

Your
E-Learning Marketing System
Website Overview
“Marketing Your Small Business Online”



The E-Learning Marketing System™

HOME PAGE

Located at <http://YOURDOMAIN.com/>

This page encourages the user to enter their first name and email address in order to get access to the guided tour. They will be immediately directed to the guided tour after clicking the 'Get INSTANT Access Now' button. If they choose not to watch the Guided Tour... or they do watch the Guided Tour but fail to request the 30 day free membership and the ten mini-videos, we send them a series of marketing education emails (drip campaign).

There are 10 mini-videos that focus on online fundamentals only and they receive these at a rate of one per day. These are much shorter than the regular mini-videos (that paid members receive) and serve as a rapport builder rather than a revenue-producer. Following the mini-videos, they also receive 20 emails that are delivered at a rate of one every 3 days.

The first email isn't delivered until 2 hours after entering their details. The 2 hour delay gives them additional time to decide to register for the 30 day membership and 10 free mini-videos. If they do register (i.e. pay \$1), they won't be enrolled in this 'Free' prospects list. If they register anytime after 2 hours, they will be removed from the 'Free' list immediately.

GUIDED TOUR PAGE

Located at <http://YOURDOMAIN.com/guidedtour>

You should always insist that every interested prospect you encounter watch the Guided Tour before taking the next step in the sales process. DON'T spend your valuable time doing what the Guided Tour can do faster and with far greater expertise.

Direct your prospects to the Guided Tour by sending them to your home page and asking them to enter their first name and email address in the box on the right. That will take them directly to the Guided Tour while simultaneously capturing their contact information for future marketing purposes.

After watching the Guided Tour, prospects are prompted to request a 30 day free trial of the entire E-Learning Marketing System and to receive 10 free videos that will help them make a minimum of \$10,000 in just 30 days. As they enroll for their 30 day trial, you ask them to pay a \$1 bandwidth fee.

This fee gives them direct, unrestricted VIP access to more than 150 hours of cutting-edge video content. The \$1 fee helps offset the costs to provide them with this streaming capability. It also allows you to capture their credit card information so you can automatically continue their membership after their 30 day trial period and begin charging them their monthly membership fee.

When any prospect initially comes to your site, they have no idea who you are, what you do or for that matter, if you're a real business or just a scammer. The 10 free videos are designed to walk them step-by-step through carefully selected content that has been shown to produce instant and immediate revenue increases for every small business owner that applies that information to their business. This allows us to produce a significant amount of revenue for each prospect BEFORE asking them to invest in our program. The videos also serve to establish trust, respect, rapport and most of all... preeminence (expertise).

Each mini-video should easily produce a \$1,000 return to any small business owner who actually applies the information (or they at least acknowledge that it has the potential to make them that much).

The obvious goal is to get them to request the 10 mini-videos and then enroll in your \$97 per month membership site. Follow our process, and the entire sales process is "hands-free" to you.

The remainder of the registration page reveals several powerful components we've included in the system. The diagnostic, the roadmap, the internet marketing and business building content all serve to compel your prospects to request the 10 mini-videos.

PARTNER/CHAMBER PAGES

Located at <http://YOURDOMAIN.com/partner> AND <http://YOURDOMAIN.com/chamber>

This is your Joint Venture registration page for your prospective partners. They're typically directed here by you personally. This may happen through a personal encounter you have with someone, a direct mail letter you send to specifically targeted businesses or Chambers, an email directed to these same specific individuals or groups or possibly through a one-on-one phone call where you contact the business owner and inquire about them partnering with you.

If you prefer the direct mail or email route, we have already created the communication collateral you will need to fully execute this strategy. In fact, this same communication piece can also be used as a "script" for direct contact or a phone call.

The key is to say just enough to interest and intrigue your prospects. You should then insist that every interested prospect you encounter watch the Guided Tour before taking the next step in the partner process. DON'T spend your valuable time doing what the Guided Tour can do faster and with far greater expertise.

Prospective partners reach the Guided Tour through various links we have included in your lead generation collateral such as the JV collateral... or you can give it to them verbally. The links are simple to remember. They are your URL followed by /partner or by /chamber.

Once they view the Guided Tour they are then offered a complimentary lifetime membership as well as the 10 free mini-videos, although most of them will be ready to move forward with you after the Guided Tour. The reason they may want to view the site and the mini-videos first has to do with their reputation. After all, they're putting themselves on the firing line when they personally recommend you to their customers and prospects.

YOU MUST BE SURE YOU CAN DELIVER ON YOUR PROMISES!

I hope I emphasized that strongly enough. This means you MUST follow up with all prospects that show an interest in partnering with you, as well as THEIR prospects that show an interest in joining your membership site. You MUST return their calls, answer their emails and fulfill any and all commitments you make to them.

The obvious goal is to get your partners to agree to send out the pre-written letter or email we have already created and have ready to go. ALWAYS provide this collateral to the partner FIRST so they can edit the letter to their complete satisfaction. In most cases, they will send the email for you.

If you elect to use direct mail, you will typically send your materials to a mail house and your partner will send them an electronic listing of their database. In most cases, you will be expected to pay any and all costs associated with a direct mail campaign.

PARTNER/CHAMBER PAGES

Compensation to your partners has been set at a flat \$40 per new member. This makes it easy to track and simple to compute for both you and your partners. Although you may see this referred to in print as a 40% commission rate, in reality, it's actually a little more than 41% to the partner. Use that as a way to exceed their expectations up front when they consider partnering with you.

Remind them that they are providing their customers and prospects with a proven and tested E-Learning Marketing System that took more than 5 years to develop at a cost in excess of \$2 million dollars... all for a paltry \$97 per month. Add to that the fact that we make each new member a minimum of \$10,000 BEFORE we ask them to join, and the entire program is in reality... SELF-FUNDED!

The remainder of the partner / chamber page reveals several powerful components we've included in the system. The diagnostic, the roadmap, the internet marketing and business building content all serve to compel your prospects to request the 10 mini-videos. Please note that the language we use has been designed to position this powerful system as a "gift" from your partner.

We want them to look like the "hero" to their customers and prospects, and to receive their praise and thanks for recommending us to them. That's why we also position the \$97 member price as normally \$197 (which it is) but the partner has "arranged" for each of them to receive a \$100 VIP voucher for every month they remain a member... making their final monthly program price \$97. That price is good for the life they remain in the program.

There is nothing for you or your partner to do with regards to the voucher. This is applied automatically by Corporate at the time they pay. The only thing your partners need to decide on is their share of the monthly fee. Do they want to keep the \$40 per month for themselves (most will) or do they want to apply that amount to their members \$97 monthly fee... reducing it to \$57 per month (many Chambers may elect this option as they may feel it to be a conflict of interest if the Chamber profits from their members).

Finally, remind your prospective partners that they can elect to purchase their OWN site as well. The advantage here is they can offer free memberships to those prospects who agree to become new customers for their business. This is the ONLY time we permit free memberships to be offered using our E-Learning System... the acquisition of new business.

All other options require a minimum \$97 per month membership fee to maintain the programs integrity. Otherwise, our members could get into price wars with each other, and then no one comes out ahead.

E-LEARNING SYSTEM TOUR PAGE

Located at <http://YOURDOMAIN.com/systemtour>

Welcome to the E-Learning Marketing System Guided Tour. The purpose of this short video presentation is to show you a revolutionary new program specifically designed to help every small business owner instantly generate more leads and make more money for their business.

As a small business owner, it's finally time you stop trading your time for dollars. This Guided Tour reveals a powerful, fully-automated marketing and business growth system that will take any business to the next level.

And best of all, this entire system will be yours, completely branded to you with your picture, your name and your company name. You will then begin to enroll other business owners desperate for both online and offline marketing help into your system... and begin to generate a passive income stream that continues to build in value month to month and can be sold as an asset whenever you elect to sell it.

This system was developed over a 5 year period at a cost of more than \$2 million dollars. Experts are calling it the most powerful lead generation and client attraction program ever created.

But don't take our word for it... see for yourself. In less than one short hour, we'll show you the impressive array of tools, templates, resources, strategies, tactics and live support that will instantly position you as the market leader. I promise you have never seen anything like this before.

Below the video is a partner application form, which allows you to qualify your prospective E-Learning Marketing System partners. After the application form has been completed (and emailed to you), they are presented with an option to receive a complimentary lifetime membership and to enroll for the mini-videos at no cost. It allows them to get an accelerated 10 day, first hand look at a members 30 day test drive.

MEMBERS AREA PREVIEW SECTION

Located at <http://YOURDOMAIN.com/system>

Seeing is believing. Nothing helps you sell a prospect better than a compelling hands-on experience. We created this duplicate E-Learning site to mirror our members' sites. But with one slight variation. **NONE of the actual content is accessible to your prospects.**

All of the links are active and allow a prospect to completely tour the site and get a terrific feel for the extensive amount of tools, templates, resources, strategies and tactics that your system offers to them.

Once they see this vast resource array, they will want to see the actual content itself, and that's the time to ask them to watch the Guided Tour and request their 30 day free trial (\$1 bandwidth fee) and experience first-hand the money-making power of the free 10 mini-videos.

Use this awe-inspiring page at your discretion. It will prove to be one of your most powerful sales tools in your selling arsenal.

SIDEWAYS SALES LETTER PAGE

Located at <http://YOURDOMAIN.com/sidewaysalesletter>

There's an old saying... "the proof is in the pudding." We couldn't agree more. When you have a system as powerful as the one we offer, and you're confident of its ability to generate more leads and make ANY small business owner more money, then why not prove it right up front... and do so BEFORE you ask the prospect to invest in your program?

Our sideway sales letter consists of 10 free mini-videos... each designed to highlight one specific money making strategy or tactic specifically designed to make any small business owner who applies this information a minimum of \$10,000 within just a 30 day period. We literally have the ability to "self fund" any serious small business owner by making them 100 times more money than we ask them to invest with us from the start.

Who else is doing that these days? The answer... NO ONE! We wanted our members to have a foolproof way to sell their memberships to their sites without having to actually sell. The sideways sales letter does exactly that.

Imagine the power you now have when you can offer a free 30 day trial with 10 free mini-videos that will produce a minimum of \$10,000 in those 30 days... and afterward your prospects can continue as a member for just \$97 per month?

This is just one more tool in your arsenal to add more and more members to your site and continue to build your monthly income stream to record levels.