

*The Bluebook 4
Multiple Incomes*



**Sponsored by
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What is this ebook?

If you have been considering a home based business then someone probably sent you this ebook to help you understand how working from home can be of benefit to you. Or maybe you just stumbled across the “Bluebook 4 Multiple Incomes” and are curious what this ebook has to do with earning Multiple Incomes.

Either way you will want to grab something to drink, find a quiet place and read this ebook closely so you can learn the powerful secrets to Network Marketing and making money from home. This ebook will explain how and why Network Marketing and Multiple Income Streams work. You can learn what it takes to grow a successful business. Hopefully you will understand everyone is different. You need to build your own marketing plan to suit you and only you.

This ebook is a guidebook; with things your sponsor wants you to know about an online business before you get started. This guide is here to help you understand what it takes to get started in this industry and what it takes to succeed.

And while this ebook does not go into depth about your sponsor’s companies, it was designed so your sponsor could help you learn about the business itself before you learn about their companies. They are more than willing to explain their companies, compensation plans, and special products their companies provide.

Now let's meet your sponsor and see what companies they are with....
You can contact them if you like to say hello, but I really recommend you finish this ebook first. As you go along, write down any questions you might have, then send your sponsor your questions.

Your sponsor is...

MJ Schrader

[Click here](#) to send an email

Your sponsor recommends the following companies...

Cognigen at

<http://ld.net/?infojunkie/>

Send Out Cards, Train 3 and it's Free a t

<http://www.sendoutcards.com/7141/>

Coastal Vacations at

<http://vacation.info-junkie.net/>

Vibe with Get 4 pay no more at

<http://netsmartmarketing.com/info/home.html/>

*Hold fast to dreams, for if dreams die,
life is a broken winged bird that cannot fly.*

~~ Lanston Hughes ~~

Truths about Any Business

You are here to learn about making money from home, unfortunately sometimes the truth gets glossed over. So let's first learn a few things many thousands people including myself have learned about business, and this means any business, online, offline, wherever.

Truth 1) There is no such thing as a Free Lunch...

Yes, it will take some money to make money, the thing is being careful about what you spend. There are "gurus" who claim to know the secret to making money without doing any work or without spending any money. However those gurus expect you to spend \$97 to buy their ebook in which they tell you how you can get people to buy the same ebook you just bought from them.

Once you get involved in a business, you will have to work. Even the programs that rave that you "don't have to do a thing" have a but following that statement and that but is "...but advertise your website." This the problem most people have with building a business online, but this is also why this ebook was created, and why your sponsor wanted you to have the "Bluebook 4 Multiple Incomes."

Further this means that anyone who tells you building a business from home is easy and effortless is not being fully honest. But it can be fun, rewarding, fulfilling, profitable and lead to your retirement from a Just Over Broke J.O.B., with work and dedication.

Truth 2) You should always exercise leverage.

You will learn more about this in a bit, but for now, leverage is the ability to get people together to work for a common goal. When several people work together towards a common goal, it becomes much easier than with one person.

Imagine painting your house, how much quicker is it, when you have two people instead of one? What happens when you have 5 working instead? If it takes 10 hours for you to paint your house, with 5 people you can paint it in 2 hours!

Truth 3) Your friends & family probably won't understand

They work a job. They make money just fine. And they will also work 40 years at a company that probably will be ready to fire anyone at the first signs of financial problems.

Their vacations will be scheduled for whenever it is convenient, their sick days limited. While it may take some time and effort to build your business to replace your income, when it does you will be able to make your own schedule.

They also will get a little retirement fund that does not quite go up as much as inflation. The great thing about Network Marketing is building residual income, which becomes retirement income. This will be discussed further in another segment.



Truth 4) Rome was not built in a day...

Sorry, Rome was not build in a day, and your business will not grow from nothing to hundreds in a week, a month. It will take time and work to build it into a business that will help you retire from that job that you hate, for whatever reason you dislike it.

Some people become “opportunity hoppers,” and if an opportunity has not made them \$\$\$\$ in 3 weeks they move to the next. However this chronic jumping is about like planting and expecting to harvest the next week. Basically the opportunity hopper plants some corn, when a week later all it has done is show it’s little green head. The jumper decides, “Well if that’s all it’s going to do, then I will just pull them up and plant tomatoes.”

They will never really see the plants produce, because before the plants ever have time, the jumper is on something else. Most any company regardless of product, or compensation plan can succeed when you market it, talk to prospects, and take your time. Just like plants, if you do nothing, your business will not grow. And if you dig up your plants too soon, you will never see growth.

Truth 5) If you want to replace your job, you must work this like a job.

If you treat your business like a hobby, then do not be surprised when it grows very - very little and very - very slowly. If you want it to replace your current job, then you must treat this like a job. You must decide to work it like a job.

That means you spend time dedicated to marketing, talking to people doing what it takes to get the job done. Just like you would do whatever it takes to get your job done at your regular job. This is your future... your retirement, your ability to stay home with your family. It's how you decide when you want to take vacations. But you must work, to reach those goals you have long desired.

Truth 6) You should have Multiple Income Streams

Multiple Income Streams are like an insurance policy. If something happens to one income stream you have the others to help you maintain your income.

How does Network Marketing help you reach your goals?

That's a very good question. First you need to know some other things we mentioned before, like what is residual income and leverage and what does that mean for our goals? You will also learn more about multiple incomes.

Residual Income = Retirement Income

A residual passive income creates retirement income.

Residual income is basically income that you no longer have to work to create... when landlord Bob rents out a house he is creating month after month, residual income. While Bob had to spend money to get the house to start with, once the house has been obtained, it becomes residual income. Now because Bob owns the house, Bob is the one who must do all the maintenance on it. Bob only owns the one rent house, so he must work to pay his bills, and once a month or so he must do some work at the rent house.

Passive income means income that is obtained passively, meaning with very little work. Bob is now making enough rent money he can hire a rent management firm. The rent management company picks up the payment, they call him when there is a problem but all he has to do is tell them who to hire to deal with it, but they do 90% of the work and he gets income from having the house.

He is now earning passive income, because all he does is supervise the management company. However with a rent house, a major repair can really eat into his rent income, if the house burns down, or people start moving away from his city, his rent income will disappear.

The advantage of building a network marketing business is that you train people to build their business, and when they build their business, you make more money. You also encourage them to train their teams, when their teams build everyone makes even more money.

As you build and train your team, you will reach the income level you desire. When your team is trained to build, the growth will keep occurring and all you will need to do is make sales when you want but mostly your job will be just to keep encouraging your team.

The funny thing is people will do almost anything to feel appreciated. So you should not only train your team to train others, you should thank them, and encourage them. You should do little things to show appreciation. This promotes even more growth, and what creates the leverage you need to move your financial earth.

*In everyone's life, at some time, our inner fire goes out.
It is then burst into flame by an encounter with another
human being. We should all be thankful for those who
rekindle the inner spirit.
~~ Albert Schweitzer ~~*



What is Leverage?

Archimedes a philosopher from 287 BC to 212 BC made the following statement about a lever, “Give me where to stand, and I will move the earth.” Leverage is simply the advantage of using a lever.

Now in this ebook we are not talking about the regular concept of using a lever to move an object. But we are talking about using leverage to create a stronger and larger income than you could produce by yourself.

If you want to create wealth you are going to need a large lever to “move your financial earth.” People are what create that lever and leverage to move your financial earth. But not just any people, these must be people who are working towards the same goal as you.

When people are working together towards the same goal, then you are building a larger and larger lever able to create more and more financial growth. Just like it takes a team to play football or build a house, and they have different strengths that help even more.

What does that mean?

Let's say you make \$10 for every CD that you sell, if you can sell 10 CDs per day that is \$100. That's not bad right?

What if you had 5 people who would help you make sales? Instead of making \$10 per CD you make \$5. But each of them sells 10 CDs per week. So they sell 50 CDs and you make \$250 and you did not do any extra work, any extra advertising, but you went from making \$100 to \$350 dollars week.

Now where things get real interesting is when those 5 people each have people who work for them. So on that level instead of you making \$10 or \$5 per sale you are only making \$2 per sale. However you have 25 associates on that level who each make 10 sales.

So 25 associates x 10 sales is 250 CDs sold.

You make \$2 per sale so you made \$500.

Add the \$100 worth of CDs you sold, and the \$250 your team sold

And you made \$850!

Even better you only worked selling the 10 CDs, your team sold an additional 50 CDs and then their teams sold 250 CDs! Because all of you were working toward the same goal you sold 310 CDs. Even though you did not make as much per sale by having a team, you made far more than you would have made by yourself.

You are just one person.

That is the big problem with creating wealth without any help. You are only given 24 hours in a day. Over half of those 24 hours must be spent on activities like sleeping, eating, and doing chores and other things that must be done but does not create wealth.

However when you have a team who are all working together you have created a leverage point on those hours. So you do not just spend 10 hours per week working on creating wealth. You also have a team of 5 who each spend 10 hours a week creating wealth for themselves and you which means you and your team are spending 60 hours per week on creating wealth.

And in the example before each of those 5 people had a team of 5. What if they spend 10 hours per week working as well? They work a total of 250 hours per week, plus your team and you work 310 hours per week. That is 310 hours of work put in per week.

If you could work 24 hours per day 7 days per week, you by yourself could only work 168 hours in a week. With your team you are putting in almost double that, and you are only working 30 hours each week!

You and your team are spending over 300 hours per week building a bigger and bigger business. Everyone is working towards the singular goal of creating a business. In fact, this is the way it works at any “regular” business in America.

At your local grocery store there are dozens of people working various different shifts all working together to keep the store operating. One person could not run the whole store. One person could not work all the hours it takes to get everything done.

They are leveraging the hours of all those people to create a profitable enterprise. This is an advantage of building a Network Marketing company, you may earn less on other levels, but you have more people working, and more people working means more sales being made, creating more income.

*I would rather earn one percent of the efforts of 100
people than 100 percent of my own efforts.
~~ J. Paul Getty, Billionaire/Oil Magnate ~~*



Multiple Streams of Income

You probably have heard of multiple streams of income, but it is a very important asset to your life. With multiple streams of income you do not have to worry if something happens to one system. You will not have to worry if one income slows or even stops.

With multiple income streams, you will have other companies that will still be paying you. You will not have to stop what you are doing and completely start over. Instead with multiple incomes you are able to adjust your focus.

As an ex-bookkeeper whose only income was bookkeeping, it was devastating when my company was doing things that were not ethical. Even worse when I found out they marked me “unemployable” for leaving them.

We know the problems with companies closing suddenly and having issues, and not treating their employees right. However even online businesses where you are not considered an employee but a contract labor or salesperson etc... can have problems as well.

Online companies may change their compensation plan, which may greatly affect your income. They may redesign their product, which causes people to no longer be interested. Sometimes people will just stop buying a particular product. The company may suddenly close. All of this will affect your income if you don't have a back up plan.

This is another reason multiple income streams are so important, and this ebook is geared so that you can promote several businesses at once. Everyone on your team can purchase branding rights to this ebook and promote all the same companies at once. This ebook makes a very good use of leverage and multiple income streams.

*Life consists not of holding good cards,
but in playing well those you hold.
~~ Josh Billings ~~*

So what is Network Marketing?

Network Marketing is a form of advertising and distribution. It is not a company like many people may say. Here is an example; “Blue Bob Incorporated” has created a new product “Blue Juice Health.”

Instead of trying to get people to purchase “Blue Juice Health” with commercials, and hiring Hollywood stars, they decide to use Network Marketing. “Blue Bob Inc” now uses the percentage that they would normally use on advertising to give you a commission.

You become their advertiser. Yes, you!

You are the advertising department of “Blue Bob Inc” who is not a network marketing company but rather a health company. Your job is to share the product, “Blue Juice Health” with the people that you know, friends, family and others. You are NETWORKING, thus you are network marketing.

And you have been network marketing since you were fresh out of diapers! No you weren't?

Chances are you were. You probably told many people what foods you liked or did not like when you were young. And how many people did you tell that your fourth birthday was next week?

If you don't remember then, I know you doing network marketing at 10. By then you were telling all your friends what movie you just saw... maybe it was one of the "original" *Star Wars* movies, *ET* or *Jurassic Park*. You told your friends "you just gotta see that movie! It was such an awesome movie..."

You were just a little kid doing network marketing, and yes George Lucas and Steven Spielberg thank you. The success of the original *Star Wars* movies the first *Jurassic Park* both have network marketing to thank. The box office records broke as people of all ages raved to others about the movies.

People are social, which is why network marketing can be so useful for companies to advertise their newest products. Even companies like [Big Fish Games](#) are using network marketing to get people to create personal web pages to display favorite games. Nestle is using to introduce a new chocolate. So network marketing can be used by a variety of products, it is the product that determines what is your industry type.

If you are going to make money in Network Marketing, then knowing your industry is very important. When you know your industry you can determine your customers. The consumer of candles is not quite like the consumer of legal insurance, and the vitamin user is not quite like the toy user. Knowing your customers creates your income.

Network Marketing is about building a community. Your community shares a common interest in your industry, like child oriented, health oriented, and personal care oriented. Just like a regular community, there are going to be different people with different skills. Some people are going to be leaders. Others will be team members.

But you should always have room for customers. Those who are in your community for the product or service you provide. When you make it your goal to fill a need or want for your customers, then your business is more likely to succeed.

This is another time to mention Network Marketing is not a “get rich scheme.” It takes both time and effort to build a network, your own community of people seeking the common goal. Your job is to build that community and stick with it over the long term.

*You must have long term goals to keep you from being
frustrated by short-term failures.*

~~ Charles C. Noble ~~



Building Your Network Marketing Community

You probably have heard the fail rate is 90%. Since traditional small businesses have a failure rate of 80 to 90% in the first year, this is not that bad. However with the low cost to enter, especially compared to a regular brick and mortar business should help.

So where is the problem?

There are several problems, the first being so many people are told that with a little bit of time and effort they can replace their jobs. When they are not able to replace their job within weeks, they either quit, or change companies.

The truth is it takes lots of time and effort to build a your Network Marketing Community to a size that will make enough money to replace your current job.

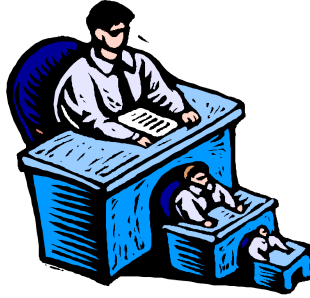
Another problem marketers typically discuss the opportunity, not the product. Many marketers teach recruiting as your primary goal. If the opportunity is the only sales point, then it won't last long. (NOTE: AND IF THERE IS NOT A PRODUCT, THAT COMPANY IS NOT LEGAL.) Without a good product or service, you are selling the opportunity, which means you are selling greed.

Your product is what you should be selling, thus you need a product or service that is both wanted and needed by people. Once you meet someone's wants or needs, then you may have some people interested in the opportunity.

One more item that causes failure that is taught is you can succeed with just the people in your warm market. You should not introduce your product or service to your warm market until after you have used the product and know that it is good. Even then you should only talk with those in your warm market who, based on their individual needs, could use your product or service.

Take the first step in faith. You don't have to see the whole staircase, just take the first step.

~~ Dr. Martin Luther King ~~



The Problem with Duplication

You probably have heard Network Marketing compared to McDonalds, but that is not accurate. McDonalds requires several different types of people for it to succeed. Yes there is a franchise owner who set up the “easy to duplicate” system of McDonalds.

But if everyone owned a McDonalds, would the system still work?

No, McDonalds needs customers. If everyone owned a McDonald's there would be no customers, and McDonalds would cease being a profitable enterprise. If there were no managers, cooks or clerks, there would be no one to cook the burgers, help the customers, and supervise the employees. The system requires different people.

Likewise, Network Marketing requires different people who, work towards a common goal, but have different skills. Each person has his or her own abilities. The key to your growth in Network Marketing is to understand your own unique abilities.

Play up your strengths, to help your business grow.

If you are an extrovert, you could set up booths at fairs and chamber of commerce events. If you live in or near a large town, or city, there are always different events that allow booths.

Busy Moms can easily drop off flyers and business cards at each stop as they run their various errands. They can also benefit by wearing apparel that says, "Ask me how I make money." A bumper sticker is another useful method.

You can market in a variety of ways. You can combine several methods to form your own unique advertising campaign. The biggest thing to help your business grow is to help people understand they can choose how they want to share the business with others. An introvert probably will have problems making phone calls; an extrovert probably won't like typing up newsletters and blogs.

Every person that comes into our life comes for a reason;

some come to learn and others come to teach.

~~ Antoine de Saint-Exupéry ~~

What is Personal Development?

Personal development is where you learn and develop. You can read books or listen to CDs from leaders and successful people. Then you will hear how they got where they are, and what they learned along the way. You learn from them.

You also can get CDs and books to expand your current talents and abilities and learn new ones. Then begin using your new talents to help your business grow even more.

Personal development feeds on personal development. So the more you feed your mind, the more your mind will grow and the more you will grow as a person. All you need is 15 to 20 minutes a day. If you get motivational CDs you can listen to them while you drive to and from work, or school. However if you have a limited budget, all the methods here have ways to learn without spending money.

[Ultimate Success CDs](#) has several low priced CDs created by Tracy Biller “#1 Network Marketing Trainer.” To learn for free, click on past newsletters, then you will have many newsletters you can choose from to learn ways to build your business, feel better about growth and more. When you join his “Power Recruiting” Newsletter you will get a free ebook called “Training for Success.”

[Dani Johnson](#) is known for her motivational talks. She has taught hundreds of people how she went from having \$2.03 to making 1 million in 2 years. She offers lots of CDs however if money is tight, these are probably not an option.

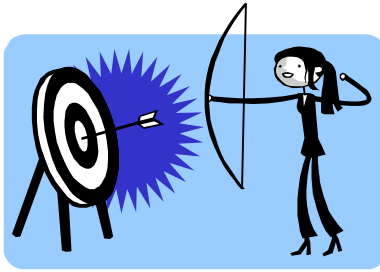
However you can become a member of her website for free. When you do you will have access to past weekly calls and of course you can listen to the live weekly call as well. Every call tells the story of her life, so the first part is repetitive, however the information she gives you later could really help you and your business.

[MLM911](#) is another lady who is very good at recruiting. She offers many CDs and ebooks to help. Her website also offers many great articles. You will find these on the left side of the webpage. They are offered in a pull down menu.

If you expand your experiences, you will have more ways to attract people to your business. If you want your business to grow you need people. Not just anyone, but you need to target your market...

*It is better to light one candle than to curse the
darkness.*

~~ Chinese Proverb ~~



Target your Market

Yes, you can say everyone in the world wants my product. No matter what your product is, unfortunately your market is not everyone in the world. Even though you think your product is the greatest thing in the world, not everyone will be interested.

Here is an example; you are now selling the new \$199 cat translator that translates cat meows into conversation. Are you going to advertise it at the dog show or the cat show? Yes, there are people at the dog show who have cats, but not as many as at the cat show. And even from the ones that own cats, how many are going to spend \$199 on their cat when they are showing dogs?

Now you probably are not selling a cat translator, but maybe you are selling vitamins. So you say, “everyone needs to improve their health, so everyone wants vitamins.” However there are people who do not care about their health. There are people who will not take anything that a doctor does not prescribe. Yet, health clubs are filled with people concerned about their health.

You probably do not want to ask people who do not have a job if they would like to “save on their medical bills” or buy a vacation package. On the other hand, you might want to ask a small business owner if he would like to offer incentives to their employees.

This is why it is so important for you to target the right people. You want to spend your money and time advertising where people will be interested in a home business.

So before you start your advertising campaign, you need to envision the perfect purchaser. What are the characteristics of the person who would be interested in your product or service? From there you can determine where to find that person.

Now combine that with your skills and abilities and you can develop a marketing plan that is specifically tailored to you. Before you decide on a marketing plan, you should know a little about marketing.

Knowing is not enough; we must apply.

Willing is not enough; we must do.

~~ Johann Wolfgang von Goethe ~~

Why do you buy?

When you know why you make certain purchases, then you will know how to get others to buy from you. The biggest motivators of most purchases are our feelings.

If you are unhappy about your weight you will buy something to help you lose weight, not just because the doctor says you should. You probably do not buy candles because you need them. You get them because you like the way they make you feel, when you smell them or when you see them.

As human beings it is our nature to be happy and comfortable. People like to reduce pain and increase pleasure. We buy to find a solution to a problem, or improve the amount of pleasure in our lives. Pain is the biggest motivator of all because problems increase pain and reduce pleasure.



Here is a pure emotional example. You are at a park. You barely notice it, but out of the corner of your eye you see a snake lying in the grass. You jump, your body tenses and your heart rate jumps, all enabling you to run... but you look again at the “snake” and it is nothing more than a stick.

Your brain saw a snake. A snakebite causes pain. Your brain produced fear. Your body did everything it could to protect you. Now when you looked again, you saw it as a stick.

Knowing your job could disappear also causes pain. Knowing your boss is a jerk causes pain. Knowing without a job you cannot pay bills, buy groceries or take care of your family causes pain. Therefore you keep your job because it is the lesser pain.

Most people, who desire to work from home, want to reduce the pain caused by their J.O.B. or time away from family and friends. Thus the ability to work from home and make money increases pleasure.

To get people interested in your business, you need to tell them how your product or service will decrease pain and increase pleasure. You want them to see how your product or service can be a solution to their particular problem. Think about your customer, and the problem they may be having. Here are two examples: Ad Number 1

[Try Vibe](#) the liquid vitamin.

It is easy to take and healthy.

And You can make money.

Did this ad solve any problems?

Does it increase pleasure? Does it decrease pain?

Let's look at Ad Number 2

Hate swallowing bulky vitamin pills?

Get [Vibe](#), a powerful liquid vitamin.

Refer 4 people you pay no more.

First, this ad has a question; this gets the reader involved. When you ask a question, you want the reader to answer in the affirmative.

- Yes, I hate swallowing vitamins.
- Yes, I want to tell the boss goodbye.
- Yes, I want my apartment to smell better.
- Yes, I want to take more vacations.
- Yes, I am tired of my bills being so expensive.

Your ad also tells them the cost is not bad, because when they refer four people they pay no more. Money is a major motivator for what people want online.

Many people are looking for the answer to the question, "How can I make money?" So when you provide a solution to that problem in your ad, your ad will increase sales. Look at these two ads. Here is ad 1...

Coastal Vacations is rated #1

It is easy to make money with vacations.

I made money and you can too.

That ad is a little dry and boring. So let's see ad number 2.

My vacations make money! Do yours?

You make \$1000 to \$9705 per sale!

And help people save on [vacations](#).

Which advertisement is going to get more people to visit the website?

The second one will have more people at your site. If your ad is boring or too long people are going to lose interest. In this day and age, most people are very busy, so they want a short and compelling reason why they should learn more.

Make your ads short and sweet, so your potential customer does not tune you out. And your ad should offer a solution to their problem, if you want them to take out their wallet. Your ad should be fun, and a reflection of you. Be willing to change your advertisement, see if your results change.

The next sections cover different ways you can advertise. Each section has similar techniques grouped together.

Energy and persistence conquer all things.

~~ Benjamin Franklin ~~



Popular forms of advertising

This section is dedicated to the forms of advertising that home business people have used for years. But some of these advertising methods are very expensive, so you should know some secrets that should help make them less expensive.

Newspaper Ads can be a great way to reach people offline who might not normally see your advertising. While normal classified ads in your local paper may seem quite expensive, there are other methods of advertising in papers that are quite a bit cheaper.

You can run many ads in “Thrifty Nickels” and other shoppers for a very low price by ordering from [Nationwide Advertising](#). If you would like to run an ad in the regular newspapers then you should get online and type your state and SCAN or Statewide Classified Ad Network. Each state has their own SCAN, however their prices will allow you to run ads in many papers rather than just your local paper.

Pay Per Clicks Search Engines or PPCs are recommended by many people, however it can be the fastest way to broke if you don't know what you are doing. A pay per click means that you bid on certain keywords related to your product (or opportunity but remember it is your product that is important). Then you type a brief 3-line ad. Now when someone types your keyword in, then your ad pops up. If that person clicks on your ad, then the PPC search engine will charge whatever you bid, thus you "Pay – Per – Click"

Google is the most popular of these PPC search engines, the problem is it the most expensive PPC. These will cost you quite a bit less.

[Enhance](#)

[Ignite](#)

[Find What](#)

[Search123](#)

And here is a PPC search engine, which was created just for business opportunities; [MySearchSite](#). However to really advertise correctly on any PPC you need to know how. If you do not know what you are doing, or bid wisely it will be the fastest way to broke.

[Definitive Guide to Google Adwords](#) can help you learn how to get the most out of a PPC Search Engine. If you are going to play the PPC advertising game you must know the rules. This book will teach you, how to choose the right keywords, find better keywords, and bidding systems. You can get the 5-days to Success mini course for free to learn more about how this could help you.

Keyword Elite is a simple program for use with Pay Per Click search engines that gives you an almost unfair advantage over your competitors. Keyword Elite helps you find what keywords your competition is using. The program creates a long list of keywords that are low cost, but high in response. Sign up for the newsletter and you will get the free ebook “Players Guide to Adword Domination”

Ezine Ads can sometimes offer an inexpensive way to get top sponsor and solo ads. The places below offer a way to advertise with several low price ezines at one time.

[Directory of Ezines](#) – many different ezines and their prices

[Wizard Ads](#) – another great source of ezines.

*All men dream but not equally. Those who dream by
night in the dusty recesses of their minds wake in the
day to find that it was vanity;
but the dreamers of the day are dangerous men, for the
may act their dream with open eyes to make it possible.
~~ T.E. Lawrence ~~*



Another Popular but Dreaded Method

There is a very popular advertising technique; many people dread it, many people love using it... What is it? Prospecting, lead calling, dialing for dollars, list marketing... are a few names you might hear.

While this might be a scary form of advertising, it is a technique you should learn to be comfortable using. There are enough methods in this ebook so you can learn other ways of going about advertising, yet making phone calls increases your sale ratio. It is often the fastest way to build your business.

Many of the programs that were mentioned in personal development will also help you bring out your sales side. But here are a couple more things that could help you,

Unlock the Game is a breakthrough ebook that helps take the rejection out of cold calling. Ari Galper teaches you how to remove your “phone fear” and learn how to talk naturally. When you talk naturally, you make more sales! You want to learn for Free? Then join his newsletter and you can listen to a 10 part audio seminar.

Now here are the three sites mentioned in Personal Development, which could really change how you market.

Who Who 911

Kim Klaver known for 100 Customers in 100 Days

Dani Johnson

World famous for motivation and powerful calling scripts

Your Success Store

Various motivational authors

Sunrocket is an Internet phone plan. If the thought of outrageous phone bills is what keeps you from calling consider Sunrocket. For \$199 a year you can call anywhere in the U.S. or Canada without running up your long distance bill.

Fortune favors the brave.

~~ Publius Terence ~~

Great for Everyone

No matter what your abilities there are certain things everyone should have or do to advertise their business. Most of these are methods that are extremely simple, but with regular use can add to your business.

A Domain Name will show you are a professional and add instant credibility. Instead of advertising a lengthy affiliate link, you can have a short domain name. [GoDaddy](#) offers free web forwarding, which allows you to type the address that needs to come up when someone types your domain name. [Namestick](#) allows you to set up an unlimited number of sub directory links, which is great for all your affiliate links.

Business Cards are a must for everyone. There are so many ways to use them! Add one to your monthly bills. Post at purchase counters. Leave them at restaurants. Use on bulletin boards. When someone asks for your card, always give two. Ask her to give the extra to someone who might want your information.

If possible have cards printed on both sides. One side should be with name, email and web address; the other side should be with a power statement to make the reader flip the card over, like “Are you making enough money?” [Click here](#) to get 250 cards for the price of shipping.

Signature Files: One of the easiest ways to advertise your business. Everyone sends emails! On Outlook Express you can click “Tools,” then “Options,” then “Signature Files” to create your own. Whenever you sign up with a forum, you can add a signature when you fill out your profile.

While this is not targeted advertising it is very broad advertising. It will go out with every email you send. So if someone forwards an email you send your signature will go with it. When you chat at a forum, people will see your signature. (NOTE: WITH HEALTH PRODUCTS YOU CAN NOT MAKE GUARANTEES, BUT YOU CAN SAY WHAT HAPPENED TO YOU.) Just make certain it is something to catch notice, like....

- ** You like free right? Get your free ebooks by visiting [4Profit-Plan](#)
- ** My cholesterol and blood pressure dropped thanks to [Vibe](#) and they make my [car payment](#) every month.
- ** Why just send an email, when you can [send a real card](#) as easy as an email?



Flyers like the one above are great for using on bulletin boards at apartments, discount stores, colleges and more. They are easy to design, just make certain that you make “pull tabs” at the side or bottom, with your website or phone number. This lets people just pull off the tab and learn more about your business later.

Drop cards are sort of a cross between flyers and business cards. Basically they are a mini flyer, their big advantage is the very low cost. You can make them on a photo or print program. I like using the 8 wallet size prints. However you can print the 3x5 size, which will print 4 to a sheet, or business card, which would be 10 to a sheet.

Carry these with you everywhere you go. Remember people at gas stations and water refill stations are just standing there waiting! Just make certain they can't blow away. These are great to hand to people at the grocery store. You can even do the simple "I think you dropped this" technique.

Ad Tracking allows you to see exactly which ads work and which ones don't. If your budget allows this is an important way to study which ad campaigns work, and which do not. Otherwise you might waste your advertising dollars on an ad campaign that is not covering its expense. You can even learn which headline pulls best. You can then concentrate your money on major profit-pulling techniques.

Remember your goal is to get people to know about your business. The more people you let know the faster your business will grow!

Personal Space Advertising

As you work, run errands, attend events, volunteer and vacation you can advertise! Personal Space Advertising is one of the easiest ways for you to let the world know about your business.

With this method people will walk up to you and ask you about your business. For that reason you should probably have some business cards ready, or informational packages. You can choose how much to tell them, then hand them your information.



T-shirts, hoodies, and other apparel are a really simple way to advertise wherever you go. This makes it easy to go into a store or a local event and get people to ask what it is that you do. Besides you have to wear clothes anyway, so why not advertise that you work from home with a shirt that says, “Fight skyrocketing fuel costs, work from home. Ask me how.”

Magnetic signs and other types of signs are a one-time expense. A magnetic sign of static cling can make your vehicle into a personal billboard. For a more permanent solution you can get a custom bumper sticker.

If your city allows, you can put a sign in your front yard. However a vinyl sign can be used for lots of purposes. You can use them at home shows, expos, children's fairs or anywhere you might rent or have a booth or table.



Mugs, tote bags, buttons and more are things you typically use, so make them work for you! Use your “This cat makes money” tote bag at the zoo. You can use “Take Vacations * Make Money” buttons as “give-a-ways” to promote your business. Just make certain you hand people a business card when you do.

*If you have an hour, will you not improve that hour,
instead of idling it away?
~~ Lord Chesterfield ~~*

More time than Money

These are a bit slower. If you use these methods regularly, you could start building a steady stream of income. Then after a sale or two you can start adding some of the other methods. But if you have children, they can help you with some of these methods. Teenagers love to make a little extra money, so offer them a few dollars for helping you!

A Traffic Exchange is when you view a page for so many seconds, in exchange for someone else viewing your page for that same number of seconds. You will need to do this almost daily, but your children can help you, and you can make a game out of this.

You can surf several traffic exchanges at once with [Profit Rally](#). Load Firefox like they recommend, so you can have several windows open at once. Join only the free programs. There are plenty of traffic programs with Profit Rally, so if you do not like one, or it's too much hassle, skip it.

Trafficane Exchange is a cheap traffic exchange program that gives you 2000 traffic credits per month. They pay a multilevel commission, and it only takes 2 people to pay the monthly cost.

Click Thru is a versatile way to get traffic to your website. You can pick and choose different methods to send traffic to your site. You can earn points and money to buy even more traffic. With a bit of work you can earn all your traffic for free. They even give you 250 guaranteed-targeted- unique visitors at no cost when you join.



Forums are sites where you talk to other people about business, life or other subjects. Each forum has its specialty, i.e. [WAHM](#) is for Work at Home Moms, where as [Muppet Central](#) is for fans of all things Muppet. Adding a post about your home business at Muppet Central would be considered spam.

All forums have rules about when, where and how you can post information directly about making money. So read the rules first. The key to forums is your signature. Always use your signature, the more you participate the more people see your signature. However make sure you contribute to the discussion, otherwise you could be accused of spam and be banned. (Or people will start ignoring you!)

Door Stuffing is a method pizza delivery companies use. You will probably want to use ½ sheet flyers. Then you can slide these into people's screen doors, use a rubber band to attach to the doorknob, or just leave it in front of the front door for the resident to see. It's very broad advertising, but it is cheap and your children can help. (NOTE DO NOT STUFF MAILBOXES, IT IS ILLEGAL.)

Variations:

Hire teenagers to visit middle class neighborhoods and let them distribute cards and flyers.

Visit your community college, adult education or university; find people to distribute flyers around campus. There will be plenty of people looking for ways to help make money while they go to class.

If your children are in daycare, talk to other parents about your business. Ask if they know someone who might be interested.

Give people two cards instead of one, and ask that they give the other to someone who might be interested.

ALWAYS ASK FOR REFERRALS!!



Get Your Own Website

It is not as difficult as it used to be. With modern programs it is as easy as using a word processor. Your website will not be a cookie-cutter website, so more people will actually look at your website. Plus you have the ability to offer bonuses. Like offering them a free copy of this ebook for signing up with your autoresponder. The three places below offer different website services, you can choo

[GoDaddy](#) offers you a cheap website, and you can use Website Tonight for easy web design. The 5 page package does not offer very much in the way of memory, so you cannot use many pictures. If you want more pictures or more online memory you will need another package.

[Website Wizard](#) offers a trial period and low cost, get the bigger package and you get a free domain name. With the larger packages they also help you optimize your website for better search engine ratings. This company also gives you one month free with an autoresponder service called Get Response. This is a highly recommended autoresponder.

If you want something larger, try [WebMax](#), it offers loads of extra features for one price and they give you 10 free days. They also allow you to have different keywords for different pages and have download pages so you can store this ebook online. You can also use HTML if you desire, or just follow the help instructions when you need to add just a little bit of html, like for an autoresponder, or pay button.

Autoresponder is something everyone should have, especially if you have your own website. An autoresponder lets you send a series of emails to a prospect. You can use these emails to explain the advantages of joining your team, or what your product does and how it could help your prospect.

The key is always having a link to your website worked into your message. While most autoresponders give you HTML, your website provider will have instructions on ways you can copy and paste the html code directly on your website.

It is a proven fact most people do not purchase from a website on their first visit. Sometimes it will take 7 visits before they make a purchase. The automatically sent messages keep you on your prospects mind. I highly recommend [Get Response](#). It allows you to purchase leads directly that they auto load and tracks your ad response (on ads in the autoresponder).

Submit Services are services who regularly submit your website to Search Engines. This allows your website to be indexed by search engines which means the search engines investigate your website and learn what your website is about. The two services listed below hand submit your website so you can rest assured knowing your site will be accepted. This will increase your rankings and traffic.

[Submit Fire](#)

[Submit Enhance](#)

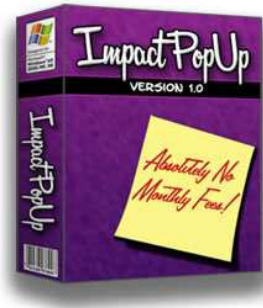
Below are two submit programs, they require more work, as you have to submit your website. However they are less expensive, and you have more control.

[Total Advertising](#)

[Submit Equalizer](#)

SEO Elite is a program used to optimize your website for Search Engines. Earlier you read how you can use PPCs to bid on keywords and get a ranking on Search Engines. However, this costs you every time someone clicks on your link, plus unfortunately there are many people who will not respect a sponsored link enough to actually buy.

What is far better is to have a high “organic rating” which means search engines see your site as a relevant and good website. Now search engines recommend your site when someone types in a relevant keyword. [SEO Elite](#) will optimize your website making it more friendly to search engines for your particular keyword. They also offer a free ebook “7 Days to Complete Search Engine Domination”



Impact Pop Up – normally pop up services are monthly charges. This program is a one-time charge, and like them or not, pop ups are noticed by people.

This program will help you add a pop up to your website that you can use to get people to join your newsletter list. You can use it to let them know they can download this ebook for free. You can tell people you are running a special promotion.

Action without planning is the cause of all failure.

Action with planning is the cause of all success.

~~ Brian Tracy ~~



The Greeting Card Technique

This technique while unconventional will help your business grow, most people view greeting cards as something very personal. And using this deal with people in a more “friendly” way, your response rate could benefit greatly.

Thank you notes make you stand out. Follow up each meeting, significant phone call, or sale with a thank you card you drop in the mail. Some people set goals of sending 10 per week. People will do anything to feel appreciated and are more likely to spend money with someone who shows their appreciation.

Ask for Referrals. People not interested in your product or service, may know someone who would be. Some of your customers may not want to make any sales, but can tell you about people who are interested. You will want to keep your need for referrals in their mind, so send cards regularly asking for referrals!

Send Out Cards works well with the methods mentioned above.

This system is as easy as sending an email. You pick a card, type a message, and SOC prints your card, stamps it, addresses it and mails it to your prospect. You can add your picture so your prospect can “see you.” You can even set up a series of cards to be sent out like an autoresponder. There are many at home business people who set up a series of holiday cards and reminders to send referrals.

The Athenians, alarmed at the internal decay of their Republic, asked Demosthenes what to do. His reply:

“Do not do what you are doing now.”

~~ Joseph Ray ~~



The Write Stuff

While this section says write, do not be afraid!! There are variations on this theme for people who love to talk!

Even some people who love to write may enjoy typing a blog, but not enjoy writing articles. And if you would rather talk than write, you can do a podcast, or start your own video diary or Vlog. The key to any of these methods make certain you add to them regularly.

Blog is short for Web-Log, which is technically an online diary. However you can use them to discuss your business. You can write about how you make money, what your business does, how your product or service is useful etc...

Search Engines will add this information to their searches. People will find your site and read about your business. [Click here](#) for a sample Blog, [Blogger](#) is the online program that was used to create it and put it online. In the upper left you can see a Blogger icon, you can click on it to learn more or get started.

If you want to learn more about Blogs and RSS Feeds (a variation on blogs) you can visit [Rampage Marketing with Blogs & RSS](#). It is a powerful video program that will teach you how to market using uh... what was it?? Oh... Blogs and RSS feeds. The big advantage is that you can get a free course, to test his system.

[Articles](#) and [Press Releases](#) are similar. Both of them should be written in a professional manner and discuss the benefits of your product or service rather than promote it. These often get picked up by people who want to add content to their website, and your link can be listed at the bottom. As these spread across the net, you add links to your website, and more people see information about you. You can get two free chapters of "[Trash Proof Press Releases](#)" to learn more about Press Releases.

[Podcasting](#) is often compared to a private radio show. The name is a combination of the words "iPod" and "Broadcasting." It is similar to a Blog in that you basically get to discuss whatever you want, so it could also be called an audio blog. If you want to learn more about podcasting you should visit "[How to Podcast](#)" which has 20 articles at the bottom of the page that you can read for free.

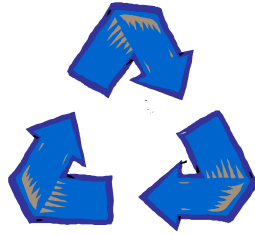
Vlog Tutorial Video or **Google Video** will teach you about the up and coming Vlog or Video Blog and Google Videos. You can learn how to set up an online video and how to get people to see it. This concept is brand new, and a great way and time to get ahead of the pack by getting started with video today.

A teleseminar is a way to have a seminar on the telephone. They are another great way to let people know about your business. You can even hold a teleseminar without having to talk to someone if that makes you more comfortable. With some of the new services available on the Internet, it is affordable.

Live, as you were to die tomorrow.

Learn as if you were to live forever.

~~ Mahatma Gandhi ~~



Viral Marketing

This is the easiest way to advertise. All you have to do is give this ebook away. You even have the option of selling “[The Bluebook 4 Multiple Incomes](#)” on your favorite online auction site.

While search engines change their rules and different forms of Internet marketing come and go, one thing always remains. People enjoy being able to get something for free. When you purchase branding rights you can get your website link added to this ebook.

When you give this ebook to someone, you encourage them to share it with others. Then they may share it with even more people. This is what makes this viral marketing; it is like a cold virus. When one person gets it, they pass it on to others, who pass it to others.

All the while your website link is spreading around the Internet and around the world, 24 hours a day, 7 days a week, 365 days a year. All you do is make a commitment to give your “Bluebook 4 Multiple Incomes” to 3, 5, 10 or even more people per day.

The Bluebook also provides your prospect with the tools so they can learn “how do I advertise the business and make money?” So they are more inclined to do business with you! And they know they can use this ebook to increase their own business. You have solved a problem for them just by giving away “The Bluebook 4 Multiple Incomes.”

But this ebook has an added bonus...

What if the person who receives the BlueBook is not interested in your business? No problems! While they read this Bluebook they will find many other interesting products and services mentioned. These products and services can also be changed to your links, which means you can actually get paid to advertise!

You can use the resources inside the “Bluebook” to save on your advertising. However, as a bonus you get paid from people who read your branded copy of this ebook decide to use these resources. This is definitely a win –win situation for you.

Earn commission from this ebook!

Then you can make money every time someone buys branding rights to this ebook from your link. You make money when someone buys [branding rights](#) using the link bought from you! And you even make money when someone buys branding rights from that person!

Branding rights (the rights to have your links added to the “Bluebook 4 Multiple Incomes) costs \$67. When someone buys branding rights using your affiliate link, you make 40% or \$26.80 (minus processing fees). So with 3 sales, you have made a profit.

You get paid on 3 levels!

Remember earlier when we discussed leverage, it is an important part to making money, so I included in the commission plan. So you also earn 10% commissions from your sub-affiliate (the person who bought branding rights from your link). As a bigger bonus, you make 5% commissions on the sale of branding rights made by your sub-affiliate's sub-affiliate!!

Since someone selling for almost any company can use this ebook, you can sell branding rights to your friend who is with a different Network Marketing company than you! If you share this ebook with 20 individuals per week, and ten buy branding rights, you make \$268. If they each sell 5 branding rights per week, you make \$335. So you just made \$603 in a week just giving out this free ebook.

Plus you have another level of people, and for EVERY SALE they make you make \$3.35. But like you read earlier, you also earn commissions when someone joins your business. And you make money when someone buys one of the products or services that were mentioned earlier; they are listed below with the commission rates.

Product	Use	Payer	You make per sale
Hyper Tracker	Ad Tracker	Implix	up to \$2 per month
Keyword Elite	Find keywords for PPCs	Clickbank	60%
Directory Ezines	Directory of Ezines	Clickbank	50%
Wizard Ads	Cheap Ezine Ads	Clickbank	10 to 50%
Trafficane	Traffic Exchange	OPFM	multi level
Website Wizard	Website Builder	Implix	varies
Get Response	Autoresponder	Implix	up to \$5 per month
Total Advertising	Website Submit	Clickbank	60%
Submit Equalizer	Website Submit	Clickbank	50%
Impact Pop Up	Pop up program	LowStress	50%
SEO Elite	Search Engine Optimizer	Clickbank	60%
Rampage Blogs	Learn about Blogs & RSS	Clickbank	50%
How to Podcast	Learn how to Podcast	Clickbank	50%
Vlog	Learn about Vlog	LowStress	50%
Google Video	Learn about Google Video	LowStress	50%

Now you have more people signing up with your business. You are making money when people buy branding rights to this ebook, and you are making money when someone buys one of the products above.

You have created multiple income streams just by giving away the “BlueBook 4 Multiple Incomes.” Now you need to meet your sponsor, the one who gave this ebook to you or someone you know!

From your sponsor,

Hello! My name is
MJ Schrader

I wanted you to have this ebook so you can be better prepared to start your business. Making money with a network marketing company is both fun and profitable. It does take some work at the beginning, with work; you can create a great income that you can allow you to retire within a few years.

I recommend the following companies...

Cognigen at

<http://ld.net/?infojunkie/>

Send Out Cards, Train 3 and it's Free a t

<http://www.sendoutcards.com/7141/>

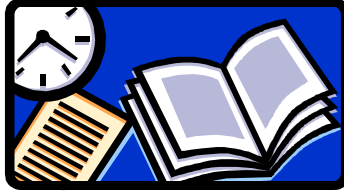
Coastal Vacations at

<http://vacation.info-junkie.net/>

Vibe with Get 4 pay no more at

<http://netsmartmarketing.com/info/home.html/>

Do not forget to get branding rights to "[Bluebook 4 Multiple Incomes](#)." I make money selling the branding rights and you can as well.



Time to get your Branding Rights!

Now you are ready to purchase branding rights to “[Bluebook 4 Multiple Incomes](#)” so you can add your links inside. Just click Bluebook to go directly to the sale page.

Then you will be able to give or sell this ebook to anyone you choose and make massive income through your business. You also can make money from sale of branding right or the products and services mentioned inside.

After you purchase your branding rights, you will be sent to a webpage that contains the link to “Bluebook” and the affiliate link. You will want to right click on the words “Bluebook download” and “save target as...” please note where on your computer this file saves.

While the file is saving you can click the affiliate link and sign up to join the Bluebook affiliate program. Remember you earn 40% for every sale you make, 10% from your sub-affiliates and 5% from their sub-affiliates. This gives you leverage to earn more money.

Now you will need to write down the link you are given or better yet copy and paste it in a document file. You will need to write down or copy and paste a few more links and id codes.

Although the list of links you will get to add to your ebook are listed next. The branding program will replace links throughout the ebook, and there are several Clickbank and Low Stress Products.

When you use the branding program, it will ask for your link or ID. Don't worry you do not have to sign up for everything. If you do not have one please leave the box blank. Otherwise this will cause a "dead link" which means the link will not work.

MJ Schrader ,
recommends the following companies, to help your financial growth:

Cognigen at
<http://ld.net/?infojunkie/>

Send Out Cards, Train 3 and it's Free a t
<http://www.sendoutcards.com/7141/>

Coastal Vacations at
<http://vacation.info-junkie.net/>

Vibe with Get 4 pay no more at
<http://netsmartmarketing.com/info/home.html/>

Free to join programs

[Clickbank](#) is an affiliate program with many links in this ebook.

[Low Stress Income](#) is another affiliate program with links in this ebook.

[Implix](#) is yet another affiliate program with several links in this ebook.

[Click thru](#) is multipurpose traffic program.

[Profit Rally](#) is a traffic exchange program

[Bluebook](#) is the affiliate program for this ebook!

These have monthly fees, but add to your monthly income

[Send Out Cards](#) - easy to send cards, become a distributor and you will have lots of ways to make money

[Trafficane](#) – traffic exchange program with monthly income.

[Vibe](#) – is an optional company, since it was mentioned, I put it here

Once you have signed up with these programs you will be ready to brand your ebook. Now you will need to go to where the “Bluebook download” saved. If you cannot find it use Search from your Start Menu to find “bluebook.”

Next you will open the zipped file, your computer will probably have a program to open it. If not you will need WINZIP or other ZIP program to extract the files within the packages below. If you do not have it, you can use [Cnet Download](#) or go direct to [WINZIP](#).

Inside that file you will find “bluebook2_signed,” please note where it is. Now open the program “PDF brand” in the left hand corner you will need to go to “File” Click “Open” and find the “bluebook2_signed”

program. After you open that it will pop up with a list of links that will look like the ones listed on the next page...

Please leave it blank if you do not have an ID.

Simply enter the appropriate affiliate IDs into the fields.

bluebooklink = Enter your Bluebook affiliate like, after the http://

eg: paydotcom.com/r/9284/infojunkie/342585

clickbank = Enter your Clickbank nickname, eg: sm007

clickthru = Enter your ClickThru affiliate ID, eg: 560945

cognigen = Enter your Cognigen ID

company1 = Enter the name of your 1st home based business

e.g. Cognigen, Send Out Cards, Vibe

company2 = Enter the name of your 2nd home based business

company3 = Enter the name of your 3rd home based business

company4 = Enter the name of your 4th home based business

On the CompanySites Enter the web address beginning AFTER http://

do not include a backslash “/” at the end of the web address.

companysite1 = Enter the web address you want people to visit for your 1st home based business (after the http:// eg.

www.nitroaffiliates.com/g.o/GameBlue or vacation.info-junkie.net

companysite2 = Enter the web address you want people to visit for your 2nd home based business

companysite3 = Enter the web address you want people to visit for your 3rd home based business

companysite4 = Enter the web address you want people to visit for your 4th home based business

Now back to other links included

implix = Enter your Implix ID: eg infojunkie

lowstress = Enter your Low Stress Income ID: eg infojunkie

name = Enter your name as you want it to appear

e.g. MJ Schrader, Luna Bella

profitrally = Enter your Profit Rally ID eg: ijnet

soc = If you are a Send Out Cards DISTRIBUTOR

not customer enter your ID. eg: 7141

Trafficane = Enter your Trafficane ID: eg 24466

vacationsite = Enter your vacation website address (if you have one)

after the [http://](#)

vibe = Enter your vibe ID: eg. Info (if you have one)

Once you're finished, click the "Brand!" button. The Brander will then come up with a dialog box, asking you to automatically save a copy of the PDF under the name 'bluebook2_branded.pdf' in the same location as the original file. You can go back later and add another link, should you sign up with another company.

Please note where it saves. You may want to change the name, but you will need to right click the file, then click copy, and save in the file on your computer called "My Documents." You may only give away the file that you just finished branding. You may not give away or sell "PDF Brand," "Bluebook1_signed," "bluebook2_signed" or any other files. (Note: Bluebook 1 is actually "Bluebook 4 Network Marketing" and can be used if you want to advertise just one company.)

Upload your ebook!

Now if you have your own website you may upload the “Bluebook 4 Multiple Incomes” that has been branded with your links. Your web-hosting site should have instructions on how to upload with their site. You may then send people directly to the link they tell you. But always test the link to see if your ebook downloads from that link. Although you should have them sign up with your [autoresponder](#), then in the first message tell them where they may get the website.

Payloadz

If you do not have your own website and you wish to sell at online auctions, you may want to use [Payloadz](#). When someone pays you they will automatically be sent a link to download the ebook.

All you have to do is sign up, then on your home page, create a new product. You choose your sale amount and id code. You may even sell your branded copy of “Bluebook” through their store. Then after you submit that information, it will say, “Upload file to secure server.” Use the browse button to find your branded copy of “Bluebook 4 Multiple Incomes.”

Remember you can only sell the “Bluebook 4 Multiple Incomes” or “Bluebook 4 Network Marketing” with your links. You do not have permission to sell branding rights, or any of the other programs.



Upload to Yahoo Briefcase

Yahoo has a place to store files online called “Briefcase” so you can give people a link to your copy of the Bluebook. If you are not already, please sign up with Yahoo. Then visit “More Services” on the left side of the Yahoo home page, look for “Briefcase.”

After you click that link, you will be sent to another page, click “Add Files.” Click the circle in front of “Create New File” type in a name you want then click “Select.” Now click “Browse” and you will want to click “My Documents” on the left side. Click “bluebook1_branded” then click “open.”

Once you have done that the location will appear on the Yahoo page. You can now name your file what ever you wish. Go to the bottom and click “Upload.” When it finishes you will want see “Upload Complete.”

Now at the top right click "Briefcase home." It will go back to where you started. You will want to click "Share with Friends" now. Put a dot in front of the file name you created, press "Select." On the next screen you will want to choose "Public" then press "Save."

Again it will go to the Briefcase home, on the left you will see the name of your file folder you created. Click it, then you will see your copy of the "Bluebook," right click on it then press copy Shortcut, paste that link in an email.

You can now send that email to all your friends. If you keep the email, you can just copy and paste it whenever you need to send someone a link to your ebook! You may also add that link to the first message in your autoresponder. Your prospects will be able to download your ebook with the first message.

Now if you have never uploaded anything on the internet...

CONGRATULATIONS ON UPLOADING YOUR BOOK ON THE INTERNET!!

*You can have anything you want if you want it
desperately enough. You must want it with an
exuberance that erupts through the skin and joins the
energy that created the world.*

~~ Sheila Graham ~~



Now what?

You may sell your branded version of your “Bluebook 4 Multiple Incomes” with an online auction. You may give it away with any auctions you are running.

Visit forums and say you have a free ebook, and give them the link where your website is uploaded. Remember if you used Yahoo, or some other websites you can right click and use “Copy Shortcut” to get the link. If you have your website send them to your website, and have the sign up with the autoresponder. Your first message should contain the link to your branded version of “The Bluebook.”

Ask friends and family to share the link with others. With the techniques listed inside this ebook you will have plenty of ways to get people to visit your website. Do not forget to use offline as well as online methods.

While it may seem weird, giving away this ebook will help build your income. Not only while you work, but while you play, and while you sleep. 24 hours a day, 365 days a year this ebook will work for you. Just try to share “Bluebook” with 5 people per day, and encourage them to share it with their friends!

You will be pleasantly shocked as your income slowly starts to grow while your branded “Bluebook 4 Multiple Incomes” circles the globe.

Good Luck,
MJ Schrader

and

Martha Jo Schrader

www.4profit-plan.net

Appendix

Resources:

Ad Tracking – [Hyper Tracker](#)

Autoresponder - [Get Response](#) Top in the business

Business Gifts and Apparel – <http://bizshop.mylemonadeshop.com>

Easy Website – [Webmax Studio](#) or [Website Wizard](#)

Free Business Cards - [Vista](#)

Free ebooks - www.4profit-plan.net

Greeting Cards – [Send Out Cards](#), send real cards as easy as email

The IRS – [Internal Revenue Service](#)

Tax Software for small business - [Tax Helper](#) – finds every business deduction

Add Income Streams (how the author makes money)

[Low Stress Income](#) – Free to Join; become an affiliate and make money!

[Cognigen](#) – Free to join and you make money on everyday services!

[Send Out Cards](#) – make \$100 per person you train! And make \$15 anytime someone in your downline trains someone!

[Vibe](#) – “Get 4 Pay No More” puts you in quick pay, but the feature most people enjoy is that they offer up to a \$1000 [car bonus](#)!

[Vacation](#) and make money! Get paid daily!