade to earn higher commissions.

(Promote 70%) TeamEliteHomeBusinesses - promote TEHB Quickstart, TheDownliner (you are already a member), #1 Goldmine

(Promote 10%) WorldProfit Free Associate - promote Diamond URL Rotator, Ruby Solos, Traffic Packs

(Promote 10%) Safelists - Join for free, get signup bonuses, promo codes  
Critical Mass Ads, Leads2Cash, ViralCashMultiplier, SoloAdsWork, YouNeedTraffic  
Instant Cash Engine, WebTraffic4U, Traffic Treasures, YourLuckyFastCash, CommissionsUnleashed, CashStreamMaximizer  
Dave Mosher re-launch Sites

(Promote 10%) Mailers ("Your Viral" platform sites) - earn 50% commissions as a free member, earn your upgrades by passing up 5 - then you get 1000 points per day for

mailing - I get 80-150 clicks per ad sent to the full membership

Join a new safelist every day to get more promo codes and free ads to promote the above "key" streams.

Use **ViralURL** for link cloaking (protection) and tracking

(optional) **Team Easy Profits Academy/AIOP** - includes hosting for landing pages and Done-For-You campaigns

## Traffic Resources

Network Marketing is a Numbers Game. The secret to my success is my ability to get massive exposure to my ads (250,000 to 1 Million emails per day) using Supernetwork Solos and trusted traffic sources.

I am also a safelist owner and admin. My sites provide, not only the lowest allowable Supernetwork prices and bulk purchase options, but you'll find this exclusive offer on my sites: Supernetwork BOGO - By one Supernetwork Solo get one site Solo Free.

Here is where I promote the majority of my stuff

Consider Joining Sites I Own and Admin

- [CriticalMassAds, Leads2Cash, ViralCashMultiplier](#) - I admin these 3 sites
- [SoloAdsWork](#) (new startup safelist) - I own
- [YouNeedTraffic](#) (new startup mailer) - I own
- [WebcastSource.net](#) (safelist/exchange) - I own

My favorite and Trusted Traffic Sites I Use Daily (great OTOs, commissions)

- [Dave Mosher sites](#) - I use daily for Solos, credit mail

- [Herculist](#) - I use daily to 79,000
- [#1 Gold Mine](#) - I use weekly to 338,000
- [European Safelist](#) - I use daily to 17,000
- WorldProfit Solo eBlaster - I use every 3 days to 15,000
- [Leased Ad Space](#) - Solo ads and banner/text ads
- [TopSurfer](#) - Solo Ads

My favorite mailers (incredible list builders PLUS mailers PLUS income sites)

- [Your Viral Network sites](#) - I use every 3 days to 26,000

SuperNetwork Solos

- [Simple Text Adz](#) - I use daily for 35 different Super Solo Networks
- [SuperNetwork BOGO on my sites](#) - Buy one Supernetwork Solo get one site Solo Free.
- [SuperCharged Solos](#) - another Matthew Graves network site
- [WorldProfit Ruby Solos](#) - to 135,000

Traffic and SEO Packages

- [Diamond URL Rotator](#) - \$37/year for 5 URLs
- [Gold Banner Rotator](#) - \$47/year for 5 Banners
- [Sapphire Solo Rotator](#) - \$47/year for 4 Solos

- [SEO Optimizer Pro](#) with 12 Upgraded Lifetime Safelist memberships
- [Unlimited Traffic Blast](#) - 365 Days of unlimited traffic to one URL

## To Summarize

### This is a lot of info...

- Promote only to landing pages - your only job is to BUILD YOUR LIST
- Promote every day - it's a NUMBERS GAME
- Join one safelist every day - signup bonuses, ad packs, promo codes
- Upgrade and promote only several key safelists that generate COMMISSIONS
- The Money is In The Follow-up - use WorldProfit prospect manager or autoresponder (TEHB preferred)
- WorldProfit is a BUSINESS PLATFORM that has all the tools, training and traffic sources
- Create a business plan, and stick to it (free business plan resources), revisit every couple months and revise as necessary ONLY THEN (not every day - shiny object syndrome)

Do you know how to eat an elephant? One bite at a time...

Rich Moyer

WorldProfit Platinum VIP Member

4 years

1-484-902-8819 m-f 8am-5pm EST

Email: richard.moyer.1953@gmail .com

Get a Free 10 Minute Consult.

Paying It Forward...

## Other Resources

Download my book for free

- [A Traffic Strategy](#)

Free Business Plan Resources

- [Grab Those Leads](#)

Free eCourses

- [Grab Those Leads](#)

Blogs and Business Builder Websites

- [LifeBalanceB2B](#)
- [WebcastSource Blog](#)
- [Review Blog](#)
- [Everybody Makes Money](#) - autoresponder campaigns
- [4200 Profit-Producing Email Swipes](#)

Free Marketing Reports

- [Free Reports](#)

Graphics Programs and Rotators

- [My Ad Rotator](#)
- [Banners and Bucks](#)
- [Fugly Banners](#)
- [Rotate my sites](#)

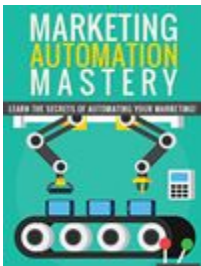
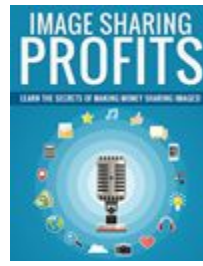
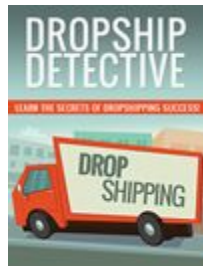
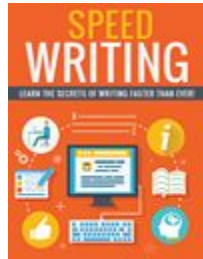
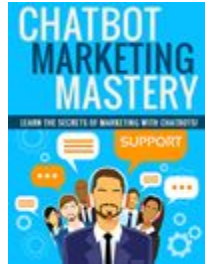


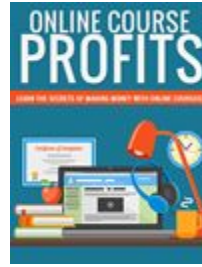
- [Splash Wizard](#)
- [ViralAdsClub](#)
- [Doodly](#)

## Promo Codes

- [Promo Code Frenzy](#)
- [Traffic Codex](#)
- [Truckloads of Ads](#) (1-time \$10 WORTH IT!)

## Free Marketing Reports





## About the Author

I am officially retired (for the third time).

I LOVED my job! I had the occasional boss that was a jerk, but I felt quite fortunate that I was able to earn my way up the ranks, and actually had opportunities so numerous to count that most others did not have. After 32 years, I retired on the same day as 21,500 of my best friends and my whole network of contacts.

It was not all glamor. For most of my career, I was in high stress positions that required extensive hours and extensive travel. I did manage to dodge the bullet 5 times - I had been told to move my family to Arlington Va, Silver Spring MD, Dallas TX, and New York City. My extensive travel gave me a great argument that "if I moved I would still be required to do the same amount of travel, so why go through the expense of relocating?"

### Retirement #1

I was 50 years old when I retired the first time. I had 32 years with the company (yes, do the math: I started right out of high school, age 18). Five years before I retired, I had already started a part time venture doing real estate investing and property management, and I had started my consulting firm to teach new real estate investors how to do a business plan and get their companies started legally and officially with the correct zoning, certifications, licensing, and tax requirements.

Even with all this going on, I was struggling. The family situation (caring for my mother-in-law with cancer and father-in-law with stage 4 Alzheimer's) sucked up any severance I had gotten. And I was not making enough to pay the mortgage.

## Bring in the Pimply Faced Kids, PLEASE

Well, the timing was right for several extended auditing engagements (4-6 months away from home, traveling to and from various locations every week, working literally 90 hour weeks). I was having a hard time keeping up that pace. The money was good, in fact it had gotten us out of the financial hole we had dug, but I could not continue at that pace.

As they say, this was a job for the pimply-face kids who are proud of that bright and shiny, brand new MBA, and let them start paying their dues as we had.

I still continued my other businesses in addition to the extended auditing engagements. At every break, I would jump right back in to renovating properties.

## A Victim of My Own Stupidity

Then disaster struck. I broke my own rules: never use someone else's ladders. My crew was late, and my ladder was on their truck. Hint: if you are intending to fly like Superman, don't forget the cape. Ten days short of one year after I had retired, I had a very serious accident at one of my properties that had me down for 4 months.

Even after I was cleared by the doctors to drive and do light duty work, I was having a hard time. I had to scale back on the hours, the travel, and had some substantial mobility challenges. It would be years of test after test, and a parade of doctors before we figured out the cause of the excruciating pain I had every day.

## Friends from the Past

Fortunately, the manager of the consulting division for a company that had done some work for me before I retired, called me up and asked, "would you like to do for others what we had done for you?". There was no hesitation.

It turns out that I was doing business cases, and "consultative selling" to multi-million dollar enterprise accounts. I LOVED that job. But it also involved a great deal of travel, which was physically challenging for me, as was the need to do physically strenuous activities that involved long hours of walking, bending, kneeling, etc.

I kept going as long as I could, but some of the injuries were back to haunt me and in fact, my condition was deteriorating. Besides the ongoing challenges from the recent injuries, and some residual effects from a back injury 20+ years before, my knees were fighting hard for recognition as the winners of the pain contest. I had 3 knee surgeries before I was 20 and I had been suffering with bone-on-bone knee pain for 40 years. I was finally approved to get knee replacement, and as I was finishing up physical therapy after surgery I was notified that the company decided not to take me back. This was retirement #2.

### Multi-Tasking Paid Off, Almost

Again, I never did just ONE thing at a time, so at some point before they let me go, I had been doing some small business consulting on the side. My forte was in IT, so I was building the IT infrastructure for these companies and building websites for them. That's how I got started in Internet marketing and the associated technologies like SEO.

The hardware and software sales were keeping us alive, but these were small companies ALSO struggling, and the most I could hope for was adding the occasional laptop or printer. New clients were few and far between.

## You Never Want to Hear the Word "Bankruptcy" From a Client

Working with small businesses also has its drawbacks. I had one company (actually two divisions of the same company) default on thousands of dollars in hardware, software, service contracts, and support. The way this works is the dealer is expected to purchase the hardware and software, then add their margins and bill the customer. Well I got stuck with the cost of their whole IT infrastructure which I had fronted. I never charged for consulting, and the service contracts were only several months into it so I was able to cancel them, but I was still holding the bag for the hardware and software.

The income (which I was depending on) for support contracts went away too. This company eventually reorganized, and I at least got some of my money back (after 1 1/2 years) for the hardware and software, but the loss of those contracts was quite a hit. And, in addition, the locals for the unions had gotten involved, and yanked the possibility for me to do any more work for members of that local unless I used union labor.

## Sure, I Can Sell Stuff on eBay

I had started several ventures into eCommerce, retail sales, and some internet marketing. I was not doing well on eBay -- I simply ran out of junk I could sell, and I HATED yard sales and Craigs List. So, I started with some commercially developed, "monetized" websites and I had two 10,000 product eCommerce stores that worked out to be a complete bust. I started promoting some affiliate products, playing the safelist game and getting sucked into one "promise me everything" project after another.

## Take My Money, PLEASE!

One business venture actually ended up with me as key witness for the FTC, who with my evidence, was able to get warrants for the FBI and Federal Marshals to bust a "boiler room" operation in which I lost over \$25,000. I had done all my due diligence, their credentials all checked out, their business was properly registered, and I had Hoovers dossiers for each of the company principles.

I was really concerned that I couldn't contact my marketing manager, and could not get a straight answer for my questions. The clue that something was amiss was when I looked up their address, Google Earth zoomed in on a UPS Store in a strip mall. By that time, the operation had folded (with my money), the principles disappeared, and all that was left was a call center that took the calls, and did nothing with them. There was nothing left after the banks claimed THEIR money, so I was screwed.

### My Online History

You know, it took me over two years to make my first dime online. My wife was VERY tolerant, and I was able to hide the true impact of some of my efforts from her, but I had started to liquidate stocks and pull from savings accounts to get things going and pay off the massive credit card debt I had created.

There was a long learning curve, and I did the usual "bouncing" from one golden promise to another, until I settled in with several programs. I had one that showed me how to make money, SLOW AND STEADY. And then there were several at the same time that, if I stuck with it would generate some substantial income.

It has been several years, and I am almost at the point where my internet marketing is "self sustaining", meaning I am not pulling AS MUCH out of my personal budget to cover my costs.



## Lessons Learned

- At first, I strayed from what I TAUGHT others: my business plan was a MESS.
- I trusted those whose interests were SELF SERVING and designed to MAKE ME FAIL
- I connected with several "guru" level internet marketers. Working closely with each of them for several days to several weeks gave me more insight and perspective than the hundreds of ebooks, videos and training sessions
- I discovered that I was doing it ALL WRONG. I did a re-boot with the WorldProfit bootcamp and learned how to do it RIGHT
- Email marketing is just an invitation - I don't expect sales. If I can help someone who is COMMITTED one-on-one, I can close a sale. But understand, I am building a portfolio of RELATIONSHIPS, not sales awards. I'm not interested in the sale this weekend, but the sale in TWO YEARS with that person because we DID establish a long-term relationship of trust, respect, and honesty. The sales will come.

Once I regrouped and focused on my business plan, I saw tremendous improvement day after day.

An existential statement: You Are Here!