

## “InterNETwork Marketing Mastery” Webinar Training Guide

Thursday, November 29 8:00 – 9:30 pm EST

Overwhelmingly, the two biggest questions that network marketers have about taking their business online are: 1) How do I get a functional website up and running? And 2) How do I get traffic that converts into new customers and distributors?

That is why I have paired up with Ken Evoy, owner of Site Build It! Ken and I will be going over both of these questions in depth. This is going to be a two part series of webinars. You’ll be getting more information about the next webinar in Thursday night’s webinar. So stay tuned!

The following training guide has my notes for the webinar. I’ll have my segment of the webinar in power point and this will be a handy form to use for note taking. I’ve left some areas blank for you to fill in.

Some prewebinar home work I’d like you to do is research Site Build It!

Here is the link for you to check it out.

<http://mentorlee.therenegadenetworkmarketer.com/sbi/>

I especially recommend you check out the Site Build It! video tour. It’s amazing. You’ll find it in the top tool bar of the link I just provided you.

Secondly, I am going to make my newly revised Renegade Network Marketer ebook available immediately at the end of the webinar. No sooner!

I’ve added another chapter to the ebook that talks about some very important concepts that I wish I would have known before putting up my first websites. Failing to put these strategies into practice right away cost me over \$350,000 in lost revenue.

Ken and I are looking forward to seeing you in the webinar.

To Your Success!



PS. I’ll be having my good friend Lou Abbott hosting the call.

How I was taught to build my MLM - Slide Two

To chase people down:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

The Old School of MLM - Slide Three

- Is about casting a wide net (everyone is your prospect) instead of narrowing your focus

Warm Market – \_\_\_\_\_

Local Market – \_\_\_\_\_

Target Market – \_\_\_\_\_

Niche Market – \_\_\_\_\_

The Old School of MLM - Slide Four

- Is about approaching and chasing people rather than \_\_\_\_\_  
\_\_\_\_\_
- Is about trying to create a need - rather than \_\_\_\_\_
- Is about manual time intensive sifting and sorting (The proven meeting system with a Bull's Eye) rather than \_\_\_\_\_



Hitting the Proverbial Brick Wall and Seeking Solutions - Slide Six

- Upline Trainer's advice \_\_\_\_\_

Core issue was reduced

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- I went online and \_\_\_\_\_
- Got into more advanced training from sources \_\_\_\_\_
- Worked "biz opp" leads from \_\_\_\_\_

Finding a Solution - Slide Seven

- Opportunity presented itself \_\_\_\_\_
- Learn to know when you're lucky.

- Learned what it meant to work with a qualified targeted lead instead of \_\_\_\_\_

- I only had my company \_\_\_\_\_

Ken's Section:

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Seeking a solution - Slide Eight

- Growth stifled by lack of quality lead flow. \_\_\_\_\_
- I was unable to build a team of business builders without \_\_\_\_\_
- I wanted independence and knew I had \_\_\_\_\_
- Got my first site up and \_\_\_\_\_

Taking my Business Online - Slide Nine

- Moved on from there to \_\_\_\_\_
- This enabled me to build a cash flow \_\_\_\_\_
- I poured my profit into \_\_\_\_\_

My Online Business - Slide Ten

- Put me in a position \_\_\_\_\_

- **Direct Response Marketing**

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- **Attraction Marketing** is getting customers to come to you who possess the four following qualities:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_

And Becoming a Solutions Provider - Slide Eleven

- Being positioned as \_\_\_\_\_
- People were coming to me \_\_\_\_\_
- I was building \_\_\_\_\_
- Began to monetize that site

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Renegade Teachings - Slide Thirteen

**Education based marketing is**

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**Preselling is**

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Renegade Teachings - Slide Fourteen

- Is about \_\_\_\_\_ selling centered around

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- Is about having a product that \_\_\_\_\_
- Is about having \_\_\_\_\_ marketing systems. (One-on-one is not scalable.)

Renegade Teachings - Slide Fifteen

- Is about getting people \_\_\_\_\_

- Is about marketing yourself as a

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- What is being an *independent* business owner really about?

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- What's the difference between a sales rep and a business owner?

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Renegade Teachings - Slide Sixteen

- Is about having \_\_\_\_\_

- Is about the monetization

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Ken's Section:

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