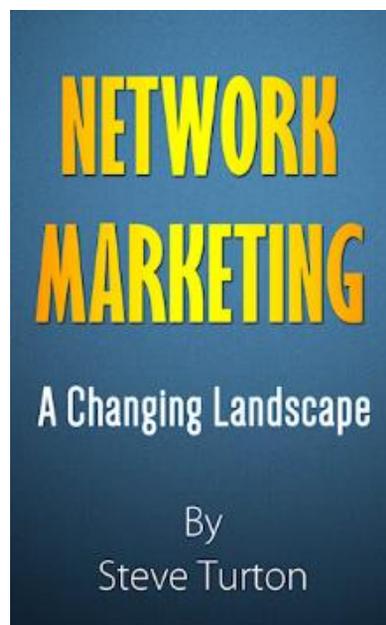


# Network Marketing

## A Changing Landscape

By

Steve Turton



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# Network Marketing A Changing Landscape

## Introduction

It seems every other man and woman will try their luck at online marketing at some point in their life. There are many reasons for doing so but, there is one statistic that stands out. Over ninety percent of people that “give it a go” will fail. Reason for this is simply because they don’t know what they’re doing! Having said that, let’s go back in time just a bit.

Since the mid 1990s, the internet revolution has impacted culture and commerce on a grand scale. Included in this revolution was the near instant communication by electronic mail, instant messaging, voice over internet protocol phone calls (VOIP), two-way interactive video calls and the world wide web which brought us forums, blogs, social networking and online shopping sites. Of course there is much more on offer these days including the ability for the average person to make a tidy living from his or her computer all from the comfort of their own home.

It’s the ability to work from home that this article will focus on. I will take this opportunity to warn readers that all of the content herein is from my experiences working online as an affiliate marketer and also some well-chosen words from a few very successful marketing leaders. In addition to this, I will provide hyperlinks (clickable links) to various opportunities I am directly partnered to. You will have the option to explore these at your leisure. Lastly for now, I am quite blunt and some folks may be upset by my words, others will be able to relate and hopefully be better equipped to making future business decisions.

My name is Steve Turton and I live in a coastal suburb about 50 km south of Adelaide city in South Australia. I have been involved in network marketing for several years mostly working in the trenches, earning a dollar the hard way. However, comparing pre and post online marketing yields very different results but there is a common thread which I will discuss later.

## **Who is this article written for?**

If you are an individual looking to start an online business from home for the first time or perhaps you are coming back to the internet after a break to try your luck again, you will find this article very helpful. Maybe you are looking to start your own online business using your own products or perhaps you have been searching for success using another entrepreneur's business model. Of course there are many folks who are affiliates with one or more companies looking to create their financial freedom for themselves and their family but it can be a very challenging path to follow.

## **Pyramid Schemes**

Do you recall the days before legislators put a stop to pyramid schemes? If you were the creator of one of these schemes that would mean you were at the top of the pyramid which also meant you made the top money. In essence, the top dog may have had a product he/she wanted to sell for a fantastic price and so a marketing campaign was launched in the local papers advertising for people to help promote and sell this or many products. These people who took up the offer were given a licence to seek out other people to help them sell these products and so the networking ball began to roll.

Trouble was with the product price. Let's say for example the top dog had a pen to sell. This pen was sold for \$1 by the top dog to his immediate downline. Therefore to make a profit, the person who paid \$1 for it had to sell it for \$1 plus a profit mark-up. So a pen that cost \$1 at the top of the pyramid might be selling for \$3 at the bottom of the pyramid depending on the size of the downline. That's provided the seller could find a buyer at that price. These types of schemes left a bad taste in the mouths of millions of people and even today people ask me if I'm involved in a pyramid scheme. (No is the answer.)

Network marketing took over from pyramid schemes but with very strict legal guide lines in place. In these days of the internet, there are many watchdog type bodies out there watching every move and every business start-up. I'm sure you would be hard pressed to find a pyramid scheme in operation. What makes these watchdogs so effective is anyone with the ability to send an email can lodge a complaint, whether it's justified or not! Due diligence is also another reason that pyramid schemes are dead and buried. With a few searches anyone can get the 'low down' on a company or business opportunity. If a business can't be found

and researched, I suggest you give it a wide berth! Lastly on pyramid schemes, they are banned in most countries and heavy penalties are in place for anyone found guilty of this crime.

## **WWW**

World Wide Web rides on the back of the internet with global reach. Of course this depends on a person's geographical location, but most of the world is covered, it just boils down to the speed of their internet connection and their bandwidth. Point here is that it does not matter what country you are in, you have access to the www and that's via cable, satellite or phone line. I wonder if anyone still dials in to their ISP these days using a modem! Without the information super highway I would not be writing this article, so, let's get down to business, I'm talking online business opportunities.

## **Pre-Launch**

Moving swiftly ahead to the year of the Pre-Launch, I am talking around 2006 when it began. You do not have to wait very long before you catch wind of yet another business pre-launch or so it seems. I don't know the statistics for this but I'm guessing the average person doesn't know how to put an internet business opportunity together with all the required web pages, capture pages, auto-responders, webinars and marketing promotions, shopping carts, refund mechanisms not to mention the finances to back it. Also, if affiliates are brought on-board to help sell the products, there needs to be a compensation plan. People will only sign up if there's a buck to be made.

Pre-launches are great, they are designed to hold you glued to your screen while a very energetic and enthusiastic presenter tells you how it will be possible for YOU to become financially free and lead a lifestyle you have only ever dreamed about. It's about now I will tell you there's a 97 percent chance you will not find success and that comes from statistics. The thought of making \$10k perhaps \$50k a month or whatever really does get people motivated to sign up for these shiny new business ventures. Being able to get in on the ground floor is all too much for some folks and they join up straight away. Remember, over ninety percent will fail and of those that succeed are in for a long ride and not necessarily a nice ride. You should also know it's not your fault if you fail. However, don't let me put you off because there is way to succeed, just not over night!

It wasn't that long ago people were signing up in online businesses for the great compensation plan comprising commissions and residual payments. You were urged to build wide and deep down-lines to maximise your future residual returns and of course make sales and thus commissions as quickly as possible. Those days are in the past, nothing but a distant memory. I will say, there are the occasional opportunities that offer both residual and upfront commissions in the true Multi Level fashion, but they're few and far between.

Even if you did manage to sign up quite a few people into your downline, this usually makes for high maintenance. Those people who joined under you often needed taking by the hand because they believe you should do the work for them. It's too easy these days to go find another opportunity that is perceived to bring in a bucket of gold and so your downline shrivels up or is full of people that don't do anything. This is bad news for you and your so called residual income.

## **A Story that Relates**

First and foremost please understand these are my words and my opinions and I share them in the hope that readers can relate to what I'm writing. Actually I am positive my words will resonate with many folks.

A number of years ago it became obvious to 'top earners' and "leaders' within this networking space that making a dollar or continuing to make a dollar was becoming difficult. A fresh approach was needed to keep drip feeding their buckets with paying customers because the network marketing model was showing signs of deterioration. This fresh approach arrived and soon many CEO's of various business opportunities and platforms adopted this new method of attracting prospects and more importantly, keeping their original list of leads intact.

It goes like this; existing methods of business involved plastering promotional links over social media or whatever form of advertising was used. This was promoting a business opportunity that subscribers could use to make a stack of cash and create massive wealth. This new fresh approach was about identifying the individual's pain and providing a solution. By pain I mean what is it in a person's life that needs to be fixed. Usually this is lack of money, an awful job, hate the boss, overworked and under paid and many others. This was more of a personable approach and relied heavily on prospect recruitment and relationship management. Talking to the prospect to find the source of his or her pain was now the norm.

From this, some smarter people made a nice business teaching people how to communicate with their prospect to convert them into paying customers.

Nonetheless, this fresh approach worked well and does so to this day (2016).

Folks loved the personalization and believed their sponsor had an understanding of the pain the prospect was going through and might be able to offer a solution. I talk more about this pain further on. So yes, this new way had the prospect numbers up and traffic was running thick and fast to the various business opportunities utilizing this new approach. Can you guess what comes next after people signed up thanks to this new approach?

It's simple really. This fresh new approach was akin to a fresh coat of paint on an old car. Solutions being offered to new and existing subscribers was basically the same as before. There may have been a few tweaks to the business model, a few extra steps to take on their way to making a fortune but, alas, nothing much has changed. Failure remains a constant concern for the majority who pursued this new shiny business offering.

## **More on Pain**

If a network marketer was asked what their biggest problem is that holds them back from making an income (their pain), I suggest you would need a lot of paper to write down their concerns. For example:

- No leads or prospects
- No help from my up-line
- Face Book blocked my ads
- I don't know anybody
- Can't afford the upgrade
- I don't have the time
- Don't know how to drive traffic to my offer
- I don't know how to market.

These examples are a small sample and I'm sure you could come up with a few of your own. Here's a question for you, "What one word describes the need of the people in the above examples?" While you think about that, consider this. These people are in pain but, there is one word that covers the "real" pain people are suffering. It's the reason these folks have

an (unsuccessful) online business.

Have you thought of that word yet? I will tell you, it's "MONEY". Let's look at it and see if you relate. A person trying to get leads or drive traffic to a website is doing so for a reason, and that is to make sales and make MONEY. Same goes for the person who wants a Facebook following, to ultimately make sales to make MONEY. It doesn't matter who you are or where you live on this planet but people are always looking at ways to bolster their bank account.

Actually, I group people into 3 categories. First are those that can't work a job for any number of reasons and they are desperate to earn money online. Second are the people who have a job but do not make very much money and need an additional source of income and third is the corporate person who makes big bucks but wants to get out of the 80 hour week to week grind. It's driving them into an early grave and they can't enjoy the money they make. They want to give the boss the flick!

## **A New Trend Emerges**

I have just talked about a new fresh approach that has been making the rounds for a few years now. That is determining folk's pain and offering a solution, albeit that solution is much the same as the old one. Well, I am pleased to report that a solution with a difference is now on the table. However, it comes at a price but I will tell you if you want to make an income online, you will have to invest time and money to do so. There is no other way.

Methods used to market or advertise this new business concept are quite clever. A story is told about how difficult it is to start and run a new business venture from home. Having to develop your own web site and a domain to go with it is not easy. Then the web pages need to be developed to support your product(s), that's if you have a product! Then of course let's assume you now have copywriting skills and you think you can drive traffic to your website and that your product is irresistible. You then need a shopping cart and a way to handle the money and let us not forget a way to deal with refunds and complaints!

Holy smoke, the companies CEO or PR machine has painted an impossible picture for the average person. It sounds impossible to run your own online business. Therefore working from your home successfully and building your dreams is too hard! But wait, they have a solution. This company can offer an "all done for you" solution. As an affiliate for this

company and if you opt-in and agree to subscribe they will provide you with your webpage, products and affiliate sales links, shopping cart is built-in, refunds and support is taken care of.... There's only one thing left for you to do in order for you to succeed and live your dream lifestyle. Any guesses what is missing? While you give thought to this question I ask you to consider something else.

By way of subscription you get a business in a box. Turn-key as it's called. All training is provided by video, there's a private group most likely on Facebook who can provide community type support. This is magic and thousands of people are attracted to this, it's a great idea except for this one missing ingredient you must provide. Oh, and don't forget there's a small sting in the tail, well, that's what I call it anyway.

So, what's missing? TRAFFIC! It would be so wrong to assume all these people who want to sign up for this amazing offer know how to get leads and drive traffic (people) to look at you offer. You will have the all singing and dancing online show in town but, no audience.

Back to square one you go! As for that sting in the tail, let me explain.

Remember this is my opinion and I realise it might not be shared by everyone, but I believe it's worth putting out there.

This offer of a business in a box sounds great but requires you to become an affiliate of an online company. Their compensation plan may or may not be a good one. Then there's the trouble with setting it all up to work for you. The people who shoot the training videos and write the "How To" notes always leave out little details (not deliberately) and this is frustrating and can consume lots of time trying to sort out. Here's the crunch I don't like. Although people agree to this biz in a box and subscribe, they are giving up all control and relying on this company to look after them. What if changes are made in the future which affect your business and worse yet, what happens if this business closes its doors due to unforeseen circumstances? You are left with a lot of nothing and a hole in your wallet or purse. It has happened to me and is not a good feeling!

I quote Dan Kennedy many times because he is a man that knows what he is talking about, he said this, "You will continue to be unsuccessful as long as you depend on others to make you successful".

Then there's this. Of course you still need to generate traffic, you know, the mother of all challenges facing network marketers or any online marketers. If you managed to get the traffic, can you convert that traffic into buying customers? Will your prospects see this as a way to fix their 'pain' and provide them with what they need? Is this just another shiny object to derail people's efforts to maintain focus and generate stability with their existing affiliate arrangement.

Let me reiterate what I have said but in a slightly different way. There are a few main players around the planet with serious business opportunities to offer you. To be clear, the founders and CEO's of these companies have been around for five or more years and have generated millions of dollars through their business efforts. Like so many things, these biz leaders are faced with the challenge of maintaining their position on the industry leader board and then strive to make it to the top dog position. This is when a few of these companies give their offering a paint job, rearrange the furniture and often re brand their product and attach a new and aggressive marketing campaign which usually has two parts. Pre-launch and launch as mentioned earlier!

Given what I have said, I presume you don't want to get caught up with yet another shiny object, here are the signs to look for:

This new campaign will be marketed via video. It will be professionally produced in a professionally chosen location or a location chosen to suit the campaign. Video quality will be excellent and visual aids such as slides will be first class. The average person like you and me cannot compete against this nor should we want to. Presenter, that's the person in front of the camera, will only be in front of that camera because they have been chosen for a few reasons. They are usually young men, around early 20's to mid 30's and well-spoken and very animated. It's almost like they are actors paid to play an acting role. They will be excitable, enthusiastic and sincere. There may be one or two presenters and they will do an excellent job of promoting the new biz venture.

Above all, I have found these new business ventures belong to the same parent company. This raises a red flag for me, so now I have a bunch of red flags flying high! To explain, if you look for the small print, somewhere near the "disclaimer" or thereabouts you might find the name of the parent company, the company which has been around for a number of years. This may not be easy to spot for a new person but these signs do exist.

I have painted a dismal picture but it's not my intention to stop you from working online from your home. This is about keeping your eyes open and providing insight into how the internet changes and more-so how companies adapt to changes.

## **My Observations**

We all know the internet has global reach and the number of people who have access to it are in the millions! If we were to break this down and just look at those people who work online from their home, the figure is a lot less. It is forecast by 2016, 4.9 million US folks will work from home. That forecast includes successful and unsuccessful people. Remember, statistically, 90 plus percent of folks who work from home do not succeed. Also, another stat tells us that a US citizen signs up for a biz opp every 6 seconds. There is a huge turn-over! This is enough to make your head spin!

My observations are, hundreds upon hundreds of folks flock to these new shiny objects and sign up for the pre-launch goodies. It seems to be essential to get in on the ground floor. I must also make a more positive observation. There are a bunch of people who sign up for these new biz offerings and strike it rich. How well they really do and how they did it will never be known by other affiliate members. Yes I know that sometimes you see on Face Book or other social media pictures of bank statements showing earnings but I suggest it wise to ignore these. What's important is, can you be a winner and how well you can do! Oh yes, always read the "Income Disclaimers", they basically tell you the demonstrated incomes are awesome and rare.

## **Is there a Solution?**

What is the fix? That's the million dollar question my friend. From what you have read above, the problem requiring a fix revolves around money or revenue. First of all let me make sure I have a good understanding of the challenge, it goes something like this. Many people around the world want to establish their own home business working online to generate money. Many of these folks want to sack their boss while many want to generate an income because they don't have an income and finally, there's an element of people with lots of money but who need to get out of the rut and control their own future. How's that for a brief overview of the challenge? What did I miss?

Here at last I have some good news. First, let me fine tune the challenge just a bit more. In addition to what I wrote in the above paragraph and remembering that 97 percent of people never go the distance with their home business opportunity, I say this. A solution to the challenge of bringing success to the people who work from home online must include the challenge of reducing that 97 percent failure rate to a much lower figure. It will never be a perfect solution because some of the reasons people fail is due to their own fault, ignorance or lack of knowledge. However, if you are of a mindset to grab the bull by the horns, roll up your sleeves and get your hands dirty, be teachable, be open, be prepared to take on new things or get out of your comfort zone, there is a path to success.

## **Where to from here?**

First, I must make perfectly clear what you may consider to be the ‘downside’ of the solution. “Rome was not built in a day”. This will not be a “get rich quick scheme”, they do not exist. You have heard these sayings before and they apply here. If you are a person easily distracted by shiny objects, you will remain in the 90 percent failure group. If you cannot work within a group or team environment, you will struggle. If you have a “know all” “wheel reinventing” mentality, you will remain a 90 percenter. Please note this. Every online success I know of, including my own comes from dedicated people. People who take online marketing seriously and don’t treat it as a hobby or apply a “give it a go” attitude. There are most likely a few more traits I can’t think of just now but, they will anchor you to the ground and you will be doomed to spin your wheels for all eternity or until you quit.

Having said all that, let’s have a broad look at this solution and the best way to do that is to mention options. I’m not going to tell you I know every scenario available to you but the few mentioned below work very nicely:

1. You have your own product or service to sell
2. You have nothing but want to develop your own service or product
3. You become an affiliate and sell another person’s product or service

There’s a lengthy explanation for each of the above but by far the simplest option and also a lucrative one is to use option #3. The owner of the online company has already done everything for you which leaves you with only two things to do after you sign-up.

First and foremost you have to spend some time choosing the actual company you want to become an affiliate for. Make no mistake, this is critical to get correct. There are right and wrong ways to choose a company to become affiliated for, more on this later. Basically, whoever you decide upon, be sure you are happy with the company, their compensation or payment plan and ask yourself, “Can I be passionate about this business model and product(s) on offer?” Do your due diligence too. Do they provide everything you need to operate the business from your home computer or laptop? Determine if there are various member levels and what the investment (cost) will be to upgrade. What is the support network like and do you receive coaching as part of membership? Don’t forget, you will still need to find leads and drive traffic to your affiliate links, will the company show you how to do this too?

Looking at option #2, if you do not have your own product to sell but maybe you would very much like to have your own, it’s not too difficult. There are a bunch of choices in this area and although it will cost some investment capital to set up, it’s relatively a small amount. That leaves option #1. This is where you have already done the hard yards and have a product ready to send to market. Whether it be an information article, E-Book or creative video series for example. Well, let me just apply the brakes for a moment. If you do have a product, have you sought opinions about its readiness for the online market place? Have you written copy and has it been checked? Have you organised the legal “Privacy Statement” and “Disclaimers?” So, as you can see, there’s more to this than might meet your eye.

As I mentioned in the beginning, my focus in this article is to do with “affiliate marketing.”

From what I have witnessed over time, to become an affiliate marketer is the best way to go. There’s always a bunch of products in the Health Industry, Weight Loss Industry, Personal Growth and Development Industry and many more. As mentioned choosing the right company for you to represent is the challenge and one place to go for that is: [ClickBank](#). I have used clickbank and their services, but not enough to make comment or endorse this company but they seem like they are genuinely helpful for Low Ticket (cost) ventures.

## **Baby Boomers**

In the US, 39.6 million people were 65 or older in 2009. A US citizen turns 50 every 7.1 seconds. In Australia, there are 5.5 million boomers and in the UK, there are 10 million people aged 65 or over. To be a baby boomer and according to the US government, a person

must be born between 1946 and 1964.

You are wondering why I tell you these stats. Simple really, because there is a huge population of people around the globe that are nearing or are in retirement. Let me tell you that there is a misconception about these boomers. There's a belief that boomers are retired, wealthy and have huge cash reserves. I have yet to research the numbers but there are many folks in their 50's plus who are battling to make ends meet. The GFC did do a lot of damage, even so, there are millions of folks staring at retirement on insufficient funds and there's no financial back-up for them.

Another thing, it doesn't matter where you live, forget the government coming to your aid. It's boomers who could really do with a way to create additional wealth from home and ensure their older years can be comfortable, in fact, their older years should be awesome! Because I am a boomer, I totally agree with what I just wrote! Baby boomers suffer from one little problem brought about by their age and life experience, and that is they are an incredulous bunch. This is a good defence mechanism but it can also rob them of a legitimate opportunity that might just make life more interesting for them and certainly end their financial woes.

Can you see the two issues here? First, boomers are more likely to ignore a fantastic opportunity put before them and I'm talking about making money from home online. Second, if they go looking for an opportunity they won't find one because they won't believe in any of the advertising or marketing associated with business opportunities they come across. This to me is very unfortunate and sad, why? Because baby boomers can rule the world, financially. Here's another thought. Once upon a time parents left a house and a bunch of money called an inheritance to their children. Not so much anymore. Oldies are spending their savings on holidays and living a good older lifestyle while they can. I can't blame them but there is a definite shift to this trend.

I have spoken with many people about this and it would be a preference that the oldies leave as much as they can to their kids. For many boomers, the easy and more fun path is to take their money and have a good time. That is now becoming the norm. Many boomers have this belief that things will work themselves out in the end. This is something I do not subscribe to. However, it still leaves a feeling of guilt in many oldies gut. Working from home online could fix this.

## **So Far**

Selling products has come a long way since the 90's. So many major dept. stores have an online catalogue service, for example, Amazon and such like. People are sitting in their homes selling products to folks on the other side of the world. Sadly, there are a lot of scammers out there and there are also a lot of good people but they are greedy. When it comes to money, finding someone to trust is a very difficult task. Doing something simple like subscribing to a money making business opportunity usually leads to "upselling" or "upgrading" and if you don't upgrade, you will never make the huge bucks! Statistically, if you do upgrade, there will still be that statistic that 90 percent of new marketers will fail. That doesn't have to be you because there is a way to succeed.

## **A Word about Upsells**

Upsells are also known as OTO's or 'One Time Offers.' For example, a person is buying a product online. As they proceed through the checkout they see a web page pop up and present you with another product offer for a very special "one-time" price. This buyer can accept it or refuse. There may be one or several of these OTO's.

Upsells are not restricted to products either. Affiliate memberships can compromise of OTO's too. As an example, a person may subscribe or buy into a company as an affiliate and make 50 percent commissions on product sales. During the sign up process this buyer may be presented with an upsell. Pay an additional amount of money and receive 80 percent commissions on products sold. The buyer can take it or leave it.

OTO's can be a pain to put up with, some can be valuable and some may be essential. It's up to the buyer to determine this. OTO's really offer options to the buyer and are good provided..... "They are made clear." This is particularly the case for memberships. Anyone looking to sign up as an affiliate should know the extent of upsells before making any decisions.

It's good to know that 3 percent will create wealth of some kind but it needs to be a much higher percentage. That is the barrow I am pushing and I need to convince fellow baby boomers and anyone who works from home online that online marketing can work for them too. There are ways to create wealth online but please be aware it's not straight forward. It won't happen overnight either but if you are determined, it can work.

## **It Is A Changing Landscape.**

Above all, there is one consideration that many people who work from home does not consider. That is the dynamic nature of the internet and more specifically, the people and companies that ride this super highway. I have been writing this article over an 18 month period and there have been many changes that affect online marketers. These changes mostly occur within the social media platforms, the platforms that many marketers use to develop business relationships, prospects and also to advertise on.

These are now mostly profit driven where just 12 months ago it was more about growing user numbers. Then there's technology! As an online marketer the world is our oyster. Sending our message to the world is easy whether that is done by written, audio or video, it's just too easy. However, the problem of getting eyes onto your product or service offer remains. In fact it's more difficult. It can be done as long as you keep up with the changes and understand people do not want what you are selling. People are mostly interested only if they can make money from what you offer. Of course I am speaking from the "make money from home" niche. Remember, this is about providing a solution to people's 'pain.'

## **What's In Store from Here?**

Let's jump onto the learning curve. First, you need to know where I am coming from and where I am going with this article. As you know, from my point of view there are way too many people failing to make good money on the internet, some aren't making a single cent. Unfortunately, there has been good money invested in lots of opportunities but to no avail. I want to reverse that trend and there's absolutely no reason why this can't happen. Except for one reason. We are talking about people!

Because of the internet, technology and ease of communication, spammers and scammers have made the online marketers life tough. People are very cautious these days, rightfully so. Many people also want instant gratification from an online business opportunity (not going to happen) and some people just want to sit back and watch the money roll in. A kind of "look mom, no hands' approach, once again, not going to happen.

## What Do I Offer

My aim at this point is to resonate with you, the reader, to relate by my message and to provide some hope that there is a way to be successful using the internet from your home office.

I have good news, I have the knowledge to help many people to make a start with their marketing venture and create wealth and I want to share that with you. This year can most definitely be a huge year for online success. Another point that is truly noteworthy, there is a bunch to learn about online marketing and briefly I am talking about psychology, mindset, attitude, personalities, habits, the prospect's mindset, selling, motivation, copywriting, colours, hot & cold buttons, do's and don't's, capture pages and websites to mention a lot but not all. I will be covering every aspect of these points over the year and you will not want to miss it.

I am mentioning this here now for two reasons. You need to know what's involved and why it will take time to gain the knowledge you need to achieve success. This also acts as a qualifier, that is, if you think this is not for you, if you need to make a million dollars in the next week or much sooner or if you're just not that serious, the rest of this article is not for you. Before you decide to go, I ask you to read some of the benefits I am offering and how you may be able to see light at the end of the online marketing tunnel.

One more point I wish to make right here. One thing that doesn't change and is the most difficult to make change and that's people's attitude. Not everyone, but there are so many people within that 90 percent category of failing marketers that need to change their attitude. Not every person or opportunity that comes your way is evil. I know from experience that great business opportunities have been missed because some people wear blinkers. Reducing the 90 percent failure rate for "work from home online" people is not without its challenges!

## **My Recommendation.**

This recommendation is not meant to be for everyone, just like the colour red is not for everyone either! I can summarise who will be keen to read my recommendations:

1. A person who is looking for an online opportunity and is serious
2. A person who is struggling with what they have and seeks to improve
3. Someone who is teachable, age is no barrier
4. A person who is willing to invest in themselves and their future
5. Somebody who understands there is no such thing as overnight success
6. Someone who is not afraid to fail
7. A person not afraid to be an affiliate marketer
8. And someone who follows learning with action

Let me dive into my recommendation.

Affiliate marketing is the second best way to go and is the basis for my recommendation. Ultimately having your own products and services is the best but that is not the focus of my recommendation or this article.

We now need to combine affiliate marketing with a High Ticket business opportunity. High ticket or high price point is the newest business model on the block. Even at time of writing this article, there are not too many high ticket companies around. This is because it takes time, money and dedication by the founder to create such a business.

Sometimes referred to as a Top Tier business, partnering with a high ticket company has many benefits. There are some perceived negatives with high ticket marketing but I will straighten that out shortly. Low ticket is the opposite of high ticket and I do not recommend low ticket opportunities at all. Well, if you are looking to make an extra \$50 a month, low ticket may be the one for you! If you are looking to replace a salary for example, it must be high ticket. As my mentor once said, “succeeding in business fast is the only way to go.”

Let us now look at some high ticket benefits as a member of a legitimate company:

1. A choice of partner levels available, also known as positioning
2. Active participation by company founders and or CEO
3. Member positioning directly affects commissions payable
4. 50 to 90 percent commissions payable per sale depending on product or service sold
5. Offers of events, workshops or mastermind seminars included in membership
6. First class products for the affiliate's use and sale
7. Community support usually through Face Book groups
8. Quick response company support via phone, email or ticket facility
9. Initial training phase for product and back office orientation
10. Initial company coaching during training phase
11. Money back guarantee offered

Above is not an exhaustive list but a minimum in what to look for before you sign up with any company.

## **Details.**

I have spent 2 years testing various companies that are a fit for me and tick all the boxes in terms of the above list. There are only a few I really thought about and I have joined two. One of those changed ownership so now I am devoted to one. This one I want to recommend to you is by far the best, ticks all the boxes, has a superior annual growth rate, operates globally and goes to a lot of trouble to look after its affiliates. After all, without affiliates, the company would not exist.

Introducing “[My Online Business Education.](#)” or MOBE for short. MOBE's founder is Matt Lloyd and he has a company structure or business model that is pure gold. It is a true high ticket business that with one sale can earn you over \$15K in commissions. MOBE is an online education company created to assist small business whether they be online or offline.

It is with sincerity I recommend MOBE to you and on the page below I provide you with various links for you to follow. They are worthy of your review and I trust you will find them informative.

## **My Online Business Education – MOBE**

*In the spirit of full disclosure, the hyperlinks below are my affiliate links to the MOBE Company. If you decide to join as an affiliate partner through any of these links, I will be your sponsor. I will also be paid a commission. This is how it would work for you too as an affiliate partner.*

**My Top Tier Business:** or MTTB is 21 Steps System and is MOBE's premier commission generating system. This is the most common way to start with MOBE, doing the 21 Steps training and you get a company coach to help you and advise you regarding positioning within MOBE. This is also their original promotion and you will get a lot of information by following this link. Copy and paste the link below if the above hyperlink does not work.

[http://track.mobetrack.com/aff\\_c?offer\\_id=156&aff\\_id=283162&source=e-article&aff\\_sub=changedlandscape&aff\\_sub2=mttb](http://track.mobetrack.com/aff_c?offer_id=156&aff_id=283162&source=e-article&aff_sub=changedlandscape&aff_sub2=mttb)

**Retirement Letter.** This is for folks who are retiring or have retired. Following this hyperlink redirects you to a video page aimed at retired or retiring folks. Also a very informative page with hyperlinks to follow to take further action. Copy and paste the link below if the above hyperlink does not work.

[http://track.mobetrack.com/aff\\_c?offer\\_id=156&aff\\_id=283162&source=e-article&aff\\_sub=changedlandscape&aff\\_sub2=mttb&url\\_id=402](http://track.mobetrack.com/aff_c?offer_id=156&aff_id=283162&source=e-article&aff_sub=changedlandscape&aff_sub2=mttb&url_id=402)

**A Brain Injured Man Succeeds.** This is a new promotion for MOBE and is based on fact. This is a story of inspiration and it tells you anyone can succeed if the mindset is right. Copy and paste the link below if the above hyperlink does not work.

[http://track.mobetrack.com/aff\\_c?offer\\_id=1171&aff\\_id=283162&source=changinglandscape&aff\\_sub=ebook&aff\\_sub2=magnet](http://track.mobetrack.com/aff_c?offer_id=1171&aff_id=283162&source=changinglandscape&aff_sub=ebook&aff_sub2=magnet)

In this video Matt Lloyd explains what MOBE is, this you will find informative and gives you the chance to take a look at Matt Lloyd.

**What is MOBE** (<https://youtu.be/ZiQzvYsOkak>)



*Steve Turton*

I love interaction and helping people make their start and that includes you. My original blog site at [Steve Turton dot com](http://SteveTurton.com) and my TV site at [Steve Turton dot TV](http://SteveTurtonTV.com)

To finish with, below are some of the resources I use in my day to day business. I only use what works and I recommend them to you. Should you have any questions, please reach out in the first instance by email here: [admin@steveturton.com](mailto:admin@steveturton.com)

## **Resources.**

Of course, topping the list is my personal MOBE optin form should you want to take the bull by the horns and make a start.

[MOBE Optin](#)

WordPress Editor Plugin, Thrive Themes is very versatile with superior functionality.

[Thrive Themes](#)

Camtasia for video editing. I use this daily and it never lets me down.

[Camtasia by TechSmith](#)

GetResponse is an autoresponder service for lead storage, email sequencing and much more. This is an essential service for list building purposes.

[GetResponse](#)

## **Addendum**

Recently, I have been receiving a number of questions from people who believe they have been doing everything correct as far as their affiliate marketing efforts are concerned. Yet success still eludes them and so I have been looking at few of the individual's marketing methods.

Yes, I decided to scrutinize a few select people's sales methods and I made a few discoveries that really didn't surprise me at all. It turns out there is a common theme here and that is, some folks are trying to promote the wrong products to the right people!

In other words, many marketers are trying to sell a solution without knowing or determining what the problem is. For example, folks are trying to sell paint when the prospect wants a paint brush. Another example is, it's like selling a steak to a vegetarian and that's never going to happen.

Knowing your market is essential and further to that, knowing the individual who would become your future buyer is key. Without this information how can you ensure you know a prospects problem and then offer the correct solution?

Lastly, I have noticed a hesitation by many to make a start with their home businesses. Often it comes down to timing. Most people want to make big life changes, particularly when it comes to earning very good money online. It does not matter where you live, how old you are, male or female, unemployed, working or retired..... As long as you understand spoken and written English, have the basics of an online home office and have a 'winning' mind-set, you must start your journey today.

To this end, MOBE releases daily inspirational and motivational videos created by the affiliates who were once where you are right now. You can sign up for them right here and receive these daily into your email inbox. You can also learn a lot of valuable marketing tips too.

### **[MOBE INSPIRATION](#)**

[http://track.mobetrack.com/aff\\_c?offer\\_id=844&aff\\_id=283162&aff\\_sub=MyOSM&aff\\_sub2=inspireme&source=ebook](http://track.mobetrack.com/aff_c?offer_id=844&aff_id=283162&aff_sub=MyOSM&aff_sub2=inspireme&source=ebook)