

ESL Marketing

How to get the most out of your membership.

Intro:

First off welcome to ESL-Marketing:

ESL Marketing Center is a great group of tools to market your business to paid members. You will soon experience the difference in advertising to a paid membership over using free programs as Joe Freebie will waste less of your time.

Who is Joe Freebie?

Well that's the person from a free program that joins a free offer you send out and then does nothing. No upgrade, no promotion, and they may ask you 500 questions to still decide at the end of the day to keep their hands in their pockets and not spend a dime.

Joe does this because Joe is interested in making money but he is not sure about how, and is scared to invest. He also joins hundreds of programs trying to find one that fits and is easily taken in by promises of income overnight and income on auto-pilot that get him burned and his money stolen. He is leery and may never upgrade.

The ESL Difference is simple:

ESL Members are paid members, they are members who know how to select a good program, are past the point of fear and are willing to invest in their business. They know that spending 10 hours a day advertising free programs to free members gets you a percentage of nothing.

You now have access to a warm market of serious business people who know how to succeed online. You also have access to business opportunities these members are earning money in. True multiple stream income begins at ESL-Marketing.

Get ready to learn how to get some of that cash in your pocket.

First step is knowing the tools you are using.

ESL offers some advanced traffic exchange features and some old standards that have been molded to our needs. They say targeted traffic is the king of all marketing tools so here is the market that has been targeted.

Most targeted advertising will focus on where a person lives and a specific interest like work from home. This is a broad target that produces some results, but ESL goes further. We have weeded out those seeking free offers and expecting free money without work. We have also taken that group and given them (you) access to training, a home on the web like a website or blog, and a means to build a contact list using the Professional Auto Responders. The money is in the list.

Our Targeted market would read like this:

Serious home business owners with a blog or website and means to build and maintain a contact list. Must be willing to join a paid program and know income requires effort. They must have the tools necessary to promote any business effectively. In short ESL Members just like you.

The tools explained:

Professional blogs: <http://blogs.esl-marketing.com/portal.php>

Blogs or Web-logs allow you to post articles and information, share thoughts and short stories in a manner that can be shared on other websites around the world at the click of a button. Because you can advertise business opportunities in the header, footer, sidebar, and even in your signature line it is not necessary to write every word about a business opportunity. As a matter of fact articles about home business perform 10 times as well as posting ads because other sites will add your blog feed as content for their website. Blogging presents you as an expert in your field and people always want to join under a expert.

Auto Responders: <http://www.esl-marketing.com/responder/>

Auto responders allow you to put up a lead capture form and collect double opt in e-mail leads. These leads are people that read a bit about your business offer and now want to know more. If you learn to write a great newsletter packed with information these people will stay subscribed for years and grow to trust you. Many of them will follow you into just about any business or buy almost any product you offer. The thing is if your responder is just 1 ad after the other they wont trust you and will soon leave the list so provide value to your readers. A free gift in the form of a hot download helps build a huge list.

Our ESL Social network: <http://www.esl-marketing.com/social/>

Social networking is at the forefront of Web2.0 marketing. People meeting people and sharing interest, ideas, and information. Relationships are vital in social networking. If you make friends first and discuss business later it can be a powerful tool. The best method is to talk about anything but business and let ads and info in your profile do the selling. The ESL Social network works similar to MySpace and allows you to share news, forums, blogs, and video or music to brand yourself and build a list of contacts. In Social Networking the marketer with the most friends wins.

ESL Article Center: <http://article-marketing.esl-marketing.com>

Our Article marketing center is more targeted than blogs even at getting articles posted across a variety of content rich websites. Article directories work great to brand your business and establish you as an authority on a set topic. You write informative articles that are carried on hundreds, even thousands of websites that create a link back for more articles on your website or blog because the sites using your articles must include your author and resource box.

Example:

Article written by: Andy Zeus Anderson

Andy has been a online marketer and web-master for 5 years and is currently the advertising manager for Easy Search Live www.easysearchlive.com the next generation search engine. Andy and his wife Cary have 5 wonderful children and believe ethics and commitment lead to success.

For more articles by this author visit:

<http://www.andyzeusanderson.com>

The referral builder:

Located under the my account link in your ESL Marketing members area.

These programs provide a free or low cost way to gain more advertising credits, build new networks, and add new streams of income to your portfolio. By joining them and adding your referral link, anyone who joins ESL and does the same will join under you in any programs they are not already in.

The Advertising Co-Op:

While you are promoting ESL \$5 of your membership fee is also growing it for you. Co-Ops work. They save you money and increase your available advertising. If you spent \$5 a month on advertising you may see 500-1000 traffic exchange visitors or a few added credits in a credit based safelist. Neither is highly effective. In a co-op you could have 1,000 or more members chipping in to buy \$5000 or more dollars a month in targeted search engine or expired domain advertising, putting ads in online and offline news sources and more to generate a ton of traffic. This is part of you membership and requires no action on your part.

Now for the promotion tools found under the links manage ads to place yours and earnings area to earn more. Members are given starter credits each month but earning additional credits is easy to do and generates more exposure.

Link ads like the paid links and and click links are effective, members click after reading a brief pre-sell message then view the site you aimed them at. We will show you later a method more effective than just adding your offer link to increase your conversions and sign ups..

Exchange Ads are like a regular traffic exchange. You view sites and others view your sites. A great way to generate traffic and our exchange gains you unique visitors. At this point the same person only views your site up to 4 times a day, as we get more sites in the listings and more credits in play we will be resetting this to 24 hour unique visits meaning no one will see your site more than once a day.

Banner ads and featured banners allow you to display graphic ads to further promote your business. These work fine with the actual business offer displayed.

The best way to use any traffic exchange method is to use two types of landing page. In a timed exchange where people are seeking credits or cash you need to accomplish one of two things. They

need to be able to read the info without stopping their surfing so a splash page with a short lead in read in 10 seconds or less with the ability to either open the site in a new window or sign up for more information will get better results, The e-mail submission method works best as they get to read more info after they have stopped surfing and can focus on what they are reading.

All Exchange methods work the same in ESL. You must create an ad or 20 in each category, then go back and assign credits to each.

So now that you see the tools I will go on to show you how to maximize their effect on your business and build you an income. This method of success is proven to work time and again and used by nearly every so-called Guru making 100,000 or more a year.

On the next page we will start sharing the path to success, use this as your bible and you can only succeed as failure is no option.

The ESL Easy Path to success.

Wow that was some reading so I understand if eyes are blurry and throats are dry. Take a breather if you need and come back with open eyes and a clear mind as you need to absorb and understand every word of this.

At ESL we know your number one business is the one you were in when you joined, but when you see the power of ESL marketing and using this method the way you promote that business will change and your income will grow.

The thing to keep in mind in most advertising is that the people reading your ads are seldom there for a new program, they are there to earn credits and build an existing program just like you were when you came to ESL. Online marketing statistics show it takes 7-9 times reading an ad before the prospects even ask for more information. Another 3-7 messages or views sells the offer or causes them to pass on it.

So the secret is to give people what they seek in order to get them to view your offer. People seek success in their current business and need advertising to make it happen. ESL-Marketing is effective advertising that builds multiple revenue streams and more traffic. People like you and me will sign up for advertising services faster than we will a new program because we want to build what we are in. If that advertising gives them a warm body of people ready to upgrade they will jump in both feet like you did.

So we promote ESL-Marketing to grow our business but how if they are here just for advertising?

Easier than you think. Not only are your fellow members seeking advertising but they also have a built in quest for knowledge. That quest will lead them to read blogs, read articles, and use the social network. If you offer a free info product or marketing software as a gift for people subscribing to your auto-responder you also fill that need. If that responder sequence or newsletter contains more information they will be hooked and a relationship will begin to grow.

So your first steps need to be:

Set up a auto-responder message and find something of value to offer as a gift.
Write a post or better yet 5-7 of them on your blog.
Post at least one article for the article directory.
Set up an informative profile at the social networking site.
Set up your ads inside ESL-Marketing.

So now we need to talk about how to set it all up to get the most out of everything. The first part was setting up the auto-responder. You need to go back in and grab the sign up form, if you have your own website you need to put that form on a page with some information about your newsletter and tell them about the free gift you are giving with a subscription. Keep it short they need to read it in 10 seconds or less. If you don't or even if you do have a website put the code and info in you blogs sidebar or footer as well.

Promote that landing page and sign up form in the traffic exchanges on ESL. Make sure your first auto-responder message shares the ESL opportunity with your readers. Future messages can promote your other opportunities as you are building a relationship based on knowledge and trust with your subscribers..

The next step is simple, you now have a world of information available for members, you have begun the process of relationship building, and have added value to joining your auto-responder. This will capture warm leads from your fellow members. So the next step is to promote ESL-Marketing across the web.

We have already placed a responder up on the front page to get more ESL information capturing leads along the way and converting them to members that will pay you. Promoting ESL first weeds out those who are not serious and wont upgrade leaving you with real prospects to spend your time advertising to and contacting. The best thing is that doing it this way allows you to earn a steady monthly income while building a list of potential business partners. Each member you refer pays you \$10 a month.

When you promote ESL you simplify a lot of your marketing. By setting up the system the way we have detailed it you build friendships and partnerships that last through many programs and you earn money from your advertising every month for life. This money can pay bills or be used to create and advertising budget to further promote your existing business.

So if the co-op is going to promote ESL for me why should I promote ESL?

Plain and simple. We all want more. If you still spend all your time promoting other programs instead of promoting ESL and letting ESL promote them, your downline here will grow slower and you will still be advertising to Joe Freebie. You may see more sign ups as free members but will see fewer sign up and upgrade then go to work promoting your business opportunity. ESL weeds out Joe freebie and starts paying you before the member even considers your business opportunity. You can ignore this message but I am sure you can see where we are going with this.

Promoting ESL pays you while we promote and grow your existing business.

In the last and final chapter we discuss what's coming in 2008. This is not the entire game plan but real income lies within these developing projects.

ESL Project Preview

ESL Affiliates is underway and is building a group of affiliate marketers and recruiting companies that will pay you to promote them. Some advertisers like Antejo Home pay huge rewards and are active now.

ESL Advertising supplies contextual advertising across Easy Search Live and our network of websites and publisher sites. In the near future we will be running an affiliate program for members wishing to share our business with new advertisers. You can sign up as a publisher today and place our ads on your blogs and websites earning 35% of the bid price for each ad a visitor clicks on. This system is cheat proof so don't think clicking your own ads and having friends click them will help.

The bear of all projects is Virtual Reality Marketing or VRM.

Coming in just days we will have our own 3D online world and start work on the web's first 3D walk through Search Engine. There will be interactive training facilities and a virtual mall, build rights and office space. ESL Members will become our sales force selling all of these high traffic and effective advertising placements. The potential to earn is unlimited and the world is so feature rich it will blow your mind.

For those of you in IYN either on your own or in our downline you may have visited Destiny Worlds. Theirs is good but ours is better as our world is on Version 4.1 of the same software and will include VOIP conferencing, the ability to add sound and video and audio promotions as well. We will have business radio and more in the near future and you can earn from it all.

We have more planned but these are the first ones to expect and earn from. ESL is the future of online marketing and will be the most advanced web2.0 tool on the Internet. So get ready to earn huge rewards and make your life an easy life with ESL-Marketing.

Please note, if you have not yet joined ESL Marketing and received this PDF from a member. They should have included a link in a separate text document of in the e-mail message that delivered you here. If not contact them to get one today. No member joins with out another member earning from that membership, if you join with no referrer you will be placed under another member.

Thank you for your time and consideration,

ESL Marketing Team

For more info contact zeus8894@eslmarketing.com - please note SPAMMERS are reported send your request for information not ads, thanks. Reporting SPAM protects the interest of legitimate opportunities like ESL Marketing. If you were SPAMMED by one of our members please let us know. Members are given one warning and upon a second report will be banned from our program and their downline assigned to another member.

