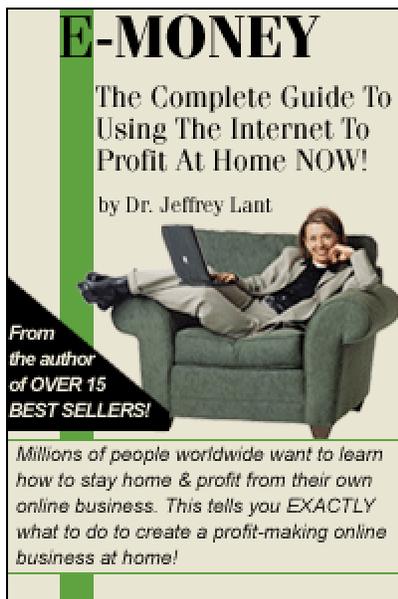


E-Money! The Complete Guide To Using The Internet To Profit At Home NOW!



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E-Money!

The Complete Guide To Using The Internet To Profit At Home NOW!

by Dr. Jeffrey Lant

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Welcome!

By getting this book, you've told me you want to profit in your own online home business. Good for you! In the pages which follow I'm going to do everything I can to make sure you get the information you need to achieve your objective.

You may already know me through one or more of the 14 books I've previously written, books which have helped tens of thousands of businesses worldwide grow and prosper. You'll find information about these books at www.jeffreylant.com

This time I'm writing about one of my favorite subjects: how to use the incredible resources of the Internet to develop a profitable home business.

I approach this subject with almost missionary zeal, not least because I was my own guinea pig in this area.

You see, Senior Webmaster George Kosch; Sandi Hunter, Director of Website Promotion, and I established www.worldprofit.com back in 1994. It started life as a home business and, since then, we've grown it into one of the best-known online companies on earth, a multi-million dollar enterprise, with a superb team of technicians, web designers, marketers, and thousands of dealers and associates who are located all over this planet!

Again, I stress: we started life as a home business. We learned how to use the incredible capabilities and economies of the Internet to grow this business. That's just what I'm going to show you how to do in the pages which follow.

If you've read any of my previous books or articles, you know that I'm a fanatic for providing solid, sensible, useful information. I'm a no-nonsense kind of guy myself; I like to invest my time, talent, and treasure and get back disproportionate benefits from the work I put in. I figure you are the same way, not wanting to waste a single minute or a single penny.

Thus in this book, I've included just the information you need to grow an international business at home online. You'll discover

- * the tools you need to succeed
- * where to find best-selling products to represent
- * where and how to get the prospect leads you must have and work with them to make a sale
- * how to publish a money-making newsletter ("ezine")
- * how to recruit and profit from your own Associates
- * how to recruit and work with your own Dealers
- * how to think, act and profit as president of your own international company
- * how to stay focused and profit daily

You'll also learn how Worldprofit and I are available to assist you get started profiting online now!

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What you will not find in these pages is information on the latest "get rich quick" scheme, how to pick people's pockets using the Internet, or how to become a rich couch potato using the Internet to avoid work for life.

I myself am a multi-millionaire. I got that way because I worked harder, smarter, longer than other people, creating products and services that people wanted and giving them more than they expected for their money. In short, a tried and tested success formula. In well over a half century on this planet, I have discovered that all the people who got rich without help of a lottery or doting aunt worked hard for the money. If you think you can go online and make a million in a minute, you're crazy; you won't like the message of this book, namely that the Internet is one of the smartest ways to make money in the world -- but you have to know how to do it, and this means work!

You'll get the most from this book if you have

- * realistic expectations
- * a solid work ethic
- * good steady habits
- * reasonable communications skills
- * a determination to succeed
- * the ability to focus on what is important to building a profitable business
- * the necessary time to build such a business
- * some financial resources
- * a willingness to master key success elements, and
- * patience, a commodity in short supply in a world where too many people want instant gratification when consistent performance is called for.

A sense of humor won't hurt either. In fact, I regard it as absolutely vital!

This Is Not Just A Good Read. It's An Action Plan For Your Own Online Success

You can easily read this book in a single sitting; in fact, it's advisable that you do so. After you have read it once, read it again. What I have done is to distill years of practical experience and learning about what it takes to succeed in your own online home business and turn it into handy steps you can begin to follow at once.

Having read this little book carefully, there is no reason why you cannot be set up in your own home business within 72 hours and, by carefully following these directions, immediately connecting with prospect leads and making sales!

That's right: this book is geared to helping you set up your business AT ONCE and guiding you to make immediate sales and growing profit as president of your own worldwide business, run from the comfort of your home!

Keep this in mind as you read this book: just because you're working at home you do not have to think small. The Internet, as you're soon to see, has changed all that. You're about to discover how to turn your home into the headquarters of your international business and how to make profits worldwide, every single day from here on out.

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Chapter 1

The Tools You Must Have For Online Success

If you were going to plant a garden, you wouldn't think of getting started without all the tools you need.

Or, what if you wanted to paint the living room. Again, you'd need certain tools, right?

The same is true of building a successful online business. You are going to need certain key tools. Trying to build a business without them isn't just silly; it's a complete waste of time. And, remember, I'm a guy who just cannot stand waste.

If I'm going to do something, I want to do it right, do it so that I get the desired results. That's why any discussion of online success **MUST** begin by focusing on the necessary tools you need.

-- A Domain

The word domain goes back to the Middle Ages in Europe. My handy and much-used dictionary defines it to mean "A territory over which dominion is exercised.... Absolute proprietorship in land." Let's apply this to the Internet.

A domain is cyber "land", electronic territory that's yours and which you can develop as you see fit. Consider it the "ground" on which you plan to build your international business.

When you consider your domain in this fashion, you should understand instantly why you want one and why things like self-replicating websites that you don't own are pointless.

What's a self-replicating website? It's something used by lots of online companies which call themselves "opportunities" but which are in reality nothing more than cash pits. How it works is like this: you go to their domain and sign up for a free copy of their website with your client number on it.

Doing this, you are totally at the mercy of the domain owner. If they go out of business (as happens with the overwhelming majority of online "opportunities") you're going to lose your website. It doesn't belong to you!

That's one very good reason for not trying to base your success on a self-replicating website. Another good reason is the fact that you cannot edit such sites. You have to leave it just as it is, even if there are errors on it!

Now think for a second of all the big-name companies you know: Coca Cola, McDonalds, Ford Motor Company, you name it. Do these companies own their own land? You bet! And do they own their own domains? Absolutely!

That's why you've got to have your own domain, too.

Owning your own domain tells people a lot about you; about the fact that you are a real business, that you own your own site, that you are committed to developing that site, and getting the best possible return from your "land."

In sum, having your own domain is absolutely essential for your online success. I say this: **EVERY** successful online entity owns its own domain. You need to have your own domain, too!

-- A Listserver

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Once you've got a domain, you need to focus your full attention on developing that domain. Having a domain without wishing to develop it is pointless; the whole point of having a domain is to use it as the launching pad for your ever-growing business. The question is, what do you need to develop this asset?

The first thing you need is a listserver.

A listserver is, without question, your #1 profit tool. Personally, I could never have developed my own online enterprises and reaped the degree of profit I have without a listserver. Once you understand what a listserver is and how to use it, you'll see why I say this.

A listserver is software which enables you to email, at the touch of the send key, everyone on any given list. A listserver enables you to communicate with your prospects day in, day out at the touch of a button; to send subscribers a newsletter, for instance, and key information about the products and services you sell.

How easy is a listserver to use? This easy! Just write what you have to say to the people on your list; (you can even copy things you've previously written and re-use them). Then put your message in the appropriate area and hit the "send" key. That's it! Within just minutes your message will be delivered to your prospects, customers, and subscribers worldwide!

Think for a minute what this means.

Say you wake up and have a GREAT IDEA, the kind of idea that's bound to thrill people from Alabama to Zambia. In the old days, you'd have to

- * write the copy
- * get it designed
- * get it printed
- * get a mailing list
- * get it mailed.

The time and money involved were substantial and, often, prohibitive.

Then you had to sit back and wait, wait, wait for your responses.

With a listserver, life is ENTIRELY different.

Like I said, you write the copy, you send the copy. You can have responses in MINUTES, not WEEKS!

I will be talking much more about a listserver in the pages which follow. For now, suffice it to say that when you have a listserver you've been given an essential tool for online success, a tool which enables you to send your marketing message at will, 24 hours a day, 365 days a year, allowing you to hit your market whenever you like!

Personally, I have several listservers, because I have developed several lucrative lists. On any given day, I use these listservers to email these lists, how often depends on what I have to say and sell.

I consider myself the maestro of an amazing, powerful but invisible orchestra. Now I send a message to List A with pulsating marketing copy about why they should respond to this. Now I send a completely different message to List B with equally scintillating marketing copy about why the people receiving it should respond NOW!

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I write! The listserver sends!

I write! The listserver sends again!

I sit back and handle the responses as they come in!

The listserver is absolutely essential for succeeding online. It's one incredible tool, one you can learn to use in just a MINUTE or two, and which you'll use (if you're smart) EVERY SINGLE DAY!

Note: to see how a listserver works, go to <http://www.worldprofit.com/ezines> and subscribe to one or more of our newsletters. Each of them is delivered by a listserver. It's a stupendous system!

-- A Sales Manager

Until the invention and spread of the Internet, running a home business ordinarily meant thinking small. You had a limited product line which you sold to a limited clientele in a limited geographical area. All that is different now -- and you must prepare accordingly.

You must be prepared to market to thousands, even tens of thousands, of people, regularly communicating with them, telling them about what you've got for sale, special offers you have available, and the benefits they'll derive from what you're selling. The listserver can easily handle all this. But the listserver needs help when it comes to personalized follow-up.

Say, for instance, that you use your listserver to send your customers an ad on a given subject. Some will respond and some will not. The ones who respond are different from the ones who do not. They must be treated accordingly.

That's where the Sales Manager comes in.

The Sales Manager was invented to give you the power of automated follow-up.

Now you know and I know just how important follow-up is. The truth is, people nowadays are overwhelmed with information, helpful and otherwise. There's no way in the world all people will respond in a timely fashion to all the things they're asked to respond to. They're going to need reminders.

However, developing a reminder system in the "real world" has all too often been a matter of "hit or miss." If 5 people respond to one of your ads today, following up with them in a few days isn't such a bother. But if 5 people respond to your ad every day, sending the right message each day to the right people quickly becomes a nightmare. Most people "solve" this problem by giving up, following up if and when they feel like it, leaving business on the table every single day because of their poor follow-up habits and because they have so many other things to do!

Running a business online with the Sales Manager changes all this.

When you have a Sales Manager you have the ultimate follow-up tool, a tool that can send out up to 25 personalized follow-up messages per list to an unlimited number of lists.

To use the Sales Manager, you create just the number of follow-up letters you want (up to 25) for just as many things as you sell. When a prospect subscribes himself to the appropriate list, he gets your letters, spaced for sending as you wish. You could have them go out every day for up to 25 days or every third day for up to 75 days, etc.

Because this is a fully automated system, when your prospect is ready to respond to your message, all

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she has to do is hit reply and tell you so. You can then follow up by phone or email. Similarly, if your prospect has had enough, she can easily unsubscribe the list automatically, so that you don't have to stop what you're doing to handle it. Let the system do it!

Note: at Worldprofit we've found the Sales Manager such a vital online tool, that we've developed several sets of follow-up letters for our products. These come automatically loaded into our E-Properties and E-Select Properties at <http://www.trafficcenter.com/properties> Thus, your follow-up system is fully operational right from the start.

To see how a Sales Manager works in practice, go to <http://www.worldprofit.com/autoresponse> Sign up for one or more of the lists. You will get an immediate response and then a series of automated follow-up responses. You will see how fast and easy this system is. As a result, you'll see just why I regard it as indispensable for online business success.

-- Banner Exchange

Whether you're running your business online or off, you can NEVER stop thinking about your prospect lead flow, about ensuring that you have the right number of people to sell to so that you reach your sales and profit objectives. Online, there's a superb tool which enables you to generate prospect leads automatically, every single day. That tool is the Banner Exchange.

The best way to explain this incredible tool to you is to start by letting you see it. Go to <http://www.worldbannerexchange.com> This is Worldprofit's Banner Exchange.

Here's how the system works. Anyone can insert their banner into the system free. This means that their message is being shown throughout the system, in return for which they post the banner code on their site, thereby allowing banners from the system to be shown on that site.

When someone inserts their banner into the system, the system automatically appends to it a smaller (or "strip") banner. This banner is a free ad for the owner of the exchange, that being Worldprofit in the case of this example.

Now, as the bigger banner circulates throughout the entire system, showing up on tens of thousands of websites, it is automatically accompanied by the strip banner and its sales message, a message which can easily be changed at will by the exchange owner. This now becomes a perpetual (free) ad!

Think about this for a minute. How many perpetual ads do you have right now? If you're operating a business in the "real world," there is no such thing as a perpetual ad. Ads run for a time; then they are superceded by ads which follow them. Nothing like the Banner Exchange exists here! However online, the unique Internet environment makes it possible for a banner, once entered, to stay in the system indefinitely. Moreover, when you're the owner of your own Banner Exchange the advertising message you put on your strip banner is automatically linked to this banner, forever.

With a banner exchange advertising system, you'll find people worldwide clicking on your sales message, being automatically taken to just where you want them to go -- to your home page, to a prospect form or questionnaire, or to a particular page or information you want them to see and respond to.

Your banner exchange is always open, it never closes, and it continues to generate prospects and visitors for you every single day! It is one amazing lead-generating machine!

Two More Essential Tools: Technical And Design Support

If you're already running a home business, I don't need to tell you just how many demands there are on

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your time. They are incessant. What's worse, every time you focus on ANYTHING that takes you away from selling products and services and making money is undermining your ability to profit. When you're running any kind of small business, life is a constant pull and tug between things which help you profit and things which get in the way of helping you profit. It is in this context that I want to make it clear why you must have ready technical and design support.

My rule for all small business people is clear and simple: get experts to help you whenever possible, thereby enabling you to focus on selling. It's so easy to forget, when facing a mound of "must do" tasks, where the money is in business. However, unless you sell you cannot make the money you need to run your business and profit. You can never afford to forget this.

The overwhelming majority of people reading this ebook will not be Internet technical experts or design experts. Now hear this: that isn't necessary! You need to focus on what brings in the money. Solving technical problems and designing your site are necessary but you need specialists to handle these problems for you, just as you need a bookkeeper, accountant, lawyer, etc.

Where do you find these specialists?

At <http://www.worldprofit.com>

We have teams of superb technicians and web designers available for you. We operate on the assumption that you should be focusing on making sales and making money, that you should have as few distractions as possible in the way of you bringing in money, and that when you need technical and design assistance it should be readily available to you.

Human time is finite. Just 24 hours a day. There are incredible demands on this time. Thus, if you wish to accomplish what you need to accomplish to make your home business profitable, you must FOCUS on sales and find suitable specialists to assist you with other tasks. You cannot prosper by being "jack of all trades, master of none."

To succeed in your home business means developing a stable of competent specialists and advisors, allowing you to concentrate on the one thing that MUST happen for your business to grow and prosper, MAKING SALES. Unless you do this, this saying will apply to you, "The operation was a success, but the patient died." That means, you can run a perfectly ship-shape business, handling everything yourself but from lack of sales your business will join the scrap-heap of people with dreams who failed to understand what was important, what could be delegated, and arrange things accordingly. Don't make this mistake. It's fatal!

The Ultimate Home Business Package Contains All The Tools You Need

You now know the tools you must have. You can easily find them in the Worldprofit Ultimate Home Business Package. Go see it now at

<http://www.trafficcenter.com/properties>

Read up on just what comes with each Package. I have focused in this chapter on the key tools; you will see that the actual Package contains even more. This Package is the result of years of work by online technical, design and marketing experts. We began by asking the question: what must people have to develop a profitable home business online? The Ultimate Home Business Package is the result, a state-of-the-art means of enabling average people worldwide to stay home and make money online. Please be sure to review it carefully before we continue.

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Chapter 2

Products To Sell

This chapter is particularly for

- * entrepreneurs who have been looking for popular products to sell online
- * people who already have a home business and are looking for additional profit streams.

The key to the successful home business is selling what people want to buy. This seems obvious, but when you look at what people are trying to sell on the Internet nowadays, it's clear many people have forgotten this.

All day, every day I receive a steady stream of email, usually spam, from people who are trying to sell things online. Often, I scratch my head in wonder, astonished that anyone could be persuaded to sell most of this stuff. I'd only do it at gunpoint! As an entrepreneur myself, I want to know where the money is in any given product or service and how hard you have to work to make the sale and if the person who buys the item in question can easily be sold other things and, if so, when and for what commission.

When you take these things into consideration, it's hardly any surprise that the rate of online failure is so high. Far too many entrepreneurs are selling things which people don't really need, get far too small a commission, and have nothing else to sell their customers once the initial sale is made. In short, it's a business model that just won't work.

Having said this, I am now going to introduce you to a series of products you can sell that DO work. They are

- * products people must have to succeed online
- * generate a generous commission, and
- * lead to additional sales.

The best way to explain these products to you is for you to take a look. So please go to <http://www.trafficcenter.com/properties> and look closely at the E-Properties, the E-Select Properties and the custom web design, particularly the Small Business Custom Web Site Package.

Before we dig in, ask yourself these questions:

- 1) Is the Internet here to stay?
- 2) Is the Internet growing worldwide?
- 3) What do people doing business online need to succeed?
- 4) Do I want to be the one to sell them what they need?

Is The Internet Here To Stay?

The answer is YES! The Internet is a transforming technology. Try as you might, you cannot imagine going back to an Internet-free world. Indeed, you can think of your life as B-I and A-I, Before and After the Internet! The plain fact is that people love the Internet and, if they're running a business, the economies of using the Internet to grow that business. The Internet is definitely here to stay!

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Is The Internet Growing Worldwide?

Again, YES! The Internet is a truly global phenomenon, a phenomenon which has not yet remotely reached saturation. For years to come, we can expect 2 key numbers to grow: the number of people using the Internet and the number of dollars of business being done online. There's just no stopping these numbers from incredible continuing growth.

What Do People Doing Business Online Need To Succeed?

You already know the answer to that. If not, go back and reread Chapter 1. Each and every business needs certain key elements to succeed online, ranging from a domain to a listserver... sales manager... and web design and technical support.

Do You Want To Be The One To Sell Them What They Need?

Like it or not, trillions of dollars worth of business will be done online in the years to come. Whether you are on the Internet or not, it's going to happen. The only question you need to ask yourself is whether you want to be one of those profiting from this still developing international phenomenon... or whether you just want to watch others profiting from it.

I think we both know the answer to this, don't we? YOU WANT IN! That's why you're here! So, let's find out how to do it.

Selling To People Who Already Have Products And Services

Think for a minute. How many people in the world have

- * service businesses, like the butcher, the baker, the candlestick maker?
- * small businesses of ANY kind?
- * professional practices, like doctors, lawyers, accountants, opticians, etc.?
- * consultancies
- * agencies?
- * nonprofit organizations?

The truth is, the number is STAGGERING! Not merely millions, but HUNDREDS OF MILLIONS! All over the world!

Worldprofit developed its unique Small Business Custom Web Site just for them.

This service gives any business or organization a professionally created online presence at an unbelievably low price.

The first thing you need to ask yourself is whether these organizations need such a service. I'll give you just one illustration to show you why they do.

Recently, I did some consulting for a Florida-based professional organization offering services to women doctors and lawyers. When someone wanted their information, she called or wrote for it. The organization then put together a package of information and mailed it off. Each packet cost the organization from \$3-5

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to produce and mail. It was a very significant expense.

With a professional online presence, however, all this changed! Now people could still write or call for the organization's information. But they could also request it by email. The organization was able to instantly direct people requesting information to the exact area online where they could find it. The person seeking the information got what she needed IMMEDIATELY. The organization saved up to \$5 per package mailed and was able to assist its clientele faster. It's a tremendous win-win situation.

The Small Business Custom Web Site Package was made for this organization... and for the TENS OF MILLIONS of other businesses and organizations worldwide needing just this kind of service. It gives them a professionally designed web presence at such a low cost they can easily pay for it from the savings of the postage they no longer have to use!

As you read about the Small Business Custom Web Site package at <http://www.trafficcenter.com/properties> ask yourself 2 questions:

- 1) Do I need such a Package for my own small business?
- 2) Can I profit by selling these Packages to people WORLDWIDE, reaping a generous 20% commission?

One additional thing to keep in mind: people who purchase these Packages LOVE them and regularly add additional services to their site, including a listserver, sales manager, and extra pages for more of their products and services. All smart businesspeople know that they make a significant part of their profit from existing customers who upgrade, purchasing more. That's precisely what happens here. Selling a customer, from Alabama to Zambia, one of these sites leads to the establishment of a long-term relationship with numerous sales.

Selling To People Who Don't Have Products Or Services Of Their Own But Still Want To Profit Online

Go to <http://www.trafficcenter.com/properties> and review the E-Properties and E-Select Properties. These properties were developed for people who want to profit online but have no products or services of their own.

As you review these properties, keep the following key facts in mind:

- * The market for them is unlimited!
- * The market for them is worldwide!
- * The market for them grows every minute!
- * There is no direct competition for these products!
- * These products are unique!

If you've been in business any length of time, you know how incredible this situation is. You are, in short, in a position to take advantage of a stupendous international trend by representing a unique line of products in a situation where the market for them is unlimited, virtually untapped, grows daily, and where there is no direct competition! Incredible!

The E-Properties should already be familiar to you. I suggested, in Chapter 1, that you go to <http://www.trafficcenter.com/properties> and carefully review the Ultimate Home Business Package, so you could see each vital element that's essential for online business success.

This Package contains everything a person needs to profit online even if she doesn't have any products or services of her own to sell. A lesser cost alternative, the Business Starter Pack, contains the basic tools an individual needs to profit online. The Business Starter Pack was developed for people new to the

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Internet, without experience, and with limited financial resources.

These E-Properties are sold "as is," just like a house you might find in the Real Estate section of your Sunday newspaper. You select the one you like and within 72 hours, it's all yours, set up and ready to profit.

Because people love choice, Worldprofit developed E-Select Properties. These come in the same Business Starter Pack and Ultimate Home Business Package alternatives, but give the customer the opportunity to select

- * the domain name, from a list thought up by our top marketers

- * the design package. The customer gets at least a dozen proven design packages to choose from. These designs are money makers!

- * the colors.

Henry Ford used to say of his Model T "You can have it in any color, so long as it's black." However, even he finally realized that choice was a big seller! People like to make their own decisions. That's why E-Select Properties are such big sellers!

Important note: All successful businesses rely on various kinds of residual income. You must, too. That's why you'll be glad to hear that E-Properties and E-Select Properties provide you with renewal income. Their owners must renew every 12 months, thereby generating welcome additional revenue for you!

Selling To People Who Are Involved In Other Business Opportunities, Affiliates, MLMs But Who Want Additional Profit Centers

What about people who are already in other business opportunities like MLMs and affiliate programs but want an additional profit center? These entrepreneurs should also get an E-Property or an E-Select Property. Links to their other business opportunities and interests can easily be added turning any Worldprofit E-Property into a center for an individual's many other money-making activities.

Options For Every Situation, The Whole World As Your Prospect!

As you can see, with its Small Business Custom Web Site Package, E-Properties, and E-Select Properties, Worldprofit has developed options for every single business in the world, whatever its size or location. This is good news for you and your home business.

Now, sitting at your computer anywhere on earth that's plugged into the Internet, you can direct people to <http://www.trafficcenter.com/properties> So long as they click on your dealer link, your dealer identification automatically appears. You can be in Iowa, your customer in Bombay. It doesn't matter. Worldprofit and the Internet literally give you the world. Every single entrepreneur and businessperson, whatever their product or service, is now YOUR prospect. Just get them to see their options and tell you what they want. Worldprofit does the rest!

One more important point: a Worldprofit dealership comes automatically with every E-Property and E-Select Property. When you sell one of these properties you get a 20% commission, but you also get a sales representative under you. When this person sells something, you get an additional 5% commission. There is no limit to the number of dealers you can have under you or the number of 5% sales commissions you can garner. I'll be saying much more about this in chapters 8 and 9.

More Ways To Profit

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Before launching into this section of this chapter, go visit <http://www.trafficcenter.com>

You'll see many more products and services. I particularly want to draw your attention to one of them: traffic-generating tools.

One of the most frustrating things in the world is to own a splendid website that gets no visitors and which generates no prospect leads. The sad truth is that while more and more websites are created daily, many of these get little or no traffic. In fact, one of the things people online most complain about to me is lack of traffic and lack of prospect leads. I can understand why. Without them, you're toast.

That's why Worldprofit has created both a traffic-generating and a prospect lead-generating program which you, as a home-based entrepreneur, can benefit from personally and by selling to others.

I'll be discussing Lead Source in the next chapter. However, now at <http://www.trafficcenter.com> you'll find a series of traffic-generating programs, including guaranteed visitors, guaranteed banner exposures, and ezine advertising. You can use these to increase your own traffic. You also make commissions by selling them to others.

How easy is this to do? This easy!

Worldprofit has written all the advertising copy you need and even provides specific instructions for selling all our products, including these traffic boosters. See for yourself.

Go to <http://www.worldprofit.com/esuccesstips>

In the search function enter the word "ads". You'll get DOZENS of entries for hundreds of ads for all Worldprofit products, including its traffic-generators.

Enter words like "guaranteed visitors" and "banner exposures" and still more entries will be shown.

As I told you before, the worst thing that can happen to you as a home business owner is spending all your available time, energy and money on things that don't make you money. We're VERY conscious of this at Worldprofit.

That's why we have complete technical and design departments available to help you.

That's also why we've created a line of products that you don't have to create, store, or maintain for your customers. Worldprofit's professionals do that.

That's also why our marketing department has created ALL the advertising copy you need as well as simple, detailed instructions on how to use it. IT'S ALL THERE, plus very detailed guidelines on how to build your profitable home business! Go check it out before you dig into the next chapter.

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Chapter 3

Where And How To Get The Prospect Leads You Need

There is one thing you must have every single day for business success. A day cannot go by without this thing if you want success. That thing is a steady stream of prospect leads.

If you're in business now, think how much of your time is spent hunting for prospect leads, how much of your time-- and how much of your money. Now imagine a system where you can get prospect leads 24 hours a day, 365 days a year, whenever you want them. Imagine, therefore, that you do not have to spend a considerable portion of your day chasing prospect leads, but can instead spend that time actually connecting with prospects, working with prospects, and making sales -- the ONLY way to make money in any business. Life would be better, wouldn't it?

Well, I'm here to tell you that this instant lead pool is here right now. It's called Lead Source, and it's brought to you by Worldprofit. It was created for one reason and one reason only: to enable you to focus on working prospect leads, which is where the money's at, not chasing down prospect leads, which is a drain on your time and other resources.

To begin this chapter, go to <http://www.worldprofitleads.com/information.cfm>

This is the form that people looking for a profitable online business go to and complete. Worldprofit strenuously promotes this form, so that prospect leads are coming into the system all day, every day.

Now go to <http://www.worldprofitleads.com>

This is the form people go to when they want to get prospect leads.

The great thing about this system is that it NEVER closes. You can get the prospect leads you need WHENEVER you need them. If you're working your business full time, you may decide to get them during "regular" business hours. However, if you're working your business part-time, you might get your leads during the evening, on week-ends, etc., whenever YOU have the time to work them. This solves a tremendous problem most business people have.

Say you wake up one morning all ready to go, close prospect leads, and conquer the world. You look in your email "in" box and -- there are no prospects in there. What do you have to do? Go chase some prospects down. Your energy is being dispersed hunting down prospect leads, not making sales.

With Lead Source things are different. You go to <http://www.worldprofitleads.com> and decide you have the time and inclination to work 10 prospects right now. You place your order. Your leads are emailed IMMEDIATELY. Voila, you've got the prospect leads when YOU are ready to work them. You can get started doing so AT ONCE.

When you're finished with these prospects, you can go on to other work or you can return to <http://www.worldprofitleads.com> and get some more. Your choice. That's just the point. It's YOUR choice! Now you're no longer at the mercy of events; you've got prospects when YOU are ready to work prospects.

However it gets even better.

How To Get FREE Prospect Leads

If what I just told you were all that Lead Source had to recommend it, it would still be one of the best ways

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in the world to get prospect leads. But it gets even better. You can get your prospect leads FREE!

You see, when you purchase prospect leads at <http://www.worldprofitleads.com> you automatically become a Lead Source Affiliate. This gives you 2 distinct advantages.

First, you can now sell Lead Source leads to other people and reap a commission. As you may imagine, the market for good prospect leads is immense, constantly expanding, insatiable. All people need prospect leads to run a successful business; it's as simple as that. Once they find such a source, they are loyal to it, which is only common sense. People buy where they get what they need, when they need it, for a good price.

By putting some simple Lead Source banner code on your website, you get a commission when people who want prospect leads click on it and purchase leads. Putting this banner code on your site is easy. However, if you're the owner of an E-Property or E-Select Property or otherwise a Worldprofit customer, we'll post the code for you, if you cannot for any reason do it yourself.

Once you've posted this code, get out there and promote it. You will find plenty of ad copy to do so at <http://www.worldprofit.com/esuccessstips> Just enter the words "ads" or "lead source" in the search function. You'll find lots of information about how to promote Lead Source for your benefit. Every time a customer clicks on the banner code at your website and purchases Lead Source prospect leads, you'll get an automatic message from the system indicating what the prospect has purchased. This is now a prospect lead for YOU to follow-up. Contact this prospect right away, introduce yourself, introduce Worldprofit's complete line of E-Properties and E-Select Properties and generally act like the go-ahead business person you are. Remember, this lead is already a customer; that means you're much more likely to get a response from this person, enter into a dialog, and generally develop a positive relationship.

Getting Free Leads

Getting hot prospect leads is terrific.

Getting hot prospect leads FREE is mind-boggling!

At Lead Source, the mind-boggling becomes an every day occurrence.

Remember the chief point of this e-book: learning how to make maximum profit from your home business with maximum ease and efficiency and minimum effort and expense. What could be better than getting the prospect leads you need for FREE?

To get these free prospect leads, you must post a second batch of Lead Source banner code on your website; (again, we'll do it if you cannot). When any 2 people click on this banner and fill out the form at <http://www.worldprofitleads.com/information.cfm> you get THREE prospect leads. You get the 2 from your site... AND you get a free prospect lead from the system, 3 prospect leads in total.

As soon as you have qualified for this free prospect lead, the system automatically emails you with the details. You can then have this free prospect lead emailed to you. Or you can wait until it's convenient for you to get it. Your choice.

Using this system, Worldprofit dealers get free prospect leads all day, every day. What's more, we help them maximize the number of free prospect leads they get!

I have developed a series of ads promoting the Lead Source form at <http://www.worldprofitleads.com/information.cfm> Because we must continually promote this area to get people into the system, I am always writing new ad copy, experimenting, perfecting. When ads pull

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well (as so many of them do), I advise the dealers and associates of this through the Worldprofit Dealer Newsletter. All they have to do is insert their Lead Source Affiliate I.D. number into the ad and email it to their lists. As you already know, for every 2 people who click on this link, the dealers promoting it get 3 prospect leads, the system notifying them as they qualify for these free leads.

Note: Want to wake up to free prospect leads? Take any of the many ads we've created to promote Lead Source and send it out to your list as a solo ad before you retire for the night. You'll wake up to free prospect leads! Dealers can find Lead Source promotional copy in newsletters like my "Marketing Hot Tips" (subscribe at <http://www.worldprofit.com/ezines>) and, as already stated, in my regular dealer bulletins. We encourage dealers and associates to run this copy daily, so that they get free leads daily. It's as simple as that!

Last Words On Lead Source

The average business person spends the majority of his time on things which do not directly produce sales and profits. This undercuts his profits. The Worldprofit way is different. We want you to focus on where the money is -- making SALES. Thus, we have established an incredible system called Lead Source which enables you to get prospect leads at any time you are ready to work prospect leads. Order a month's supply, but download them as you have the time and inclination to work them. When you need more, go back and get them. The system will oblige you 24 hours a day, 365 days a year. Nothing could be simpler.

Each of us in business has limited time, energy, determination, focus and enthusiasm. These valuable elements MUST be used to produce PROFITS, not wasted on things which do not help you close prospect leads and make money.

Lead Source enables you to use your precious, limited resources to close business, not merely to generate prospect leads. Now your business can be truly about business, and not about all the other things you do in the name of "business" which do nothing to increase your sales or your profits. Is it any wonder that Lead Source has been a hit from the very first moment it existed and that people worldwide use it daily to get the prospect leads they need? Check it out for yourself!

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Chapter 4

Your Ezine

What is it, how to make it work for you

To understand this chapter better, go to <http://www.worldprofit.com/ezines> and subscribe to "Marketing Hot Tips." You'll understand what I'm going to tell you a lot better if you see an actual sample of my newsletter.

First off, online newsletters are universally called "ezines," that's short for email magazines. However, a newsletter is NOT a magazine; ezines have a purpose very different from magazines.

The purpose of a magazine is to enlighten people with useful articles.

The purpose of an ezine, however, is very different. In my opinion, an ezine exists to generate prospect leads for your home business. Lots of ezine publishers forget this.

They create an ezine which is only incidentally about prospect lead generation. What they want to do is create a publication that disseminates information on a given subject. Now this is all very well and good if you have 1) paid subscribers and 2) a solid advertising base. However this model fails entirely when the ezine is given away free and has only limited advertising revenues. Where, then, is the money to come from to cover the costs and make a profit?

Lots of ezine publishers are fighting this battle right now. They're working long hours writing and publishing their ezines, but they're not making a profit. While nobody knows just how many ezines there are online (I recently saw an article that said 300,000, but I suspect that's low), the truth is most have the life of a mayfly. A publisher gets the swell idea of creating an ezine, enthusiastically puts out a few issues, then discovers that you just cannot make money by giving it away, selling a few ads (online ad rates are pathetically low), and having no paid subscription base. In short order, this "bright idea" bites the dust as so many ezines do every day.

Because I'm interested in publishing, I've been keeping a close watch at ezines. At any given time, I'm subscribed to a few dozen of them; they come in all day, every day. However, I notice just how rapidly they die. I'd say the average business opportunity/entrepreneurial ezine lasts for 3-6 months, at best. The publisher either then turns it over to a new publisher who may amalgamate it with an existing newsletter or kills it altogether. Remember this: one way or another an ezine MUST make money. Publishing for the joy of it sounds noble and terrific, but publishing a newsletter is work; if you're not profiting from it, you'll soon lose interest in this draining project.

My way is different.

I publish an ezine (actually several ezines) for one reason and one reason only: to make money by selling Worldprofit products and services. The primary purpose of the ezine is to get prospects to respond, to raise their hands and say, "I'm interested in that. Tell me more!"

I do not publish for the thrill of seeing my name in print. (I started publishing at age 5 and have been doing so for over 50 years. That thrill is gone.)

I do not publish out of a sense of editorial fervor. I'm running a business, not trying to save the world.

I publish because a daily email ezine is a superb way to generate prospect leads and because I NEVER forget that when you have a steady flow of prospect leads you can make a steady flow of sales!

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Remember what I told you before: your objective as a business person is to work leads and make sales. It is not to engage in any other activity whatsoever that detracts from your ability to make daily profits. Properly understood and used, your ezine is a superb way to generate daily prospect leads for your home business.

A Reminder: You Need A Listserver

Just to remind you, to publish your ezine you need a listserv. You'll remember that from Chapter 1. A listserv enables you to send just as many messages as you want to any given list. You need a listserv for each list you wish to email to. That's why I have a separate listserv for each of my ezines. Having reminded you of this, let's dig in and start creating an ezine that will generate prospect leads for you.

Publish Daily

The first decision you need to reach is how often you'll publish. I think there's an easy answer to this question: how many days do you want prospects for your business? The answer is the frequency with which you must publish. The Internet itself, of course, is open 24 hours a day, 7 days a week. It never closes. If you want to work "Internet hours", you'll publish daily. Otherwise, you can cut back to the number of days you want prospect leads. Since I like generating prospect leads daily, I publish daily. It's as simple as that.

Create A Format

Pick up any publication in the world, and you'll see right away that it has a "look," a format that makes it instantly recognizable to its subscribers. You need a format, too. However, this format should reflect the primary purpose of your ezine, generating prospect leads.

Think for a moment about the space you have available for creating your ezine.

To start with, you've got a subject line.

Then you have an opening paragraph and opening page.

Inexperienced publishers don't recognize these areas as their most valuable advertising space, space that should be used for their own products and services.

Lant Ezine Rule 1: the subject line is advertising space. Use it for your best-pulling ads.

Lant Ezine Rule 2: The first paragraph of your newsletter and, in general, your first page, should be used for other (hopefully proven) advertising messages selling your products and services.

Like I said, to see a good example of this, subscribe to my "Marketing Hot Tips," ezine at <http://www.worldprofit.com/ezines>

Remember, your ezine works to the extent that you generate prospect leads every single day for what YOU're selling! If you generate no prospect leads from your ezine on any given day, you've failed to meet your primary and most important objective: turning your ezine into a prospect-generating machine.

Utilizing The Rest Of Your Space To Best Advantage

As you see, the most valuable space in your newsletter is the subject line, followed by the first paragraph, and then the first page. Your available space thereafter is accordingly less valuable. However, you can still profit from it.

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On subsequent pages, you can

- * publish a feature article that's designed to generate prospect leads
- * test new ad copy for what you're selling
- * run ads for your dealers/sales representatives (More on helping your Dealers in Chapter 7.)
- * swap ads with other ezine publishers (I do this myself virtually every single day.)
- * run paid advertising
- * give away ads to new subscribers.

The important thing is that you understand what space in your publication is important and use it accordingly.

In general, a good length for an ezine is 7 pages. The first 1-3 pages should ALWAYS be dedicated to generating prospect leads for your business. Needless to say, it is also entirely acceptable to have the remaining 4 pages do that, too, although you should recognize that they never have the pulling power of your prime areas.

We At Worldprofit Have Created The Copy And Ads Your Ezine Needs

From time to time, I ask ezine publishers how long it takes them to create an issue. The answers I get are all over the map, with anywhere from 1-2 hours being the norm.

Now, friend, I don't know about you but I don't have 1-2 hours per day to create an ezine. Like you, I'm running a business; I need to spend that time working with and closing prospects. That's why we created the Worldprofit lead-generating publishing system. We have created all the ads and articles you're ever going to need to create your ezine.

All you have to do is insert your email address and URL in the ads and articles and email to your list. It's a dream lead-generating publishing system, enabling you to create an ezine in 15-20 MINUTES a day, by simply cutting and pasting.

To see, what I mean, go to

<http://www.worldprofit.com/esuccesstips>

Enter the word "ads" in the search function. Dozens of listings with hundreds of ads will pop up. These ads cover all of Worldprofit's extensive product and service line. You'll find ads for E-Properties, traffic packages, Lead Source, custom design, etc. All you need to do is select the ad/s you want. Then cut and paste them into your ezine, making sure to add your email address and URL. New ads are added regularly to this already extensive database. You will NEVER run out of ads to run!

The same applies to articles. Start by going to <http://www.worldprofit.com/publishers> The Publishers List was created for people who want to publish an ezine and want timely, professionally written articles. By subscribing to the Publishers List, this is precisely what you get. Again, all you have to do is insert your email address and URL where necessary, so that YOU get all the prospect leads generated by the article.

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A huge archive of articles is also maintained at <http://www.worldprofit.com/reports> When you need more articles, go there to get them!

Worldprofit has created these resources for one reason and one reason only. You already know what that reason is: to enable people who have purchased our E-Properties and E-Select Properties, our dealers and Associates, to generate the prospect leads they need without taking ANY of their valuable time to write the necessary articles and advertising copy.

We know that most people are not very good article writers; we know that they lack advertising copywriting experience and skill. No problem. We want our dealers and Associates to focus on SALES, not on writing articles and ad copy. Our lead-generating publishing system enables you to do just that, so that you can easily turn out a professional, polished, lead-generating ezine every single day in only 15-20 MINUTES!

By publishing this kind of ezine, you'll generate a steady stream of prospect leads AND you'll make continual sales and commissions. In short, your ezine will be a prime money-maker for you!

Chapter 5

How To Work Your Prospect Leads For Maximum Advantage

If you've followed the suggestions in Chapters 3 and 4 you're getting plenty of prospect leads. Before digging into the meat of this important chapter, I'm going to give you one more way to get leads: off the home page of your E-Property or E-Select Property.

To see what I mean, start by going to <http://www.trafficcenter.com/properties>

Click on an Ultimate Home Business Package, any one will do.

You need to think of this property as a kind of Venus Flytrap, collecting prospect leads for you 24 hours a day, 365 days a year.

Click on any of the links at the property you have selected.

Each link goes to a place where the visitor can leave follow-up information.

This visitor could

- * subscribe to your ezine
- * sign up as a free Worldprofit Associate (Much more on this in Chapter 6.)
- * subscribe to your Sales Manager lists
- * fill out a form or questionnaire, telling you what he's interested in,

or any of the other handy ways available on that home page, all designed to capture prospect lead follow-up information for you.

At Worldprofit we regard it as essential that our dealers, Associates, and customers get just as many prospect leads as possible. The Duchess of Windsor once said, "You can never be too rich or too thin." I say: "You can NEVER have too many prospect leads." The Worldprofit system helps you get these leads every single day at Lead Source, through your own ezine, and the various elements on your website home page, all designed to capture visitor follow-up information.

"I've Got Leads. Now What?"

In the celebrated movie "Auntie Mame," Peggy Cass wails to Auntie Mame, "I've lived. Now what do I do?" You might say something similar ("I've got prospect leads, now what do I do?"), when you've got a steady stream of prospect leads coming in.

I'll never forget the day, not so long ago either, when a dealer emailed me in a panic because he'd gotten a lead through his website home page and didn't know what to do. In my driest manner I emailed him, "That, my lad, is a prospect. A real live, breathing prospect. FOLLOW IT UP!"

This chapter is dedicated to that dealer and all other people who need to know what to do when you've got prospects. Just how you work with them to make the sale is key.

Assessing The Lead

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In Orwell's famous book "Animal Farm," the ruling animals decided that "All animals are equal, but some are more equal than others." I could say the same thing about prospect leads. Inexperienced marketers think all prospect leads are equal. That is not true. Some prospect leads are very definitely superior to others. You have to learn how to "read a lead."

Here are the kinds of things which make a prospect lead superior:

- * The prospect calls you. (You do include your telephone number in all your transmissions, don't you?)
- * The prospect emails you and wishes to schedule a convenient time to talk.
- * The prospect totally fills out your form or questionnaire, giving you ALL the prospect information you've asked for, including budget and anticipated starting time.
- * The prospect schedules a time for you to call and is available when you do so.
- * The prospect is told to read certain information prior to any meeting/conversation/consultation with you and does so.
- * The prospect gives you plain, clear information about what he wants to do and when he wants to do it.

When prospects give you this kind of information, that is detailed, specific information, while acting in a reasonable, professional manner, they are signaling you that they're serious about at least learning more. Handle this kind of prospect properly and she's a likely buyer, either now or eventually.

By the same token, "tire-kickers" let you know who they are, too. They

- * do not provide all the information you need, often just sending an email with "send info."
- * make appointments and stand you up without a second thought.
- * want you to explain everything, even things which are clearly written and posted online.
- * won't tell you what their budget is.
- * cannot provide you with a straight answer about their level of interest or when they want to get started.
- * force you to send them email after email, without bothering to answer.

Your task in business is to learn, as quickly as possible, how to differentiate between the serious prospect and the time-wasting prospect, so you can invest your limited time and resources for best return. In other words, you must treat serious prospects seriously and handle the others if and when you have the time and inclination to do so. Here are some guidelines which will help:

- * when people don't fully complete a form or otherwise fail to give you all the information you need, politely say so. Ask for the details you need. Serious people will give them to you.
- * when people stand you up after scheduling a meeting, make sure you tell them you were there at the appointed hour. Ask them if they still wish to schedule a meeting and, if so, when. Be sure to confirm it the day before!
- * when people ask for information, then won't respond when you follow up, keep resending the information with different, stronger messages at the tops of your transmissions, like: STANDING BY! or

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STILL WAITING FOR THE COURTESY OF A RESPONSE! or HOPING FOR YOUR RESPONSE TODAY. 3RD ATTEMPT TO CONNECT WITH YOU!

Remember, all prospects are NOT alike. Good prospects deserve your time and attention. Poor prospects do not. The key is knowing which is which.

Use Email And The Telephone To Qualify Prospects

The great thing about email is its speed and cost. Email is fast and it is cheap. Thus, whenever possible use email to qualify your prospects. If a prospect has responded to a form or an ad or you've taken this prospect from Lead Source, send her a brief email along these lines:

(name)

You responded to our ad to establish a profitable home business. I'm here to assist you.

Start by downloading a free e-book entitled E-MONEY by Dr. Jeffrey Lant at <http://www.trafficcenter.com> It contains all the information you need.

Please select the E-Property you want at <http://www.trafficcenter.com/properties>

Then either call me at (617) 547-6372 or email me at <mailto:drjlant@worldprofit.com> so we can schedule a convenient appointment and discuss what you want to achieve.

I'm looking forward to hearing from you ASAP.

(your name)

If you can get a response from your prospect by email, it will limit the amount of time you have to spend on the phone with this person. Use email to launch a relationship, send details about links to various information, and generally move the relationship along.

Continuing To Assess Your Prospect, Going For The Close

Like I said, if your prospect calls you and/or schedules a meeting, reads the recommended material and selects an E-Property, it's all over but the shouting. By the same token, if the prospect won't communicate with you, won't read the material, won't download a free copy of this e-book, won't select an E-Property, won't tell you her budget, the likelihood that she's a real prospect is slim, at best.

Don't make the mistake so many inexperienced salespeople make of assuming that you can make a silk purse out of a sow's ear; that is, turning a non-responsive, uncooperative prospect into someone who's professional and reasonable to deal with. People clearly show you who they are right from the start; you simply have to read their many clues and signs.

When you're selling Worldprofit products you're looking for one of two different sorts of people. You're either looking for someone who wants to make some extra money every month by selling 1-4 E-Properties and E-Select Properties or for a potential Top Selling Dealer who can sell 5-20 properties a month.

Don't make assumptions about your prospects. Use email and/or the telephone to ask questions to discover the information you need. Ask

* what kind of budget the prospect is working with

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- * when she wants to proceed
- * what kind of experience she has
- * whether she's been successful at selling via email and online
- * whether she has an existing mailing list
- * whether she feels comfortable selling on the telephone, and
- * if she's willing to work with people both to find out what they want and to close a sale by making a deal.

Also be sure to ask what kind of income she wants to make each month, a few hundred dollars extra or thousands of dollars. The Worldprofit system accommodates both kinds of people; you just need to make sure who you're talking to and what they want to achieve.

Who Should You Telephone?

Again, all prospects are not equal. Telephone

- * all prospect leads in your local area
- * all prospect leads within your telephone calling plan area
- * all prospect leads who have provided you with the information you need and have asked for, thereby indicating they are serious prospects.

Initial phone calls should be regarded as assessing calls, giving you the opportunity to ask the necessary questions to ascertain if the prospect is serious. If so, you can follow up by both email and by telephone. Email should be used to direct the prospect to necessary information posted online, like this e-book. The phone should be used to answer particular prospect questions and to close the sale. At no time should you use the telephone to explain things which the prospect can perfectly easily read online in materials, for instance, like this e-book or at <http://www.trafficcenter.com/properties> .

Stay Focused On The Objective

Inexperienced salespeople can easily get derailed. When a garrulous prospect starts talking about his family problems, for instance, the inexperienced salesperson will simply listen in frustration, unsure of what to do. FOCUS! You are there to find out whether the prospect in question has the means, desire, and determination to buy an E-Property or E-Select Property, to be a good Worldprofit sales representative, a productive member of your team. When prospects pull you off message, it's your responsibility to politely but firmly take charge and refocus the discussion on where you need it to be.

Remember what I previously told you: the market for E-Properties and E-Select Properties is unlimited. Don't let any prospect stop your success train by gabbing away about things which are inessential and will never help you achieve your objective.

Last Words

One reason why inexperienced salespeople spend more time than you should on unqualified, non-responsive, and just plain gabbing prospects is because they have too few prospects to work on. Thus they lavish care and attention on people who are not real prospects and shouldn't get it. The solution to this problem is using all the means available -- Lead Source, your ezine, the various prospect-gathering devices on your home page -- to generate more and more prospect leads. Then being apt and canny about evaluating the responses, so you're working with the people you should be working with and not the ones you WISH would be real prospects.

"If wishes were horses, beggars might ride," my father used to say. Wishing in sales is killing. By not being focused and realistic you waste time with people who are not worth your time and energy. Good prospects, real prospects, serious prospects tell you IMMEDIATELY that that's who they are. By the same

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token, bad prospects make it plain just who they are, too.

What's great about the Worldprofit home business opportunity is that you don't need millions of sales to make good money. Because the products are popular and generate a good commission for you, you need to focus on consistent sales, not some miracle sales volume. That means you can take the time you need with serious prospects, so long as you don't waste your time on the rest. If you do that, you'll make regular sales and profit accordingly!

Chapter 6

The Importance of Having Associates

How to recruit and work with them for maximum gain

J. Paul Getty, then the richest man in the world, once said, "I'd rather have 1% of what 100 people produce than 100% of what I can produce." He meant it is downright foolish to rely on your own labor and your own labor only to prosper. Yet the overwhelming majority of home businesses are based on what either one or two people can produce. This is a very dangerous model.

Assume that your expenses, like most people's, are constant; that you need a certain amount of income to live and, importantly, to save.

If you are running the typical home business:

What happens when you are ill?

What happens when you go away on vacation?

What happens when you want to take week-ends off?

I'll tell you what happens: your income stops dead in its tracks.

That's why at this point in this e-book, we must broaden the focus of discussion. My objective is to tell you how to create and run a profitable home business that is not entirely dependant on you, a business based on the Internet that can produce income for you every single day whether you personally are working that day or not.

Pay close attention to what follows. It could literally change your life.

To begin with go to <http://www.worldprofitassociates.com>

There you'll find information on the Worldprofit Associates program.

When you become a Worldprofit dealer (which, remember, automatically occurs when you get one of our E-Properties and E-Select Properties) you become eligible to recruit Associates. This is one of the most valuable aspects of your dealership. Why? Because Worldprofit Associates upgrade regularly and buy E-Properties, thereby putting commission dollars in your pocket from their purchase and, as dealers themselves, put still more dollars in your pocket as they sell Worldprofit products to others. There's no question about it: the list of your Worldprofit Associates is one of the most valuable assets you can have online!

It's easy to see why. People need to feel comfortable with a company before doing business with it. Most people don't purchase something from a company the first time they hear about it. Indeed, they often have to hear about it dozens of times before doing anything about it. The Worldprofit Associate program is free. That enables people to join without any risk. They feel comfortable doing that.

As soon as they join, they receive a detailed letter from Worldprofit about how to profit as an Associate. In part, this information directs them to <http://www.worldprofit.com/esuccesstips> where they'll find detailed information on how to make their associate dealership a profit-making success.

The minute individuals join the Associate program, they are in a different position than they were beforehand. They are "family" and are treated as such for all that they haven't yet invested a single

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penny. That doesn't matter.

What matters is that joining a group gives you group identification; as a member you review information with a different, less jaundiced, eye. When people are merely prospects they may or may not pay much attention to what you're telling them; hence the need for a concerted marketing effort to get your sales message across to them.

However, when someone joins, the situation is completely different. Now they are "in", whereas before they were "out." You can talk to them in a different way... and the response you'll get will be completely different, too. This isn't just a matter of conjecture either.

The fact is, Associates purchase E-Properties and E-Select Properties in great numbers. About 1 in ten of them ultimately upgrades to buy an E-Property and become an active full-fledged dealer. This is because Worldprofit encourages dealers to work closely with their Associates while we at the company regularly send them helpful information on making their involvement with us a success. This includes reminding them of the benefits which come as the owner of an E-Property.

Your objective as a Worldprofit E-Property owner and dealer is, therefore, clear: to recruit just as many Associates as you possibly can and work together with the company to get these Associates, once recruited, to upgrade and become profitable dealers themselves.

Note: Remember, you get a 20% commission when you sell an E-Property or E-Select Property to an Associate AND you get 5% of whatever that Associate sells in future as a full-fledged dealer. Thus, it is very much in your interest to recruit just as many Associates as you can and to help them be as successful as possible.

Recruiting Associates

As a dealer, you get a link to the page at <http://www.worldprofitassociates.com>

Whenever anyone accesses your link and joins as a free Associate, YOU get the credit and immediate notification that you have a new Associate. You are able to access this information at will in your Worldprofit Dealer Manager, a superb tool which gives you

- * a list of all the dealers under you including contact information
- * a list of all the Associates under you including contact information
- * a complete list of your sales per month.

Because of the importance of Associates, you'll want to develop an ongoing recruitment campaign so that the number of your Associates rises daily. As in so many other areas, Worldprofit has already done the necessary work for you.

Start by going to <http://www.worldprofit.com/esuccesstips> Enter the word "associates" in the search function. You will find precise, specific details, including advertising copy, you can use to recruit Associates every day. As usual, just insert your link to <http://www.worldprofitassociates.com> in the ad copy and you're ready to recruit.

Run these ads in your own ezines, use the free advertising space provided by other ezines to run them, post them online, swap with other ezine publishers, etc. The important thing is that you regularly advertise and recruit free Associates. Remember, the list of Associates is one of your most valuable assets; grow it accordingly.

Working With Your Associates: What Worldprofit Does For You

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In other companies, if you recruit an Associate it's totally your responsibility to contact this person, work with her, and generally make the relationship work. Unsurprisingly, we don't think this way at Worldprofit. Instead, we think in terms of a partnership. We want your Associate to upgrade and get an E-Property or E-Select Property and become a successful dealer as much as you do. We're prepared to do our bit to make that happen.

Thus, we regularly, almost daily, contact all Associates with useful information about Worldprofit, how to succeed as an Associate, the benefits of E-Properties, and online success guidelines. In these messages, we include the name and email address of the Associate's sponsor/dealer so that the Associate always has the information she needs to contact her sponsor and further develop the relationship. No other company in the world systematically works with the Associates under each dealer on that dealer's behalf. This is unique. Again, we know the objective -- getting the Associate to purchase an E-Property and become an active dealer -- and we do our part to make sure that happens.

Working With Your Associates: What YOU Need To Do!

Because of the importance of your Associates, it makes good sense for you, their dealer, to be in regular contact with them, too. Thus we recommend:

- * sending each new Associate a welcome letter. Introduce yourself. Give your email and telephone number. Invite your Associate to subscribe to your ezine and get other helpful information from you.
- * inviting your Associates on the regular weekly telephone calls hosted by me. These calls focus on providing useful information about achieving online success. Dealers, Associates, and prospects are all invited to hear these programs for free. Complete participation details are provided in the dealer bulletins which I send regularly.
- * scheduling an appointment with new Associates. The more you know about any given Associate, the better you're able to understand his situation and provide suitable advice and assistance. Schedule these get-acquainted/consultation sessions for slower times online, like Saturday afternoons.
- * bringing the sales and other achievements of your team to their attention. Let them know they're part of a go-ahead organization, that they are not alone and that you are concerned about their success and doing what you can to help them get it.

Other Companies Recruit & Ignore. Things Are Different At Worldprofit!

I suspect like most readers of this book, you've been in one or more business opportunities in the past. Most likely, you were recruited -- then ignored. You sat there uncertain about what to do, uncertain who to contact, then frustrated because no one helped you, failing again. Things are different at Worldprofit as you must surely see by now!

Nowhere is this more true than with the Worldprofit Associates. This is a free program! Yet, these people are given a level of personal assistance undreamt of by other companies. The reason for this is clear: these people are family. We want them to do well as Associates; more importantly, we want them to upgrade to get their own E-Property and be successful dealers, generating profits for themselves, for you and for Worldprofit.

By following the suggestions in this chapter, you will move away from being a one-man band in your home business. Instead, you'll start deriving the benefits which can only come from having many people working to benefit you while working to benefit themselves. This will immediately make your home business stronger, more secure, and more profitable, something generating revenue for you every day,

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whether you're working that day or not.

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Chapter 7

How To Recruit, Work With, And Profit From Your Own Dealers

This is a very important chapter. It will show you how to recruit, work with and profit from your own dealers worldwide making 5% on whatever Worldprofit products and services they sell. If Associates are like silver, dealers are like GOLD! So pay close attention as I show you how to develop your own international sales organization.

A Unique Partnership Between You, Your Dealers And Worldprofit For The Benefit Of All

In the last chapter I told you that in most business opportunities it is the sole responsibility of the independent contractor to work with his or her dealers and affiliates. The company does precious little, if even that, to assist you, despite the fact that it is in the company's interest to make all its independent contractors just as productive and profitable as possible.

At Worldprofit things are different.

To begin with, we do not believe that the sole responsibility rests with you, one of our dealers, to assist in making all the dealers you recruit productive. We think the outcome (the most profitable dealers possible) too important to put the total responsibility on you. Instead, we do our part to make your dealers just as productive as possible while asking you to do your part to improve the outcome, too.

We provide all dealers with several levels of support, support which is unmatched anywhere else by any other business opportunity or company. See for yourself.

Start by going to <http://www.worldprofit.com/esuccesstips>

This area, with new information constantly added, is unique in the business opportunity world. It is packed with detailed, specific, step-by-step information about achieving online success. It also contains hundreds of ready-made ads which all dealers can use simply by inserting their email and URL information.

Our approach to success is not "sink or swim" the way it is at so many business "opportunities." We believe, instead, in the importance of providing all dealers with precisely what they need to succeed.

Second, we provide detailed success reports.

Start by going to <http://www.worldprofit.com/dealers>

You will find one detailed report after another, all geared to specific aspects of online success.

An even more detailed archive of online success reports is maintained at <http://www.worldprofit.com/reports>

There's more!

I daily publish Worldprofit dealer bulletins. These bulletins contain information of immediate importance to dealers, including up-to-the-minute information on E-Property availability, marketing tips, prospect closing information, and more.

At Worldprofit, we maintain the closest possible communication with our dealers. We know our job: to assist these dealers in all ways to make just as many sales (and as much money) as possible. We never forget that money is made by sales and we do what's necessary to make sure these sales are continual.

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There's more!

Every week I host a one-hour telephone conference that's open to Associates, dealers, and prospects. The subject is how to achieve online success. Each week I and any special guests I've invited on the program get down to cases, sharing specific information about what works, what to avoid, and how to make more sales faster. Participants are encouraged to email me their questions in advance so that I can answer their points of interest and concern.

To participate in these free conferences, go to <http://www.worldprofit.com> Click on FREE CONFERENCES

There's still more!

As if all this were not enough, there are layers of hands-on assistance within Worldprofit and its dealer network.

First, all dealers are encouraged to assist the dealers they recruit. Because dealers derive 5% of the gross sales of the dealers they recruit, they hear this point loud and clear and take appropriate action to generate enhanced sales results and profits.

For dealers who need direct one-on-one assistance, there is Worldprofit University. Staffed by Worldprofit Master Consultants, people with personal success building an online business and selling online, Worldprofit University presents an opportunity for people needing personal online business-building experience to get it. Sign up for Worldprofit University at <http://www.worldprofit.com/consulting>

Working With Dr. Jeffrey Lant

Finally, and importantly, each dealer has an experienced mentor and coach available to help him or her succeed -- me.

I have been in sales and marketing a long, long time. I've written some of the most well-known and influential marketing and business books ever written. All this expertise is at the constant disposal of all Worldprofit dealers. At any time, all a dealer has to do to get my personal assistance is complete this form:

<http://www.worldprofit.com/dealers/report.htm>

As you see, I ask for the facts of each particular case. The more detailed information the dealer is able to give me about any given prospect and circumstances, the more I am able to assist. This assistance is available every day; needless to say, it's free. And it is delivered FAST.

You've probably been in other business opportunities before. How much direct, hands-on, personal assistance did the CEO of that company give YOU? I'll tell you the answer: NONE, NADA, ZIP!

Again, Worldprofit is DIFFERENT!

Helping build your sales and put more profits in your pocket is our constant objective. We do our part to make sure that happens. Towards this end we have created the most extensive dealer support system in the world, a combination of detailed, practical sales, marketing and business-building guidelines and direct, personal, one-on-one assistance. This system is unmatched. But it is only half the story. The other half is how you work with your dealers to ensure the greatest possible returns.

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Working With Your Dealers

People become Worldprofit dealers in several ways: by purchasing an E-Property or E-Select Property, by (if an Associate) selling one of these properties and getting the dealership automatically, or simply by purchasing a dealership individually.

In our system, a dealer ordinarily comes in under another dealer. We are not a network marketing company; we are a direct sales company with a two-tier commission structure. Dealers get a 20% commission on what they sell and a 5% commission on the sales of each one of their dealers.

We urge each dealer to remember that the dealers under them are assets and should be assisted to become just as productive as possible.

As I've already said, working alone in a home business presents very real problems. One's time, resources, energy, determination, drive, etc. are all necessarily limited. There is only so much one or two people working in a home business can sell; their incomes are capped. This is why so many home-based entrepreneurs have minimal incomes. This is where Worldprofit's money-making model comes in to save the day! To begin with, recall these important points:

- 1) Our E-Properties and E-Select Properties are unique. We have no direct competition.
- 2) All our products and services are popular and fast-selling.
- 3) Our territory is the entire world that's "plugged in" to the Internet.
- 4) Our market is for all intents and purposes limitless.
- 5) Our market expands every single day.

Now, under these circumstances, there is no possible way that you alone could adequately tap into this market. It's impossible. That means that if you're working alone you're leaving a ton of money on the table, money you just don't have the time and energy to access by contacting prospects and closing business.

That's why we have a two-tier sales program, so that you can recruit and work with an UNLIMITED number of sales representatives worldwide.

You Make Money From What You Sell Personally And What Your Dealer Team Sells Generally

Your goal as a successful Worldprofit dealer is to recruit and work with just as many productive dealers as you can. Worldprofit assists you in doing this.

For one thing, Worldprofit itself offers the most extensive and detailed training program in the world, as you've seen above.

Your role therefore with your dealer team is not reinventing the wheel, but rather reinforcing key points, urging, goading, inspiring, prodding and managing your dealer team for the best possible return. Remember, Worldprofit provides you, in the Dealer Management area, names and contact details of all your Associates and dealers. Thus, you can readily stay in touch with them, just as the manager of any sales team would.

Here's what to do:

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- 1) Work with your dealer sales team to set a monthly team sales quota.
- 2) Make sure each member of the team has a personal monthly sales quota.
- 3) Start the day by emailing the daily team sales objective to all members.
- 4) Find out just who's working good prospect leads today, who expects closes.
(Remind team members, prospect leads are immediately available at <http://www.worldprofitleadsources.com>)
- 5) Provide necessary assistance with individual prospects, referring difficult or unusual cases directly to me, as overall team leader.
- 6) Congratulate successful team members and urge their continuing good work.
- 7) Find out what's wrong with non-productive team members, making yourself available to offer personal assistance.
- 8) In general do what's necessary to keep each dealer active and productive.

In other words, generally manage the golden assets that are your dealers, each of whom can and should be generating money for you, as well as for themselves.

You Never Work Alone

As I hope I've made quite clear, the Worldprofit model is DIFFERENT. Because three people profit from each sale (you the dealer; the dealer who made the sale and Worldprofit itself), three people MUST work together to ensure the greatest possible returns. By following this model, you get away from one of the greatest weaknesses of home businesses, the fact that if you work alone your income necessarily suffers if you are not there yourself running the show, making sales.

You and Worldprofit are in partnership to assist in the training and support of your dealers. By virtue of working with us, your own efforts are magnified and strengthened!

Worldprofit as a company is many things:

- * producer of top-quality products like our unique line of E-Properties and E-Select Properties
- * provider of superb, friendly, efficient technical support and masterful web design, and
- * developer of the most advanced dealer instructional and support system on earth.

We are also your partner, bringing to the table skills, experience, and a willingness to work along with you for the benefit of all. In all seriousness, you will not find this potent mixture of state-of-the-art technology, on-hand instruction, and a practical, daily dedication to your support anywhere else.

You see, the three founders of Worldprofit all had unhappy experiences as dealers in other companies at one time or another. We vowed that our company would solve all the problems we'd experienced and be an enterprise perpetually improving, never losing sight of the fact that the best way to achieve success is to ensure the success of the entire team and everyone on it. That is the Worldprofit way!

Chapter 8

Profiting Worldwide As President Of Your Own International Business

Welcome to one of the most important chapters you'll ever read in your life. In the pages that follow you will learn how to transform your home-based business, even if you're running it off a computer in the corner of your bedroom, into a enterprise that generates profits for you worldwide.

When you purchase your Worldprofit E-Property or E-Select Property you automatically become president of your own international company. These properties, and everything that comes with them, give you just what you need to profit worldwide. Yes, your business extends to everywhere in the world that's plugged into the Internet.

Consider these important facts:

- 1) The business run from your property has UNLIMITED prospects, with more people becoming prospects every single MINUTE of every day!
- 2) Your business represents a line of popular products, fully supported by Worldprofit's experienced technicians, web designers, and marketing department.
- 3) Your business, like any other international company, can have sales representatives worldwide, from every one of whom you can derive a steady sales commission.

Properly Used The Internet Means Global Profits

In the old, pre-Internet days, people tended to look down at those with a home business. It was as if they thought such people couldn't get a "real" job. If you ran a home business then, your market was usually local, you were usually running your business just yourself or with one partner, and your revenues were distinctly limited. Moreover, if you wanted to take a day off, your business would necessarily suffer. Home-based, for most people, meant small with limited growth potential.

Now, however, with the Internet and Worldprofit's unique worldwide business system, all this has changed -- dramatically.

Now you can think, act, and profit globally in a way that was frankly impossible just a few short years ago. Let's dig in and show you how it all works to your benefit.

The Ideal Partnership For International Profits: You and Worldprofit

As you already know, at Worldprofit we believe your focus should be on making sales, because that's the only way to MAKE MONEY. Thus, when you purchase one of our E-Properties you enter into a partnership with Worldprofit. Our job is to back you up with experienced technical assistance, superb web designers, and a marketing department dedicated to helping you make regular sales and the profits which derive from them.

No one can run any but the smallest home business without assistance. And trying to sell internationally without a complete support system is, quite frankly, absurd.

The Worldprofit international success system operates to give you the greatest amount of time possible so that you can focus on MAKING SALES, which is what must happen in any business that wants to profit.

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Does one of your customers have a tech question? Worldprofit technicians will handle it.

Does one of your customers need web site design assistance? Our trained web designers will take care of it -- while you get the commission on the sale!

Do you need ad copy? Or promotional articles? Or marketing documents? Our unrivaled marketing department, headed by myself, creates what you need.

Net result: you have more time to do what you need to to make sales and make money -- worldwide!

Too Many Other Business "Opportunities" Are Not Equipped To Do Business Worldwide

The Internet provides a way of doing business internationally. However, far too many business "opportunities" are not set up to take advantage of this universal dimension. Why just during the writing of this chapter, I talked to someone in another business opportunity. I asked him whether he could sell his opportunity's products worldwide. "No, we can't," he replied. He told me he could only sell in the United States and Canada.

Is this incredible or what? This "opportunity" is saying to its distributors, in effect, "Sorry, but you cannot make money in over 140 countries worldwide. We haven't figured out how to do it, so you're going to lose the right to make money worldwide." In this day and age, that's dumb!

I don't know about you, but I want the right to profit worldwide; I want to work only with a company that has a system enabling me to do so. That's precisely what Worldprofit does.

Look at our name -- Worldprofit. Our name is what we do, for ourselves and for you!

Conceptualizing The World As Your Sales Territory

What's great about the Worldprofit system is that it doesn't matter where you live. So long as you have access to the Internet you can profit from worldwide sales. The key, however, is thinking globally, just like the big corporations do. Wherever they are based doesn't matter. Their aim is to develop profitable operations worldwide.

Now, backed by Worldprofit and the power of the Internet, you can do the same thing.

Say you're based in St. Louis, Missouri, US of A.

You don't just want to do business in St. Louis or Missouri or the Midwest or even the entire United States. You want to profit **WORLDWIDE**.

Your goal is the same as every other company growing its business worldwide. You want to recruit sales representatives and sell (either yourself or through your reps) all over the world. The Worldprofit system enables you to do just that.

Say that the first person you sell an E-Property to lives in Ottawa, Ontario, Canada. Great. Now you are no longer just a Missouri-based home business. You are already a multi-national company. You have a sales rep (dealer) who works simultaneously for himself and for you. Remember, **YOU** get 5% of this dealer's gross sales! The more he sells, the more you get, wherever those sales are made in the world!

Note: every multi-national corporation started small. Ever hear of MacDonald's? Of course you have. Did you know that they started with one small hamburger outlet? Big oaks from little acorns grow. It's not important where you start from; it's important where you go and the system that takes you there!

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The minute you have even one dealer under you, your situation changes. Now you must think about what you personally can sell and you must assist your dealer succeed, too. The guidelines presented in Chapter 7 will assist you.

Now, use your ezine, your ad swaps, your free advertising, etc. to develop your worldwide dealer network. Take a good long look at the world. Where do you want dealers? All across the USA, Canada, England, Australia and New Zealand, Europe, etc.? Of course you want reps in these places, and in as many other places worldwide as possible.

Your goal is to conceptualize where you want dealers and to use the power of the Internet and email to bring yourself and the unrivalled Worldprofit system to their attention.

Think!

Are people worldwide looking for

- * popular products
- * a way of cashing in on the growth of the Internet
- * incomparable dealer instruction and support
- * technical support, web design assistance, and marketing help?

You bet your life they are!

What people worldwide are saying is

- * I want to work at home, but I don't want to limit my profits by just selling locally.
- * I want to sell products and services that people worldwide really need.
- * I want support. I don't want to work alone. I want to work with a company that gives me and my customers technical support, web site design, and complete marketing assistance.
- * I want dealers worldwide who, by making sales to support themselves, are also simultaneously enriching me!

In short, people worldwide are clamoring for just the kind of assistance which constitutes the unique Worldprofit way of doing business worldwide.

Thinking & Acting Like The President Of Your Own International Company

When you work alone or with just a partner, there is only so much you can accomplish. Your time, energy, and money are limited. However, when you start conceptualizing the world as your oyster, you'll find yourself constantly re-energized about your options and possibilities.

If you're in Missouri, for instance, and you have a sales representative (dealer) in Ottawa, you can forward all the prospect leads you get from Lead Source, ads, etc. from Ontario, to this dealer. Now you are getting some leverage!

You now can continue to focus on your own personal sales while simultaneously urging your Ottawa-

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based dealer to follow the Worldprofit system to maximize her sales. You get 5% of every single sale she makes, not just in Ontario either but WORLDWIDE!

In due course (just how long is determined by how closely you follow the system), you'll sell another E-Property. Let's say that this time it's to a customer in Florida. Now you have yourself in Missouri and dealers in Ontario and Florida. You are now a multi-national company with a growing distributor base. You're on your way to increasing daily profits.

The key at this point is continuing to make your own personal sales (remember, you get 20% of whatever you sell) AND poke, prod, encourage, assist and generally work with your sales reps, wherever they are in the world, to make sure they continue to sell and profit.

Important: Remember, you never work with these representatives alone. Worldprofit is constantly working with them, too. The unique Worldprofit success system works because Worldprofit works with your dealers and you work with your dealers, too. Dealers are never alone and isolated. They continually get the information and support they need to succeed. After all, your dealers are also Worldprofit dealers and their success benefits themselves, you and Worldprofit itself. Thus, it is to the benefit of all to assist these dealers succeed.

Post A Map Of The World: This Is Your Sales Territory

When I was a boy, I had a map of the world on my bedroom wall. I also loved to play games of international strategic thinking like Risk. Now I am actually living this game -- and empowering people worldwide to do the same thing!

Post a map of the world in your office. This is your sales territory! Fully backed by Worldprofit, our technicians, designers and marketing department, there is no reason why you cannot have productive, money-making sales representatives worldwide! Think about it! You now have the ability, even if you are running this business from a computer on a card table, to do business and make money internationally -- just like the largest and most profitable companies on this planet!

Think about it! Your sales territory is this entire planet! And when you become a Worldprofit dealer and owner of your own E-Property, you have just what you need to capitalize on this situation, now and every single day hereafter!

I hope that what you've read in this chapter has opened your eyes to the incredible possibilities before you as owner of a Worldprofit E-Property, E-Select Property or custom designed web property. They are, quite literally, unlimited. Now you can stay small (in expenses) while thinking and profiting BIG!

You are in the right place at the right time and, with Worldprofit on your side, with the right company. There's only one person who can stop you now. And that person is YOU! Read on...

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Chapter 9

Are YOU Ready To Do What's Necessary To Profit Online?

Up until now this book has been about Worldprofit and what we can do to help you build a profitable home enterprise doing business via the Internet worldwide. But now the focus must shift. It's time for some plain talking about YOU, what your role is in this business, and what YOU need to do to make it succeed.

You may already know me as the author of some of the best known and most respected marketing and business-building books. I am also a consultant, who has assisted businesses worldwide do what's necessary to grow and make money. Importantly, I am also in charge of dealer relations for Worldprofit. In this capacity I have worked with literally thousands of people ALL of whom have said, at the beginning, that they want to run a profitable business. Yet not all of them have succeeded, despite a dealer support system second to none on this planet.

As a result of a lifetime of experience working with business people, I have seen it all. I have come to have certain strong beliefs about what it takes to succeed. I would like to share these points with you now, because if you are not willing to help yourself even the best support system in world is not going to help you!

Success Takes Work

There have always been people who wanted success without working for it. The Internet has increased the number of these people. Every day I receive, and I am sure millions of others receive, email messages (usually spam) about how I can make a ton of money without lifting my pretty little finger. I trash these messages immediately. I have never known ANYONE in business who didn't work for his or her success. Ever.

Unfortunately, there are plenty of people who DO respond to these messages, pay whatever fee is requested, then discover that they've been taken advantage of -- again! P.T. Barnum once said, "There's a sucker born every minute." You don't have to spend too many minutes online to know this has never been more true than today. There are more people being taken advantage of today, thanks to the 'net, than there has ever been before.

Right now, the Internet is littered with the bodies of people who have been taken advantage of by business opportunity con artists, over and over and over again. You've heard the expression "Once bitten, twice shy." It doesn't seem to apply on the Internet. The lure of easy money is so strong that people lose all sense of reality when they hear about the next "sure" way to pocket money without doing any work.

Well, I am here to tell you that "get rich quick" schemes, on and off the Internet, don't work. Ever. If you are looking for sure profit as a couch potato, I cannot help you. If you are going to succeed in your own home-based online business, you are going to have to work.

Now, having said this, not all work is equal. The key is finding a company that has studied how the Internet works and has created a system that enables you to get a reasonable return for reasonable effort. That company is Worldprofit.

You Must Learn The Products

People who don't want to work to achieve success will not, of course, bother to learn the products and services they're selling. Yet the first rule of business success is KNOW THY PRODUCTS. You cannot sell what you do not know. At Worldprofit we're a stickler for this, because we know that product ignorance

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cannot precede sales success.

My question to you, then, is: will you take the time to learn the products at <http://www.trafficcenter.com> and <http://www.trafficcenter.com/properties> If you won't, you cannot succeed.

You Must Learn The Sales System

We live in a world where people are more me-centered than ever, more impatient to have instant gratification, and less willing to do the necessary spade work which ensures success. Personally, I am different. I didn't finish my graduate education until I was nearly 30; I was in school for 25 straight years, no break. I knew from a very early age that success entailed preparation, and I was personally willing to take the time and make the effort to be as well prepared as possible.

By comparison, I have seen independent contractors come into Worldprofit as an Associate or dealer and grow frustrated and despondent if they didn't have success in a week. Indeed, during the writing of this chapter I talked to one such young man from a town not too far from where I live. He had been a dealer for 3 WEEKS and was ready to drop out. I asked him a series of questions:

- * had he studied the products
- * had he read the help materials at <http://www.worldprofit.com/esuccesstips>
- * had he participated in any of our telephone training sessions
- * had he gotten any prospect leads from Lead Source at <http://www.worldprofitleadsources.com>
- * had he contacted any of these prospect leads?

To each question I asked, the young dealer responded that no, he hadn't done that thing. Instead, he had done nothing, apparently expecting that success would come to him merely because he was alive and on this planet.

RIDICULOUS! But unfortunately by no means rare. Where does such a downright silly approach to business and success come from? Where have we as a society gone wrong that anyone would even think they could do nothing and achieve substantial success? Yet it happens all the time!

We are looking for realistic people at Worldprofit, people who understand that you must LEARN what to do to achieve success; that success is not preordained, but rather the result of a series of understandable, learnable activities which can be mastered by any reasonable person willing to take the time and make the effort. If that is you, I embrace you with open arms!

You Must Contact People & Work With Them

I have come to the conclusion that many so-called "entrepreneurs" really hate people. They want to get money from people, indeed there is no other way to profit. However they don't want to reach out and touch them, talk to them, work with them. They want their money without human contact. Again, this is ridiculous.

The Internet is a marvelous tool, but what is the purpose of this tool? Why, to place people in touch with other people and to expedite both communications and any business that can be done between the parties. If you are going to succeed online, you MUST be willing to contact people, talk to people, and work with people. There's no getting around it.

Every chance I get, I ask Worldprofit dealers who are not making sales to tell me, specifically, just how many people they actually contacted in the week just past. Almost without exception they tell me they've been too "busy" to contact the only people in the world who can make them money -- their prospects. At

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Worldprofit we NEVER forget that prospects are the people who make you money; that if you want money you MUST work with prospects. THERE IS NO ALTERNATIVE!

If you want to make a sale, email a prospect, phone a prospect, schedule an appointment with a prospect, and if none of this works, DO IT OVER AGAIN until you connect with a person who is ready, willing, and able to make a purchase.

Does this take work? Yes, it does! The work is not difficult and not onerous. But it IS work. And it DOES involve working with real people.

Now, as anyone who has ever worked with the public knows, people can be thoughtless, uncommunicative, infuriating, even rude and belligerent. Well, that's just the way it is! No successful human being ever got to be that way without learning how to deal and work with people. Ever. You won't succeed either unless you're willing to work with people, too.

You Must Learn To Work With & Motivate Your Sales Team

As I hope I have made clear, your success at Worldprofit comes about both because of what YOU sell and what your DEALERS sell. From the very first moment you sell a customer an E-Property and that customer becomes a dealer, you have two streams of income, one from yourself, the other from the productive members of your team. The key, then, is doing your bit to make these team members as productive as possible.

You already know it is not your sole responsibility to motivate and assist your sales representatives (dealers). Worldprofit works right alongside you, every single day, to achieve the same thing, maximum dealer sales and productivity. However, you must do your bit daily, too! Email is your best friend here.

Email your team members (dealers) to find out what their monthly sales quota is. Then email them every single day for what they expect to close today, including their prospect's name and what needs to happen for this sale to occur.

Email sales and closing tips.

Email information about who's closing and what they're doing to close.

Email to prod, enthuse, motivate, and generally get each individual team member focused on making the next sale.

Remember, you get 5% of what each of your dealers sells. The more productive dealers you have, the more money you make. It's as simple as that.

However, as every sales manager for every company in the world knows, sales don't just take place. Sales take place because a company has good products and services and constantly works with its sales representatives and their prospects to increase sales and performance.

Work Consistently

One of the most infuriating things about sitting where I sit as head of an international sales company is watching people shoot themselves in the foot. Just the other day I got a nasty letter from a dealer who flew into a rage because "her" prospect had signed up with another dealer. I know for a fact that the outraged dealer hadn't worked her online business in over a month, giving herself a long vacation. Unsurprisingly prospects who wanted immediate service went elsewhere. Yet this dealer actually had the audacity to claim that "her" prospect been stolen! Yikes!

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If you want money daily, then work your business daily. It's as simple as that. When you're running a home business, the temptations NOT to work can be very powerful. There's something you've "got" to do downtown; there a t.v. program you "have" to see. Or a friend drops by. Or there's some family crisis that just won't wait. Or you just don't feel like doing business today.

Every one of these excuses is a nail in the coffin of your successful business.

Back in the 'fifties, I remember my parents taking me to visit one of my father's co-workers and his wife. His wife was Australian (that was exotic enough for openers in suburban Illinois) and she ran a home business. She told us she took NO personal calls during what she deemed her working hours, saw NO ONE but customers, and FOCUSED on her business. I was probably all of 12 years old at the time, but I can still hear the resolution and candor crackling in her voice. I have never forgotten the message. If you want to succeed, it takes focus, determination, time management, and even sacrifice. That's just the way it is.

If you want success TODAY, work your business TODAY. If you want more success TOMORROW, too, work it TOMORROW, too. Unless you are willing to invest consistent effort in your business, don't be surprised that your business fails. That failure is inevitable.

When people come to me who are failing online or off, there is ALWAYS a reason why. That reason usually involves some key success component this individual is not willing to acknowledge and handle. Success is not a mystery; what is a mystery is people who think they can flout the rules and still achieve it.

Don't Invest In People Who Will Not Work For Themselves

One of the biggest problems I've seen is the failure of dealers to see a person for what he is instead of what the dealer hopes he could be. I am fond of an old saying my grandmother used to say, "You can't make a silk purse from a sow's ear." What that means on the Internet is plain.

Just because someone has TOLD you he wants to succeed doesn't mean that that person is willing to do what is necessary to succeed. For instance, I think of one of our dealers who has been going out of his way to try to help one of his sales reps (dealers), without any discernible effect. The dealer in question keeps giving good advice, the recalcitrant dealer brushes it off, doing nothing. The dealer still keeps trying. This is not my way.

I believe in giving all people an equal opportunity and entry to succeed. I also believe in watching what they do then. When new dealers sign up, I email them a Welcome Letter with detailed steps they should take to launch their successful business. If the dealer doesn't begin to make sales within a week or 2, I ask them whether they are following the steps in the Welcome Letter. Unsuccessful dealers don't read, don't study, and won't follow directions. I don't get angry with them; I tell them to go back and re-read the Welcome Letter and follow its suggestions. There is, you see, absolutely no point in giving them additional help until such time as they've taken advantage of the help and resources already provided. If it takes them a year to complete Step 1, so be it. That's their choice, not mine. However, I cannot be expected to change a successful system to accommodate people who will not do the most minor thing for themselves. As my grandmother said, "You cannot make a silk purse out of a sow's ear."

Thus your task is plain: search for, recruit and work with the people who understand what success entails. Don't try to take people who are not willing to help themselves. Investing in them is a complete waste of time. Yet that's what far too many people on the Internet do. Personally, I seek people with good habits, reasonable expectations, a "can-do" disposition, and, yes, good humor, the sine qua non of the livable life.

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If that's you, it's time for you to join us at Worldprofit now. We both need each other!

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Chapter 10

A Hearty And Enthusiastic Invitation From Dr. Jeffrey Lant

First of all, thank you for reading this e-book and letting me give you some vital invitation about growing your home business via the Internet. I've been advising business people for a good many years now, and the thrill of helping people never fades. It is one of the joys of my life, and I thank you for sharing some of your valuable time with me.

Before concluding this book, I want to extend the warmest possible invitation to you to join us at Worldprofit by becoming a dealer and getting one of our Custom Properties, E-Properties, or E-Select Properties at <http://www.trafficcenter.com/properties>

Let me tell you why I think you become associated with us.

1) Experience

Worldprofit has been helping business people and running a profitable operation since 1994. Unlike other dot.com companies, we had to grow our company the old-fashioned way: by developing and selling quality products. During the great Internet downturn of 2000-2001, when so many online companies bit the dust, this fact forced us to listen very carefully to what our customers wanted and to keep doing better. I am proud to tell you that even in the depths of this downturn, Worldprofit continued to be profitable and to grow. That should tell you something about this company. Our happy customers have financed our growth. We are here because of them!

2) Incredible Products

Hopefully you've already visited <http://www.trafficcenter.com/properties> and taken a good, long look at our unique line of E-Properties and E-Select Properties. Hopefully, too, you've reviewed some examples of our terrific custom design work. These properties are incredibly popular. Every single one that you see will sell. We have never produced an E-Property that didn't sell. Again, that should tell you something about this company and why we've been around for so long!

We have created these products in packages for every budget. Each one contains just what people need to profit online. When you purchase an E-Property or E-Select Property you have everything you need to profit online. If you want to add additional things to these sites, no problem. Feel free to add additional profit centers as you have them.

3) A Total Support System

My 2 partners, George Kosch and Sandi Hunter, and I had experience in various business opportunities before creating Worldprofit, Inc. back in 1994. It seemed to us that most companies didn't bother to help their distributors in any way; that they recruited and then abandoned them to their fate. In one particularly notable instance, the three of us, in our partnership, were the top distributors in a network marketing company. Despite the fact that we were head and shoulders above the other distributors in recruitment, the CEO of that company NEVER bothered to congratulate us, get in touch with us, assist us. It rankles to this day, but this kind of appalling "leadership" has had a good result.

Go to <http://www.worldprofit.com/esuccessstips>

There you'll find the most advanced dealer assistance center in the world. We know what people need to succeed, and we've done what it necessary to deliver it. This is just one of the layers of dealer support we provide! In addition, I am personally in touch with every dealer every single day, providing the information,

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encouragement, and, yes, the kick where it helps that people need to succeed.

Additional support is provided by the Worldprofit tech team, our world-class designers, and the Marketing Department, which writes and provides to you without cost all the marketing materials you need to generate more prospect leads.

I can say without fear of contradiction that you will NEVER find another company with such an extensive dealer support system, a system which we are continually improving as we strive for perfection.

4) Prospect Leads When You Need Them

You cannot grow a business, any business, without prospect leads. That's why we created Worldprofit Lead Source at <http://www.worldprofitleads.com> At Lead Source, you get the prospect leads you need, the number you need, when you want them -- 24 hours a day, 365 days a year. As you know, we don't want our dealers wasting their limited and valuable time searching for leads; we want them to have the number of prospect leads they want when they want them. It's just as simple as that!

5) Continual Improvement

At Worldprofit, we NEVER rest on our laurels. You see, the Internet is a work in progress and companies which expect to succeed must continually improve and develop. This kind of constructive change is the hallmark of life at Worldprofit. People who have followed our growth over many years continually say one thing, that Worldprofit is always on the cutting edge of online improvement.

Our goal is to assist you sell more and generate more profits faster. Towards that end, we are continually making improvements in our operations and the way we do business. I can promise you that that will continue to be the way we do business, to the benefit of our associates, dealers, and customers generally.

Start Today

It is my hope that you're ready now to get your E-Property or E-Select Property at <http://www.trafficcenter.com/properties>

Towards that end, I've asked one of our fine dealers to get in touch with you, answer any questions, and assist you with your order. These dealers are hard-working folk just like you are, and I know I don't have to ask you to treat them with every courtesy. They are trying to help you!

Whether you select a "ready made" E-Property or a "choose what you want" E-Select Property, shortly your property will be fully up and running. Why, you'll even find a link on it to <http://www.trafficcenter.com> so that people can download this very e-book from your website! When they do, you'll be emailed a message from the system along with their name, address, phone number, and email address so you can promptly follow up. That's right, when you become a dealer you get the right to GIVE AWAY just as many copies of this very popular e-book as you like. Follow up these prospects promptly; I know many of them will want to get a Worldprofit E-Property for themselves. Those who don't have the funds to do so right now will surely sign up as free Associates themselves, upgrading in due course!

Standing By To Hear From You Now!

Like many readers of this book, I'm sure you've combed the Internet looking for just the right opportunity. Perhaps like most readers, you've joined other opportunities, only to find they didn't live up to their hype. Believe me, we've all been there, done that.

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I hope, after reviewing all the information in this book and by following the links to all the other information sources I've recommended, you see that what we're doing at Worldprofit is different, superior. We are not, of course, an opportunity for everyone. We are not a "get rich quick scheme" scheme, but a legitimate home business opportunity. We do not promise riches without work. Instead we deliver a quality product, unique in the world, with a simple, proven success system. If that's what you want, <mailto:drjlant@worldprofit.com> I am standing by to hear from you now.

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Afterword

How To Make Money & Build Your Business Giving Away UNLIMITED FREE Copies Of This Book

We know you want to work at home.

We know you want to make money online.

Otherwise you wouldn't be here.

Well, listen up. I'm about to share the easiest and most clever way for you to profit at home online NOW!

As you know, for over 25 years I've been writing some of the best known and most influential business books in the world. They have helped tens of thousands of people build more profitable businesses. These books have grossed millions of dollars.

Now, however, to help you profit online from home, I'm going to allow you to GIVE AWAY as many copies as you can of this \$19.95 retail book. And I'm not going to charge you a penny for them!

That's right, whether you give away 10 or 10,000,000 this book is FREE for you and the people you give it to.

You see, I know that when people read this book if they're serious about making money online, they're going to want to get a Worldprofit E-Property, E-Select Property or order their custom web design from Worldprofit. You and I are both going to benefit from that -- substantially.

So, now the question becomes just how many of these books can you give away and how fast can you do it?

Let's look at exactly what you've got to do to profit.

1) Become Either A Worldprofit Associate Or Worldprofit Dealer Now

The first thing you've got to do is join us.

If you're broke, become a Worldprofit Associate at <http://www.worldprofitassociates.com> It's free.

As soon as one of your prospects buys an E-Property or E-Select Property you'll automatically be upgraded to be a Worldprofit Dealer. As such, you get a 20% commission on everything your prospects buy and an additional 5% commission when the Dealers under you sell something. Once you're a Dealer, you can also recruit and profit from unlimited Associates.

If you'd like to make the big commissions right away, go to <http://www.trafficcenter.com/properties> and get your own E-Property or E-Select Property. When you do, you automatically become a Worldprofit Dealer. You're eligible for the big 20% commissions on everything you sell, the additional 5% commissions on what your Dealers sell, and, of course, you can also immediately start recruiting Associates.

Need help selecting a property or have other questions about them? <mailto:drjlant@worldprofit.com>

Generate Prospects To Give This Book To

How many people want to profit online from home? The number is astronomical and growing every single day -- all over the world. To profit from these people, all you have to do is get them to download their free

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copy of this \$19.95 book! It's as simple as that.

To do so, insert your email address where noted; then run these ads in your newsletter, swap with other ezine publishers, post all over the Internet. When people email you, have them click on the Traffic Center link you get when you sign up as an Associate or Dealer. Remember, the system automatically emails you complete follow-up details on everyone who downloads this book using your Traffic Center link! You'll know the minute your prospect has downloaded this book. These are incredible prospect leads! After all, they ALREADY have this book and all the information they need about how to profit online at home! They're ready to hear from you!

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What To Do After You've Got A Prospect Lead

I must stress: when a prospect downloads this book, he or she is a superb candidate for either purchasing an E-Property, E-Select Property or custom web design OR, at the very least, signing up as a free Associate.

Under the circumstances, the very best thing you can do is pick up the telephone, call this prospect, introduce yourself and make it clear that you are there to help. Remember, this person wants an online home business. He's looking for a good opportunity and a solid company to affiliate with. Your job is to help him see that that company is Worldprofit. Fortunately, your prospect already has this book! Remember, unlike emails which people trash, people KEEP books. The chances, therefore, are excellent that your prospect will not only read but keep this book!

Note: if your prospect hasn't read this book yet or needs extra time for consideration, schedule a follow-up appointment. Confirm it by email. Make it your job to stay in touch with this person and make the sale.

You'll find lots of helpful information about closing prospects at <http://www.worldprofit.com/esuccesstips>
Search under the key word "telephone", for instance.

Promote This Book & Give It Away FREE Every Single Day!

Some of you who were in network marketing years ago will remember the audio tape promotions lots of companies engaged in. Tapes like "Dead Doctors Don't Lie" were mailed in the millions and millions. Unfortunately, the only people who made money were the people producing the audio tapes. You see, when you figured the cost of buying the tapes, getting names to send the tapes to and the postage, profits were elusive, at best.

But here there are NO COSTS! I am GIVING you as many books as you want! There is no production cost! There is no shipping cost! There is no cost to you!

The question simply is: how many of these books do YOU have to give away to get someone to purchase an E-Property, E-Select Property, or custom web design? That depends on how prompt you are at following up and staying in touch with your prospects. The more thorough and professional you are, the more sales you'll make. It's as simple as that!

Start Today

If you have read this book carefully, you know that you can now have a profitable home business online, a business that serves the world and which enables you to profit internationally. You can build this business by giving away UNLIMITED FREE copies of this \$19.95 book, with my compliments. You see, I am doing my part to help you build the most profitable business possible!

Now, get out there and start giving this book away. The more you give away, the more sales you'll make and the more profitable your business will become. Starting now!

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About The Author: Dr. Jeffrey Lant

Dr. Jeffrey Lant is author of some of the best-known marketing and business-development books ever written. This is his 15th book. For details on these titles and his Sure-Fire Business Success Catalog, visit <http://www.jeffreylant.com>

A graduate of Harvard University (M.A. and Ph.D.), Dr. Lant is also a summa cum laude graduate of the University of California, Santa Barbara. In 1969, he became the first graduate of that University ever honored with a Woodrow Wilson Fellowship. At Harvard, he was also a Harvard Prize Fellow, Harvard Traveling Fellow, Harvard Teaching Fellow, and winner of a Harvard College Master's Award.

A well-known author, business consultant, and platform speaker, Dr. Lant Co-Founded in 1994, Worldprofit, Inc. at <http://www.worldprofit.com> Since its inception, Worldprofit has become one of the most recognized companies on the Internet with a line of unique products and services designed to help entrepreneurs and business people worldwide succeed online. These can be viewed at <http://www.trafficcenter.com/properties>

To contact him, <mailto:drjlant@worldprofit.com>