



## Disclaimer

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While every attempt has been made to verify the information provided here, the

LEADS CHASE ME



## Make Money with This Report!

Not only will this Report show you how to Create your own little Money Making Empire on the Internet by building your brand online, but you will also be able to make money Sharing This Very Report with your Prospects and your Downline! Welcome to the NEW ECONOMY! Where Multiple Streams of income are the ONLY Way to create Wealth in the Future!

**A Gift for You From Paul Farmer**

**[www.PaulGFarmer.com](http://www.PaulGFarmer.com)**

**714-610-7879**

# How to Build Your You, Inc. Empire & Create Multiple Streams of Income Online.

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(\*Please note that this report is Worth **MONEY TO YOU!!**. Anytime you see a Dollar



Sign: throughout this Report, that means that this Tool or Service or product also has an affiliate program attached to it. Which means **YOU NEED TO SIGN UP AS AN AFFILIATE so YOU Can Make Money!!** Every Clickable link in this Report is an Affiliate Link. You will have the opportunity to Make Money with This Report by Placing YOUR Affiliate links in instead! Imagine giving this report away for FREE to your Prospects and Teammates... You could make LOTS of extra Money just giving this Valuable Report away!! Simply Re-Brand A Copy of this Book with YOUR LINKS in it and Watch the Multiple streams of income start to build.

# Congratulations!

You've just joined your Network Marketing Company and you've started to implement the training that your upline has provided for you. You've booked your first home party, you've started making your Warm Market List to begin making calls but you also realize we live in a day and age of Technology....

## **And now you want to expand your Network and begin Generating Leads and branding yourself online!**

Before you get lost in a sea of information, which is extremely easy to do, we must get back to basics first!

You first must know the process of starting your online business, and what it takes to set up 'shop' online and that's why this report was written.

This Detailed yet Simple Report will show you how to profit from your new online business, how to create multiple streams of income with the very tools and training that are required to build your business, and how to create a 'Central Hub' called your 'You,Inc.' Blog... that will help you build THE most valuable asset in your online business...'YOUR LIST'.

**WARNING:** Giving away this Report without changing the affiliate links can be detrimental to your bottom line. It will only Make You Money when you switch out the Affiliate Links to your Own! Make sure to read below how you can Make Money with This Report using Your Own Affiliate Links! –**Rebrand your Own Copy Now!**

We will be going over some Terms that may be completely new to you.. and we are going to take you one step at a time, so you understand the importance of all the information you will learn today.

Also please note that this information is **Proven to work**. Just look at the leaders in your company that are leveraging social media to build their businesses, and you will see that they have a Solid Presence on the Internet.

They have a Website and a social media presence.

But now we are going to help you take that even further.

While you build your internet presence, you will also learn how to profit from creating your internet presence and from showing your team how to do it too.

If you want to create a business that has people chasing you down wanting to work with you and you want to create the **‘Like, Know and Trust’** factor with your prospects which is imperative to the growth of your business, then everything you learn in this report will help you do just that.

But First, Let’s go through some of the New or maybe Familiar terms that you will be reading about in this Mini-Course Today.

## UNDERSTANDING THE FUNDAMENTALS

First understand that your '**YOU, INC. BLOG**' is the Foundation for implementing 'ATTRACTION MARKETING' Which is Exactly What using the Internet Is All About: Attracting Qualified Prospects to YOU that WANT To join your business!! As opposed to chasing people down and Pitching them to Join.

If you set yourself up correctly online, and follow the outline detailed in this book, not only will you have prospects chasing YOU but you will also create a multiple income business simultaneously.

**You will hear me say this throughout this report but I must stress as we begin, Why Having a BLOG is Critical if you are doing Business Online.**

It is Critical to have a blog online. Consider a blog your own piece of Real Estate that grows in Value through time.

Every New Article, Every New Video, Every new Post, new visit, new banner, new update, gets attention from the search engines and most importantly, your prospects.

It is your Storefront on the Web.

It is where people can go and see what you are all about.

It is where you can add affiliate links to programs or services that help serve the marketplace.

It is the only thing that you CONTROL.

You do NOT Control Facebook.

You do NOT Control Twitter.

You do NOT Control 3<sup>rd</sup> Party FREE Blogs.

If you are serious about growing an EMPIRE ONLINE, You Must have a Website/Blog...

ALL LEADERS HAVE ONE and it SETS them apart from the Crowd.

I think you get the point now 😊

## So Let's Officially Begin.

1. **What is Attraction Marketing:** As opposed to Traditional 'Selling' which is based on Pitching, Nagging and pushing people into a sale... Attraction Marketing is the 'path of least resistance' per se, and is based on **Leading with VALUE** so that prospects ease their way into your '**You,Inc. Blog**' and Enter themselves into your **Marketing or Sales Funnel** and begin the process of 'selling themselves'.

Always Remember this: People do NOT Like to Be Sold, but they DO Love to Buy. Attraction Marketing, in Network Marketing, in a nutshell, boils down to **Selling Yourself and your Leadership.**



In order to understand this Concept Fully and Completely, it is HIGHLY RECOMMENDED that you invest in yourself and your Leadership and purchase the Most IMPORTANT Career IMPACTING Book you will ever own on building the foundation of Attraction Marketing and that is... **\$ MAGNETIC SPONSORING.**

Magnetic Sponsoring will Explain to you how exactly it is that prospects are attracted to Leaders, How to Become a more attractive leader and basically how to Attract Endless New Prospects and Distributors to You.

2. **What is The 'You, Inc. Blog':** The 'You, Inc. Blog is Your central Hub on the Internet. All Leaders in any niche Have one. This is YOUR piece of real estate on the internet that YOU Control.

**Consider your Blog your Home.**

It is where you will have friends/prospects/customers enter, take a look around, make themselves at home and if they are interested in taking the next step, they will opt-in and

become a part of your list, where you can continue building trust and rapport with them and ultimately upgrade them into a customer or a partner, depending on what their needs are.

The **You, Inc. Blog** is an integral part of your Sales Funnel (we will discuss the sales funnel in just a minute!).

At the End of this Report, you will get Detailed instructions on how to set up your Very Own '**You,Inc Blog**' and how to Earn Additional Commissions referring others to do the same.

It is Also Important to note that although it's tempting to take the 'FREE' Route and get a free blog with services like blogger.com or wordpress.com, we highly recommend AGAINST going the FREE Route.

Why?

Because your '**You,Inc. Blog**' is your ASSET. And You MUST have full control over it.

Don't be the business owner who pours 3 years of Value and Content onto a 3<sup>rd</sup> party blog and then POOF, has it shut down by the 3<sup>rd</sup> Party Company.

**You must think Long term and you must think like a business owner (not just another MLM Rep).**

People make the mistake thinking that Facebook, Twitter and All the FREE Sites will be something they can 'Depend On' and that is simply making a GRAVE MISTAKE.

I'm sure you have heard stories of people's facebook profiles being deleted, Youtube Channels being Shut Down, and Blogger Blogs Disappearing without any prior notice.

(I go into cold sweats just thinking about it!)

### **You MUST Control Your Content.**

As long as you are paying for your Hosting and renew your domain yearly, you never have to worry about losing your content or someone shutting you down without notice.

You Can Take Advantage of the FREE STUFF and piggy back off it for traffic and to build relationships, but just like dating, you always want to take the serious ones home.

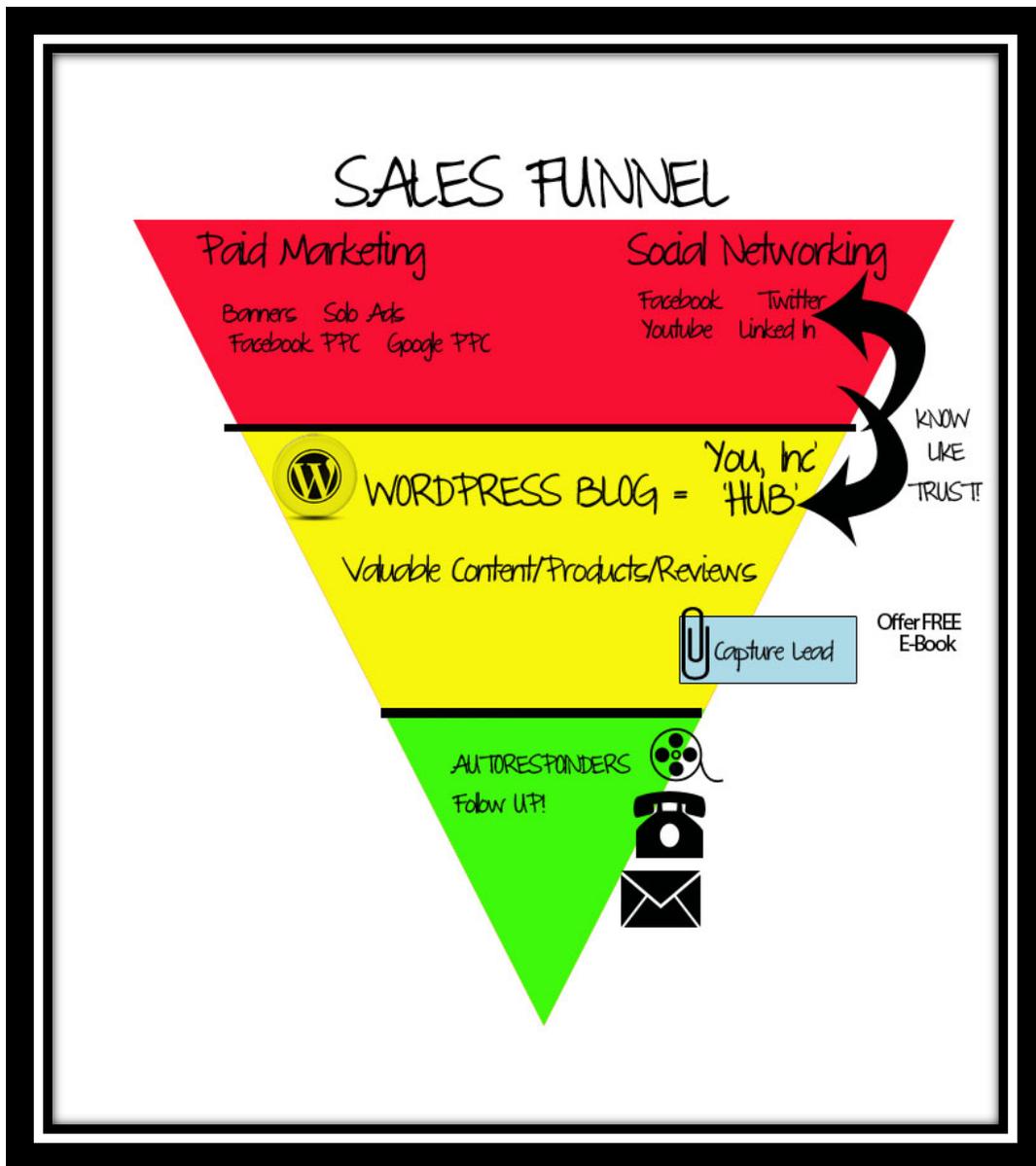
And your HOME is your OWN Self-Hosted Website.  
I think I've drilled this point enough.

Let's Continue....

(Your Blog is Central Hub. Your Home)



3. **What is a Sales Funnel:** A Sales funnel is a ‘Marketing Process’ that your Prospective customers, leads, partners go through to help them make a decision to buy. (See Figure Below)



As you see, contained in your Marketing Funnel are other Critical 'Money Making' Components that will help you profit from building your You, Inc. Brand, Such as Affiliate Products, Helpful Services and even when you are more advanced, you can offer private coaching in your marketing funnel as an extra stream of income, for example.

It's YOUR Business, so you can add anything you see fit that will **help your Target Market.** (Other Examples can be, if you are in a fitness company, you can sell Sports Apparel or become an affiliate of a Book of Recipes and offer it in your marketing funnel, if your company is in Technology, you can become an affiliate for a technology product or course and offer that in your marketing funnel. The Possibilities are endless, you just have to get Creative and be RELEVANT to your Target Market ;)

4. **Driving Traffic:** The Key to making your You, Inc. Brand Successful is to Gain Exposure. The Way you Gain Exposure is to Use several Sources to Drive Traffic To Your Blog.

As you can see clearly in the Red Section of the Marketing Funnel, you can easily Drive Traffic To Your Blog using Several Paid and/or Free Advertising. Here are just a few We Suggest.

- A. Facebook (free)
- B. Twitter (free)
- C. Youtube (free)
- D. Forums (free)
- E. Blogging/Articles (free)
- F. Facebook Pay-Per-Click (Paid)
- G. Ezine/Solo Ads (Paid)

If you are a beginner, focus on getting comfortable with using Social Media (Facebook Twitter Youtube) to Begin Sending Traffic To Your Blog.



**5. What is a Capture Form:** A Capture Form is the Doorway into your Marketing Funnel. It is the Entry way to building your List. We will get into the Definition of your list in just a minute.

A screenshot of a capture form with a dark grey background and white text. The form contains four input fields: "First Name \*", "Last Name \*", "Email \*", and "Phone Number". Below the fields is a button labeled "Please Click Me!".

Whether you Use a Video Optin form, or a Text Optin form is really a matter of personal choice, but this is a way to begin building a list of subscribers who will ultimately either purchase something from you, get into business with you, OR they will never do anything, and that's fine too. You just simply need to have a way for your Prospects to Enter your Marketing Process.

**6. What is 'The List':** The List is YOUR Biggest ASSET in your Business. Your LIST is to YOU what a 'Customer Base' is to a Brick and Mortar Store Owner. God Forbid your company should go out of business, your list of prospects is the only valuable thing you have that you can control.

*The List is YOUR Biggest ASSET in your Business. Your LIST is to YOU what a 'Customer Base' is to a Brick and Mortar Store Owner. God Forbid your company should go out of business, your list of prospects is the only valuable thing you have that you can control.*

**Think of it as your very own Personal Rolodex of Names and Emails that you can send a message to at the click of a button.**

Your Subscriber List is GOLD. These are the people who you attracted to you by leading with useful information and Value and are eager to buy something from you, or partner with you. Maybe not right away, but the industry standard is that people need to be exposed to something atleast 7 times before making a buying decision.

This is why it's CRITICAL for you to Have a List. Your 'You, Inc. Blog' and Your List are the REAL ASSETS in your Business, They INCREASE in Value over time.

Your company can come and go, you can change companies, etc, but your **You, Inc. Blog** and your LIST of contacts are worth its weight in Gold.

I hope you understand this with every fiber of your being.

It's CRITICAL.

- 7. What is an Autoresponder:** An  Autoresponder is an amazing tool that will help you automate and leverage your business. This is THE Tool that helps you 'Build The List'. The Autoresponder 'Automatically Responds' when a New Subscriber fills out your optin form and enters your marketing funnel.

You can pre-program a Welcome Letter, for example, to your new subscriber, and the minute your Autoresponder detects a new subscriber, that email letter that you pre-wrote and loaded into your autoresponder, will automatically deploy to your lead and welcome them.

The Beauty of this is that you can be anywhere in the world, on the beach, on vacation, working even, and your autoresponder will be tending to your new subscribers on your behalf, even when you are sleeping.

As long as you preload the messages into your autoresponder, you can rest assured that the follow up process has begun with your list!

- 8. Affiliate Marketing:** What is affiliate marketing and why does it matter? Affiliate marketing is when you have a product offer from let's say, Mike Dillard in your marketing funnel.

Mike Dillard wrote the book, Magnetic Sponsoring, that I mentioned above.

Mike Dillard understands that he will sell many more books if he pays out an affiliate commission to his referring affiliates, and the referring affiliates are happy to promote his book because they know they will make a commission and they also know that the book will help them fill the need of their market.

**It's a win-win situation.**

Mike sells more books, and his affiliates make Money.

***This Ebook MAKES YOU MONEY!***

***Make Money when You Give this Report away for Free with All YOUR Affiliate links in it!***

*There are 5 Streams of income (Affiliate opportunities & Your Primary Company Link) Right in this Book! Imagine giving this Ebook Away For FREE and people purchasing your recommended Resources that contain YOUR Affiliate Links!!*



This Money, made from affiliate marketing, can go right back into advertising or to cover any business expenses you may have.

Just Imagine being able to sell 4 Magnetic Sponsoring Books a month, to all the new teammates that join you who also want to learn how to implement attraction marketing into their business, and you generate \$20 per book.

That is \$80 in Affiliate Commissions that you now have to put back into advertising, cover the overhead of running your business (like hosting, autoresponders, etc) and even pay for your Autoship so you can stay in business.

How About 5 of Your New Teammates need to set up their Own 'You,Inc. Blogs' On the Internet, and You earn 50% Commissions when they Purchase our Highly

Recommended Blogging Course, the  'Blogging Domination Blueprint'.

(In time, you can easily see how educating your prospects and generating leads & training your team will be a very profitable activity in your business.)

Had you NOT had affiliate marketing tucked into your marketing funnel, you would have to come up with the money out of your own pocket in order to cover these expenses, which means you would have to recruit at lightning speed in order to cover them all.

And Most people cannot recruit fast enough in order to cover their business expenses, much less pay for their autoship, which is why having affiliate products in your marketing funnel are absolutely critical.

- 9. Follow Up Process:** What is the follow up process and how often should you do it. Have you ever heard the phrase, ‘the fortune is in the follow up?’. Well there is a reason for that.

As I mentioned before, most people require 7 exposures to something before they are ready to make a purchase. Imagine if you had to follow up once a week, by telephone to 100 people. (Picture your Jaw Dropping from Overwhelm!)

That’s right, you wouldn’t have a LIFE!

Which is why having the Autoresponder to follow up on your behalf is so important.

Once a customer is ready to buy, or partner with you, they will either email you, contact you, or simply pick up the phone, just to ask you some final questions, and say the magic words we all love to hear:

## **SIGN ME UP!**

- 10. What is YOU, Inc.?** I saved the Best For Last. You, Inc is just what it sounds like. It’s the Most important thing in

your business... It's not your Product, it's Not your Company, it's Not your Compensation Plan.

## **Your You Inc Business is YOU!**

You are the Center of your Business Universe.

People are looking for Leadership!

They are looking for people to follow!

They secretly desire to sign up with someone that they FEEL will help THEM get the things that THEY Desire out of Life!

## **Have you ever seen a prospect 'sponsor shopping'?**

You know they are sold on the company, you know they are sold on your product, however, they are looking for someone that they '**Know, Like And Trust**' in order to sign up with, And no matter what company you are in, and no matter what stream of income you add, or what product or tool you recommend, they will want to buy it from YOU because they are SOLD on your Leadership.

Your ONLY GOAL should always be to improve your OWN Leadership skills and to focus on developing YOU INC so that you can Rise above the crowd and be noticed by prospects who are looking for LEADERSHIP! (And considering that MOST people are Clueless on how to do this, you can easily rise above the crowd if you begin TAKING ACTION on what you learn!)

Here is one of the Places I started to get Free Training on Leadership and Generating Leads on the internet and I highly recommend that you Register for the free training to:

<http://www.TBBCoachTraining.com>

## 2. Why Make 1 Check when You Can Make Six?

### Think like a Business Owner

Now you probably think this is a Silly Question but you will not believe how many people have absolutely no clue that they can EASILY and SIMPLY Make MORE income on the internet while building their Network Marketing Business without ANY Additional Effort on their part.

This is one of the main reasons I wrote this Mini-Course because it Kills me to see so many people leaving money on the table when it's So Dirt Simple to create multiple streams of income doing what they are doing anyway AND do it in a way where it Benefits ALL.

There is nothing more rewarding than being able to make multiple streams of income for the 'Greater Good'. And what I mean by that is that you are generating income as a natural process of helping your team grow.

#### ***Let me explain.***

When you are doing business on the internet there are certain things you MUST have in place before you begin business. Even your Company has to furnish you with A Website (which you probably pay a monthly hosting/maintenance fee for right?).

These are Fundamental basic tools that are required to run an internet business.

Let's Take that a Step further so that you Can Begin seeing yourself as a Business Owner who is building his/her own mini-empire (or I like to describe it as my own little Disney World) where you simply set up a well oiled system that duplicates, and then simply run new people through that system, producing repeat sales and cash in your pocket like clock work. (Like Disney World 😊)

When you signed up as a Rep for your company, you thought that you simply had to go out there and sell a ton of products.

Partially, that is correct... however, have you ever considered what on earth you will do when your team reaches 50 people? How about 100? 500? 5000?

You've got to Train them, you have to give them the information that will help them grow their business (which in turn will help YOU build your business)

But SO Many 'REPS' Miss out on this additional source of income (TRAINING & TOOLS) because they don't realize that they can also make additional income doing this.

Think about this for a second: Doesn't your MLM Company make money when ...

- You Sign you Up?
- You Pay your Autoship?
- You Pay for your Monthly Website Fees?
- You Buy Personal Development Training?
- You Go to A Conference or Company Event?
- You Buy Business Cards or Marketing Materials?

NEWSFLASH: **You Are a Source of Multiple streams of income for YOUR Primary Company as well**, you probably just didn't realize it until now! (You're welcome 😊)

Now that you know this, YOU can also start making money when YOU train your team, When THEY Need their Online presence established on the internet, When They Need Hosting, When THEY Need Autoresponders etc...

WHY?

**Because if You Need the Tools, So Will They!**

Then I guarantee that They Will Need it Too.

Why not profit from these activities and have your downline do the same?

**Everyone wins.**

Everyone makes more money.

Your Business Grows because now people can afford to stay in business.

**The FASTEST Way for you to Profit from Your Expenses**

Now that you understand this, you will see that the fastest way to **profit from your expenses**, is to Put these tools into place yourself and then recommend your team does the same.

That's Duplication my Friend 😊

There are so many tools that we use to build our businesses on the internet and MOST of them have an affiliate program.

**You should be earning this extra money, period.**

Now you know how.

This little POWERFUL Ebook is Money in Your Pocket.

It's One of the tools you can use to give away to draw more prospects to you.

You will immediately position yourself as a leader and as someone that can help that person achieve their goals and most importantly, help them understand how they can make more money.

When they click on the links that have been rebranded in this book and converted to YOUR Links, you will make extra income streams on autopilot.

**Simply Re-brand this book and share it with your Team and Prospects.**

### **Income Streams on Demand**

As you become more experienced, and start really getting results, you can add additional Income Streams on Demand.

Trust me, there will be people that see that you are running your You, Inc. Blog like a well oiled machine, they will see you being successful and recruiting more people and making more money and now you can actually charge them for Personal Coaching.

That is yet another Income Stream you can add to your 'You, Inc. Empire = your own Disney World 😊 Now you can understand why I love to use that analogy.

Here is one last example that will really solidify these concepts in your Mind.

Have you ever come across a Distributor or Rep that is in your same company but in someone else's downline?

You probably think there is no way you can do business with them right because, after all, they can't make you any money if they are sponsored by someone else?

Well Let's rephrase the question in another way.

Have you ever come across a Distributor or Rep that is in your same company who is Struggling to build their business?

**BINGO!**

Now you can do business with them, because you can share valuable information, like the information contained in this ebook, to **help them build their business!**

Not only will they Thank you for it, but they will LOVE YOU For it!

Now that you understand you are a BUSINESS OWNER, not just a Rep, you can recommend tools and training to them so they can start being successful in their business!

Share this ebook with them that has all your affiliate links, and it's a WIN-WIN Situation.

They get the information they need to build their business, and you generate multiple streams of income that you would have otherwise never been able to do because you are both in the same company, but in a different downline.

Now that you understand this whole concept, and the steps involved, We are going to move right into Setting up your 'You, INC' Blog' and Running it, and I'm going to show you how you can

make money, (Affiliate income) referring your teammates to do the same.

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### 3. Setting up Your You, Inc. Blog

## RESOURCE CENTER

(Below are the links to the tools and resources required to set up your Own You, Inc. Blog)

1. [Attraction Marketing Manual](#)
2. [Hosting](#)
3. [Autoresponder](#)
4. [Blogging Domination Blueprint](#)
5. [The Business I'm passionate about!](#)

 **Step 1. Purchase Magnetic Sponsoring.** Understand what Attraction Marketing is and how you will position yourself as a leader. This is the foundation to understanding how to become a person of value and make multiple streams of income by building your 'You, Inc' Brand.

## Step 2: You Need To Purchase Hosting:



We Recommend purchasing the '**Baby Plan**' Which gives you UNLIMITED Domains, Diskspace and Bandwith.

Hosting is the equivalent to your Cell Phone Service. You Can Have a Phone Number (like a Domain Name) but without Service, no one can call you. Hosting is the same. Without Hosting, No one can see your website because there is nowhere to upload it to. Also **Register a Domain With Godaddy:**

We Suggest Registering your Own Name. i.e. [www.yourname.com](http://www.yourname.com) (A Domain is like your Phone Number, it's the Address you give people to visit your site)

**(The Blogging Domination Blueprint goes Step by Step, takes you by the hand and shows you exactly how to set all this stuff up from beginning to end, even if you are a NEWBIE)**

## **Step 3. Sign Up for Your Autoresponder Service**

**Aweber is the MOST Reliable autoresponder service, barnone, that is out there. The Majority of the Most successful Internet Network Marketers use AWEBER as their Autoresponder of Choice.**

**\$ Step 4. Blogging Domination Blueprint.** Learn how to Put all these pieces into place as well as Master the Fundamentals of driving traffic to your New Blog as well as making more sales, sponsoring more reps and building your business while you sleep.

**Step 5:** If you are happy with your current network marketing company, Awesome! But if you aren't and would like to surround yourself by passionate leaders who are paying this forward and helping others transform their lives financially, then click on the link above in the resource center box, to see the Program that I'm passionate about and actively building.

## AND FINALLY LAST BUY NOT LEAST

### 4. How To Make Money with This Report

- b. Brand Your Own Copy of this Report with your Affiliate Links

# PAY IT FORWARD

Zig Ziglar quoted: You can have everything you want, if you will just help enough other people get what they want!"

Share this Report with as Many People as Possible...

**Step 5. Rebrand your Very Own Copy of this Report.** Pay it forward by giving this report away and watch the affiliate commissions begin to rack up as you start to build your business and Help Others FINALLY understand how to successfully build their internet business online!

