

Digital Enrollment Machine

*The Simple Online System That Grew
My Network Marketing Business from
\$19K to Six-Figures in One Year*

by Adam Chandler

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PART 1

A New World of Possibilities

How I Went Full-Time in Six Months

This was the day I knew I would never have another “real job” for the rest of my life.

It was the first time someone had *ever* enrolled with me in my primary network marketing business.

Because of the way the comp plan was structured, I made a \$1,000 commission when they signed up.

That alone was a major eye-opener for me. My head started swimming with new possibilities for my life...

I had never made a thousand dollars in a single day before. Up until that point I probably never made more than \$20K in a calendar year, let alone a thousand dollars in one day!

But that's not even the best part...

The coolest part was that this guy lived on the other side of the world (Copenhagen, Denmark), and I never even spoke to him before he joined. He was intrigued by something I shared on the internet, and he bought *everything* I recommended to him, including a \$2,000 direct sales business opportunity that paid me a \$1,000 commission and other things that paid recurring commissions.

Talk about an awakening experience, right?

I felt like I had just unplugged from the Matrix and suddenly anything and everything was now possible for my life!

About eight months prior, I had joined my first direct sales company. Yes, it took me eight months to enroll distributor number one on my team.

In the first six months, I made zero and racked up about \$10,000 in debt trying to make the business work for me. What changed?

In short... *everything*

Right around the six-month mark was when I discovered a new system that was providing marketing and lead generation solutions to direct sales reps and MLM distributors.

I started sharing the system around the internet, simply doing what they were teaching me to do—social media posts, YouTube videos, things like that. And as a result, I signed up about fourteen people into the lead-gen system.

It was downright easy! (At least at first.)

Not only was the system brand new so hardly anyone on the internet had ever heard of it, but it provided home-business owners with exactly what they needed more of, which was new leads and prospects for their business.

So rather than pitching my business up front, I was offering a solution, which many (the smart ones) were gladly taking. And what if they didn't join my primary network marketing business right away? I didn't care, because I had cash flow coming in from the system and the other affiliate tools that were built in.

The times when they did join me in my primary business right away, it was like icing on the cake! And yes, my new friend in Denmark did join my team before I ever had a conversation with him. But that was a rare situation. It definitely didn't happen every day.

In fact, once I started actually calling the people who were enrolling in the system to introduce myself as their "advisor," my enrollments into my primary business skyrocketed.

By working my leads and gaining confidence and posture over the phone, I was able to enroll one out of five into my primary business (and later one in three)—rather than one in fourteen, when I relied solely on the automation.

I call this process the Digital Enrollment Machine. I designed the Digital Enrollment Machine marketing system (**DigitalEnrollment.net**) based on the principles and strategies I used to accomplish these things when I was just a home-biz greenie.

...Before I had any results whatsoever or really even understood what I was doing.

...Other than modeling the successful people and mentors I was surrounding myself with.

Shortly after that I went full-time in my business. That was over ten years ago, and I'm happy to report I haven't had a "real job" since.

Later, I had another *experience that really* opened my eyes to a new world of possibilities for my life and got me really excited for the future. Here's how it went down...

This guy, Dave, saw one of my videos online and he enrolled with me in the lead-generation system. Very quickly he surpassed my results and became the number-one producer, as well as the number one recruiter in every network marketing company he attached his name to.

His primary MLM went out of business (which happens more than you realize), and because he was building an email list and a name for himself in the industry, he joined another company and enrolled fifty people in a week or something ridiculous like that.

When I first met him (after he joined the system), he was living a hippie lifestyle, in a van in Oahu, Hawaii. About twelve months later, I was attending an event in Las Vegas called the "No Excuses Summit." At this point Dave was doing such a good job at showing home-business owners what was possible using the internet, they invited him to speak on stage at the event.

He made an offer at the end of his presentation, and over the next two hours I watched in awe as he collected about \$30,000 in purchase orders from the attendees.

Do you remember in the movie *Goodfellas*? When a young

Henry Hill saw his mob-guy friends nearly throw his mailman into a pizza oven for delivering letters to his house about Henry missing school? He said, *How could I go back to a normal life after witnessing something like that?*

Well, that's kind of how I felt.

How could I go back to a life of fighting rush-hour traffic...

Only to sit in a mind-numbing cubicle for eight hours a day...

...After seeing Dave the homeless hippie "van man" make \$30K in just two hours?

That was 2009. That year, my business made a whopping \$19,000. However, after having these eye-opening moments and meeting people like Dave and other online marketing pioneers, **I grew my home-based internet business to a little over 100K, just one year later.**

The rest of this book is dedicated to showing you the principles and systems I used to accomplish that.

Now for most network marketers, the internet is a daunting place. But for those who get help from the right people, the right mentors and the right systems, the internet is a digital *gold mine*. I initially used this *machine* to go full time in my *first year* in home business, after making *zero* in my first six months, then to create my first six-figure year, and later to launch a coaching business that made \$193,000 in just three months.

But just like every *master*, I started out as a complete *disaster*. Back when I joined my first network marketing business, I had no experience as an entrepreneur as well as...

- Zero marketing skills
- Zero credibility with my friends and family
- Zero online or technical skills
- Zero connections in the industry
- Zero success stories to fall back on

In fact, **zero success in anything to speak of, period.**

The fact that I had no credibility with my friends and family made it nearly impossible to prospect them without getting blown off or even laughed at.

So my warm market was completely out of the question.

I was so *desperate* to get results, I had resorted to doing things like...

- » Obnoxiously spamming my links and pictures of my products around social media.
- » Pretending to be interested in complete strangers on Facebook just to pitch them my business when the time was right.
- » Even cold-calling random real estate agents to try to pitch them my business opportunity.

Up to that point, I was experiencing nothing but embarrassing, painful failure and mediocre table-scrap results. There was even a point where I would buy hundreds of dollars of what are known as “bandit-signs,” similar to the signs that realtors stake into the ground to promote an open house. I ordered about 200 prints of a bright-yellow sign with three lines of bold black text.

\$250,000 Per Year
Working from Home
Don't Believe Me? Don't Call
(800 number)

The 800 number went to a prerecorded ninety-second voice message from me that said something to the effect of,

“If you’ve been looking for an opportunity to put you back in control of your finances and your life, pay very close attention... Right now regular people like you and me are cashing in big time and making an extra \$5,000 to \$25,000 per month.”

And then I instructed them to leave me a voicemail if they wanted me to call them back.

I would stake these signs in the ground at intersections (in the middle of the night) to capture the literal *traffic* that was driving by the next morning.

I don't think I ever actually sponsored anyone into my business with this method. But it did produce results in the form of new leads and prospects, sometimes up to fifteen or twenty in a single day (when I found a sweet new intersection). And it helped me build my confidence connecting with prospects over the phone.

Remember, in the marketing world, there is no such thing as “failure,” just marketing experiments that don't always produce the results you want.

Amateurs call it *failing*. Professionals call it *testing*.

This is *vital* to understand, because nothing kills the hopes and

dreams of entrepreneurs faster than their own judgments and interpretations. Green entrepreneurs take it very personally when things don't go their way, and they get very emotional about their business. And because they love their business and their products so much, they get attached to every result, good or bad. So if they enroll a new rep or attend a company rah-rah event, they find themselves "on top of the world" mentally and emotionally.

Then if someone tells them they're going to sign up on Friday at 4 p.m. and Friday at 4 p.m. rolls around and they are nowhere to be found...

They get depressed to the point of contemplating quitting because they were so emotionally attached to the result.

As an entrepreneur becomes more seasoned, they learn to have higher lows and lower highs.

Someone tells you they are going to sign up and then they dropped off the face of the earth? Oh well... *Who's next!*

Just had a \$10K day?

Oh well, just another day at the office. What's next?

So the next time things don't work out as you had hoped, extract the learning lessons, look at it as a muscle-building exercise and move on.

Remember, it's never your circumstances. It's always your *perception* of your circumstances.

It's never that you tried something, and it didn't work. It's that you tried something, it didn't work the way you hoped it would.

And then you made that mean something about yourself and your own capabilities.

The entrepreneurs who win over the long-haul are the ones who are too stubborn to give up after one, or five, or seventy-five failed attempts.

Even though my “bandit sign” experience didn’t produce any new enrollments or financial wins for my business, and was actually a financial loss considering I spent about \$300 on the signs and the voicemail system, it was still a major win when you look at all the side benefits I got from going through the process...

The experience helped me gain confidence over the phone (building my confidence and entrepreneur muscles). It helped me become a better copywriter, because I had to write a succinct message with limited space. And I had about .02 seconds to grab their attention, so it had to be punchy!

I didn’t realize it at the time, but this was one of the first sales funnels that I ever built. It gave me a story and an experience I could later share to educate my audience.

And even helped me to stay in good physical shape—considering I was running all over town in the middle of the night like Batman, sticking these signs in the ground at busy intersections. Okay fine, not much like Batman at all.

It wasn’t until I discovered the Digital Enrollment Machine, that I began actually sponsoring people into my business and making commissions on the regular! Finally, I no longer had to worry about burning through my list of friends or “hunting” strangers in Facebook Groups. In fact, using this method along with free organic marketing, I was able to get eighteen people to “apply” to work with me in my business. And because I was

dealing with *primed prospects* who were already interested in what I had, I signed ten of them up into my network marketing biz in just one week.

That's right, I closed over 50 percent of my prospects. This was after I had become halfway decent at marketing and built up an email list of about 2,000 subscribers.

Is the Digital Enrollment Machine Right For You?

Throughout this book you will discover a *new* method for growing your team *fast* and maximize your *time* along the way.

If you are sick of hearing “Just go talk to more people,” from up-line leaders and industry gurus...

If you are done cold-prospecting strangers in Facebook groups, pretending to be interested in them only to pitch them on your business or your products when the time is right...

If you are ready to draw a line in the sand and declare, *No more getting ghosted by prospects.*

No more giving up all of your power in the name of finding people to talk to about your business.

No more getting messages from prospects saying things like, “Well, I haven't watched your video yet, maybe I'll get to it this weekend...”

If you are ready to graduate from old-school, outdated, slowpoke strategies (taught far and wide to network marketers) and build a thriving team quickly, pay very close attention because the Digital Enrollment Machine is definitely for you.

The strategies shared in this book are unconventional and may be even a little controversial. But they flat-out work for those willing to challenge conventional thinking and those of us who think it's foolish to follow the pack when 99 percent of home business owners make less than \$100 a week.



PART 2

The Million-Dollar Question

That All Network Marketers *Must* Ask

I stumbled upon the Digital Enrollment Machine process out of a desire to answer a question. A question that I've come to find is the million-dollar question that all home business owners must ask themselves if they want any chance of life-changing income and long-term results in their business.

How am I going to find people to join my business after I've tapped out my warm market?

The internet and social media are obvious choices, but then you have to ask yourself, *How am I going to find and attract prospects on the internet?*

Up to this point you really had only two options.

Back to that in just a minute. First...

Enrolling a consistent stream of quality distributors to grow your downline is a process of sifting and sorting. Sifting through the masses to find the few. The few who will not only join you, but the ultra-few who will lock arms with you, put their head down, and build with you for the long haul.

With the Digital Enrollment Machine, we use the same sifting-and-sorting philosophy, but the approach is very different.

Like I said, up to this point home business owners only had two options for marketing themselves online.

Option #1 – Cold-Prospecting

Most home business builders spend an absurd amount of time manually doing all the sifting and sorting themselves through a process known as *prospecting*.

Back in the 1990s, which was a time of enormous growth for network marketing companies and distributors, prospecting meant talking to strangers in shopping malls or calling purchased lead lists.

People still do this to this day. For some of the more extroverted networkers out there, it works well.

My friend Cesar Rodriguez is an absolute master at connecting with a complete stranger in a public place, getting their phone number, and later calling and enrolling them.

But for more introverted home business owners like myself, I would prefer to wipe my butt sand-paper for the rest of my life than to have to approach strangers on the street to gain

prospects for my business.

For the first seven years of his network marketing career, one of my first mentors tried to be a prospector and never made more than \$200 in his best month.

That's right. For seven years he never made more than \$200 in a month with MLM. This guy would go to car dealerships and test-drive cars just so he could get the business card of the salesperson that he could later call and pitch on his MLM.

This guy was what I would call left-brained. He was an analytical thinker. So when he discovered a leveraged online marketing system, he went all in and made \$2,000 in his second week.

He has since built an eight-figure online business.

I spoke with a networker recently who told me he had to cold-call a hundred prospects from purchased lead lists to find just one new distributor. And he had to enroll ten distributors to find just one who would actually run with it and promote the business themselves. That means he had to make one thousand cold calls to find just one worthwhile distributor.

These days many network marketers do the equivalent of this on social media rather than in person or over the phone. They cold-prospect strangers in Facebook groups or on Instagram.

Manual prospecting requires you to connect with huge amounts of people to find a few diamonds in the rough who will join you. And many people get frustrated and burnt out with the process long before they see substantial results.

It looks a lot like this:



The problem with cold-prospecting is that it is done manually, and because it's manual and tied to your time, you are the bottleneck. So when you stop manually inviting and manually following up, your sales and your enrollment come to a screeching halt. With cold-prospecting, you also have to deal with a lot of rejection. With this process, you might have to talk

to twenty people to get just one who will watch an overview video about your program. A video, by the way, that is being shared by thousands (or possibly hundreds of thousands) of other distributors in your company. So you better cross your fingers that they haven't seen it before, or you will be toast right out of the gate.

Some of them will tell you that they will check it out, but the majority of them never actually will. Many are just being nice, and they want to appear to be open-minded. Three weeks later you follow up with them and they admit that they never actually looked at it. "I think I'll have a chance this weekend, maybe," they tell you.

The one who actually takes a serious look says he'll join you next Friday at four p.m. OMG, YES! But then, Friday at four o'clock rolls around, and what happens? They are nowhere to be found! You just got ghosted.

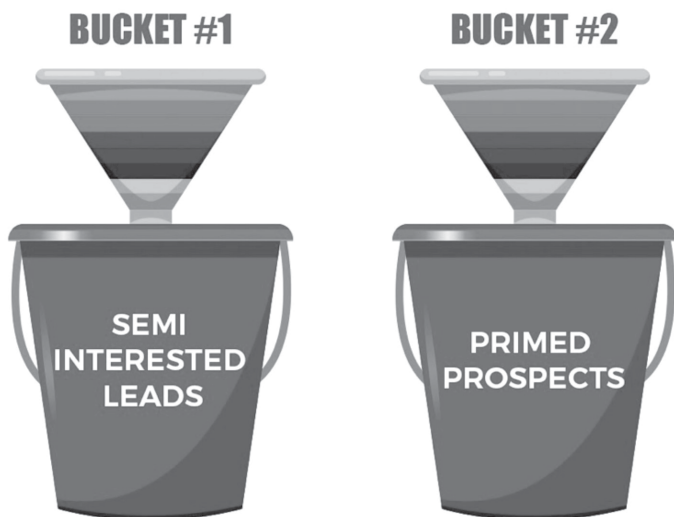
If you are a seasoned entrepreneur, or if you have sales experience, you might brush it off and get back up on the horse. But if you are new and you've never been in sales, good luck with the emotional roller coaster that's to follow. And remember, even if you are a seasoned pro, and you can handle dealing with rejection like this, the vast majority of your team will not and it will take them right out of the game.

One of the twenty might actually join, but they may also jump ship six weeks later because they don't want to try to recruit their friends or be "that guy" who cold-prospects strangers on Instagram.

So now you have to go out and talk to another twenty people just to get one more guy to pull the trigger. My god, it's exhausting just writing it!

The point is that you had to put your personal time into following up with all of them! And since people are conditioned to be nice and not hurt your feelings, many will just pretend to be interested and string you along, rather than just telling you no so you can move on.

the Digital Enrollment Machine is rejection-free for a couple reasons. First, it utilizes filters. the Digital Enrollment Machine works because it filters people into two buckets: semi-interested leads and primed prospects.



Which means you don't waste your time following up with the semi-interested leads who likely will never buy your program. Don't worry, the automation is still going to follow up with them. But you only spend your personal time with people in the second bucket—the primed prospects who have already proven themselves as serious, quality prospects. And we follow up with them only when they are further along in the buying process.

This way, we don't waste our time with the wrong prospects, like most people often do when they are cold-prospecting, especially when they are new.

Now I call cold-prospecting "social butterfly marketing." It does work well for some people who are social butterflies. But if you're like me and you're not a social butterfly, or if you just want to use more automation, more filters, and more systemization as a way to maximize your time, the Digital Enrollment Machine is a lucrative alternative.

Option #2 – Lead Generation Funnels

When I was first getting started in home business back in 2008, if you could simply generate online leads and get people to virtually raise their hand, you owned the keys to the kingdom. Especially when the vast majority were only cold-prospecting and using old-school methods.

Lead generation "funnels" definitely made the selling process a little easier.

But today with so many online sales funnels and free lead-magnet offers, it's becoming harder and harder to stand out from the crowd. And with so many freebie-seekers on the internet, people who will never buy but will gladly take your free thing, it's becoming increasingly difficult to separate the really interested prospects from the tire-kickers.

So any old lead-magnet is *not enough* to get your prospect to a place where they will *pay attention to you*, let alone join you in your business. Plus, people's attention spans are so incredibly short on the internet, that five minutes after they've opted-

in, they've already forgotten who you are. So although for most, lead generation is a significant improvement from cold-prospecting, you *still* have to do a lot of manual sifting and sorting through the many to find the few. And you still have to deal with a lot of rejection because most people are not nearly interested enough to join you in your business.

Plus, these days new “funnel experts” are coming out of the woodwork who don't know the first thing about the complexities and nuances of network marketing. But they will gladly charge you \$5,000 to build a funnel that sells your retail products, where you make a whopping 15 percent commission.

So what's the solution?

Option #3 - Prospect Priming

I've discovered a third option that I call *prospect priming*. The Digital Enrollment Machine is a lead-generation and sales funnel system, but it works differently because of the unique way that it *primes* prospects to *want* to enroll with you.

The Digital Enrollment Machine uses filters and sequences, which we will discuss more in later chapters. The biggest thing that separates the Digital Enrollment Machine sales funnel from the other ten million sales funnels on the internet is that it puts your business and your brand in front of *buyers* using what is known as a “funded proposal.” A funded proposal is a marketing strategy where you lead with low ticket information products or marketing tools to separate qualified prospects from tire kickers. So you can create tremendous leverage by getting paid to generate leads.

It is ten times easier and more cost effective to sell something additional to an existing buyer than it is to create a brand-new customer.

When I joined the lead-gen system, one of the ways it helped me get better results was by narrowing my focus with my target market. Up to that point, I thought everyone was a prospect for my business, which is a very common, debilitating problem for network marketers. They are taught by their company and their up-line leaders, that if they can “fog a mirror,” they are a prospect for your business.

Nothing changed for me until I learned that the best prospect for a network marketing business was an existing network marketer. The same way the most likely buyer of a Volkswagen vehicle is an existing Volkswagen driver. But you can't just approach a network marketer and offer your business straightaway. In most cases (definitely not all), they already have a business that they are most likely struggling with. Which means that selling them another business would be selling them another “problem.”

Instead I learned to offer solutions to their biggest problems—which was a lack of leads, prospects, and cash flow—by selling them a low-cost, education-based solution. They now viewed me as a trusted advisor rather than just another stranger trying to pitch them a biz-opp.

One of the biggest lessons I've learned in my entrepreneur journey is that *money loves speed*. So I would sell a low-cost solution to home business owners on the front end and not even mention my network marketing business until after I established a relationship. Only after trust was established. Since I was positioned as their *advisor*, it became ten times easier to enroll them into my team. Because I had the “authority frame” — which was a 180-degree shift from cold-prospecting where *they* possess all the power in the relationship... *and they know it!*

One of my favorite books on sales and marketing is called, *Pitch Anything* by Oren Klaff. In the book, Klaff defines a

social frame as the instrument you use to package your power, authority, strength, information, and status.

When you fail to control the social frame, you probably have already lost. All you can do then is fight for survival by fast talking, spin selling, trial closing, and a myriad of equally ineffective and annoying tactics that signal to the customer that you are needy and desperate—and defeated.

Whether you realize it or not, you've used frames your entire life to determine how to behave in certain situations. It's like a social dynamic. If someone wearing a t-shirt and flip flops tells you to do something, you probably won't listen to them. But if that same person is wearing a lab-coat and holding a clipboard, you will be more likely to oblige their request because their appearance *positions* them as an authority.

This is one of the biggest reasons I hate the idea of cold prospecting. If I am cold calling (or cold-messaging) you to try and get you to join my business or buy my product, you become the prize. You *own* the *prize frame*.

The prospect instinctively knows this and that is why they toy with you and don't take you seriously. It's easy to know if you have lost the frame as it will show up in the form of objections, disruptive behaviors, and lack of interest.

To solidify the prize frame, you make the buyer qualify himself to you. "Can you tell me more about yourself? I'm picky about who I work with." At a primal level, you have just issued a challenge: Why do I want to do business with you?

Imagine the power and frame-control you have in a business relationship when you call someone not to pitch them, but to congratulate them on making an initial purchase and to

introduce yourself as their new *business advisor*.

The degree to which you understand and implement this in your business will determine how easy or difficult sales and marketing will be for you.

One of the most common ways network marketers destroy their own authority frame is by promoting a company-replicated website. A company replicated website should never be confused with a sales funnel. You could have the best traffic sources in the world, but if you are sending people to a company-replicated website with no sequences, no filters, and given to hundreds of thousands of other distributors, more traffic will just mean more wasted time and money.

The first page of a funnel should have one big promise and one clear call to action. A company-replicated website usually has many different things you could click on, information about the products, the company, the founders. It is *not* designed for lead generation or sales conversions for you, the distributor.

So why do network marketing companies not design more sophisticated selling systems and funnels for their members?

I mean, are they all just stuck in the 1990s? Honestly, that might be part of it, for some. But the better answer is that they have to cater to *all* distributors.

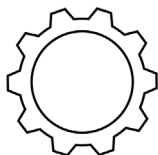
Regardless of whether you are an eighty-five-year-old grandmother who simply wants to cover the cost of her own monthly product commitment, or a driven thirtysomething who wants to replace their full-time job income in the next ninety days. Wouldn't it make sense for those people to get two different sets of tools and systems?

But they don't...

Instead, everyone is taught to make a list of their friends and family to pitch their business to. Just like I had to when I was selling vacuum cleaners back in the day.

Remember, the *million-dollar question* all network marketers have to ask is: *How am I going to find people to enroll in my business after I've tapped out my warm market?*

The Digital Enrollment Machine is a *new* answer to that question.



PART 3

From Unwanted Pest to Welcomed Guest

Destroying the Invisible Wall

I recently read a story from legendary direct-response marketer Dan Kennedy that illustrated this principle perfectly.

One day Dan was working in his home office and someone knocked at the door. Not wanting to be disturbed, he ignored the visitor at first, thinking it must be a Jehovah's Witness or some solicitor. The visitor persisted, and eventually Dan made his way to his front door to tell the person to get lost. He pulled the door open with authority (I'm guessing), and there stood one of his neighbors who said, "Dan, the shed in your backyard is on fire."

He continued... "Call the fire department. I'm going to go get some water and try to contain it."

In an instant, this person went from an *unwanted* pest to a *welcomed* guest.

Why? Because he was helping Dan solve an *urgent* problem.

This is how you get prospects to welcome you into their world as a hero, rather than some “stranger on the internet” trying to pitch them something.

Right around 2016 I met a couple named Todd and Leah Rae who were extremely motivated to grow their home business. They were doing everything their up-line was telling them to do, and getting nowhere. Searching the internet for new ways to grow, they found themselves inside one of my online sales funnels, and because I was offering solutions to their biggest problems, the very problems standing between them and their ultimate freedom and dream business, they quickly became a customer. The problem they were experiencing was that they had *no* leads, very little cash flow, and very few (if any) enrollments. Being the driven freedom fighters and action takers that they are, when I presented them with a solution, they took immediate action.

In this case it was a few weeks later that they called me, asking about my business and if they could get more of my time and attention if they joined me in my primary program. When they did join my network marketing company, they quickly became the number-one producer on my team, earning me thousands in team commissions every month.

Here are a few of the secrets I used to enroll this power couple into my business. These are some of the principles behind the Digital Enrollment Machine. You can use it not just to enroll more people, but to enroll seriously motivated leaders.

Secret #1 – People *LOVE* to buy but they *HATE* being sold

Most home business owners understand this conceptually, but they don't put it into practice. Instead they go out and cold-prospect complete strangers in Facebook groups and on Instagram. People are more skeptical today than they've ever been. So when random strangers approach them on the internet to try sell them an MLM, they have a tendency to run in the other direction.

To put this rule into practice, you have to stop chasing people and start offering them things that they actually want and need. So rather than kicking off your relationships with your new prospects from a place of weakness by trying to get them to do something they never expressed an interest in doing, instead position yourself as someone of value by providing solutions that help them get a result.

When you do this, you immediately establish an authority frame, and they will wonder what other opportunities and solutions you might have for them.

I enrolled Todd and Leah because they saw me as a leader and an authority, period. If I had randomly cold-messaged them on Instagram without any previous relationship, I would have had no chance. In fact, they would probably have completely ghosted me or turned around and tried to sell me something because I had lost the power frame in the relationship.

There is no better way to send *quality* prospects running in the opposite direction than by coming across as a total amateur. And remember you can be an amateur without having your audience *perceive* you as an amateur. *Perception is reality*, so stop waiting for someone to dub you as a leader—just start acting like one.

Secret #2: Sequential Selling

Remember, the vast majority of home business owners suffer from a debilitating “marketing problem.” Todd and Leah were no different.

When I offered a solution to the biggest problems that were standing in the way of their success and freedom, they *quickly* became a customer.

One of the biggest lessons I’ve learned as an entrepreneur is that *money loves speed*. That’s why people who are usually really slow to make decisions never become very successful.

What I sold Todd and Leah initially was a low-cost marketing tool that paid me an affiliate commission. Something where they could make a *fast* decision. *Not* a business opportunity that would require them to understand several different things about the product, the comp plan, etc.

I didn’t lead with my network marketing business on the front end, because that would have required too big of a commitment, at least at first. Instead, I offered something very valuable that was free. And then inside the funnel they watched a video that made an offer (the system). Then, because they now had a system but no audience, what did they need most? A new business opportunity? No, that would have been like selling them a new problem. What they needed the most at that point was traffic.

Follow me on this... They had a new way of creating leads and cash flow for their business, but there was still a critical element that was missing, and that was *people* to share the system with.

So I then offered them some low-cost affiliate tools and resources

as well as medium-ticket training courses to help them get (and keep) an audience.

Note: This is something that funnel experts rarely talk about. Which is that every time you solve a problem for someone, you essentially create a new problem.

The most profitable sales funnels create “gaps” that they can fill with additional offers. It’s the same reason a car dealership might give new car owners coupons for 25 percent off a car wash if they use a specific car wash company. The dealership either owns the car wash, or they have a deal with them where they get a cut of every new customer they send their way. Their original solution (selling them a new car) solved a huge problem, but it also created a gap. And, hey, they are going to need to get their new car washed anyway, right? I mean, they are going to buy the car wash from someone, it might as well be us!

That is affiliate marketing in the automotive sales world. There is nothing unethical about it, it is just smart business.

So back to Todd and Leah.

Let’s paint a picture of the situation we just created here. We offered a solution to the biggest, most painful problem they were experiencing in their business to get them into our funnel. Once inside the funnel, they bought a \$50 (per month) system that offered a free fourteen-day test drive. Because they bought it from my link, it paid me a \$20 (per month) affiliate commission. So now they have a system for creating endless leads for their business, but no audience. No one to share it with. So they purchased a traffic training course for \$297 and a traffic tool for \$200. Both of which paid a 50 percent affiliate commission.

So I created a new lead that is now paying me \$20 per month, *plus* I made an additional \$250 when they bought the traffic resources. And this is *before* they even get exposed to my home business.

Now where is the gap? What is it that they need now more than anything? They need guidance. They need allies. They need mentors who can help them navigate the icy shark-infested waters of entrepreneurship. And that is what you offer them.

The cost to them is whatever the costs associated with joining you in your primary business. Because that is the cost of your partnership. The cost of your leadership. And if they don't join you in your business right away, so what!

It was a few weeks later when Todd and Leah called me to ask me about joining my primary business. If I was really eager to get them to join me on day one, they would have sensed the desperation, and it would have turned them off completely. Instead I just let the system work its magic and I played it cool.

The result?

I enrolled a new leader who helped me grow my organization and made me thousands per month in team commissions in the process. And the \$20 per month commissions from the system and the \$250 for the traffic resources may seem like small potatoes, but when you offer low-cost solutions up front designed for a specific audience, you can create volume in the form of multiple people buying every single day. Hundreds of new buyers every month when you get really good at it.

Imagine if only 20 percent of them joined your primary business. That's a multiple six-figure business in no time when you implement the right sequence.

Secret #3: The Invisible Wall Principle

Rookie network marketers have a tendency to make things a lot harder than they need to be.

- The methods they use to share and promote their company and products come across as spammy and weird.
- They spend way too much time with the wrong kinds of prospects, while repelling the quality ones.
- They learn every boring detail of their product (that no one else cares about) and then vomits the information all over anyone willing to give them the time of day.
- And then they promote company-replicated websites that are identical to 300,000 other distributors in their company.

Regular businesses have a 97 percent failure rate. And that's when they don't have to compete with hundreds of thousands of other identical businesses who are all marketing the exact same way.

In short, just about everything they do *creates resistance* with prospects. Effective marketing is about *disappearing* resistance. It's like they insist on swimming across the river, when they could just drive across if they knew where the bridge was.

For years I've been teaching this *invisible wall* concept. In every selling situation (sales or marketing), there is an invisible brick wall between you and the prospect. This wall represents trust. More accurately it represents a *lack of trust* that they have either

in you as the seller, or in the products, company, or industry.

Here's one of the biggest ways I see home business owners needlessly creating resistance and making their job way harder than it needs to be. They attempt to enroll people who have never expressed an interest in joining a home business—friends, relatives, people they meet online. This way, they have to not only sell the prospect on their product and company, but also the very *concept* of network marketing as a business model.

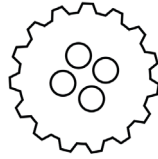
The reality is that network marketing does have a stigma, especially in Western society (United States, Canada, United Kingdom, etc.). So, many would-be prospects “already know all about those things.” You and I both know that they don't.

More accurately, they have *heard* of those things, or maybe they had a cousin Bob who did one back of those pyramid things back in '97 and he didn't make any money, so they must not work.

You and I both know that most of those people don't really “get it,” and your company is different. But who cares what you and I think, right? The fact that *they* believe they already know “all about those things” is enough reason in itself to not try and market to them. In online marketing, perception is reality.

So rather than pushing a boulder up a hill by trying to find those that are not involved in a home business, why not try to attract the ones who are *already* sold on the concept and the business model?

When you promote to existing home business owners, you decrease resistance. And you don't have to worry about answering silly questions, like, *Is this one of those pyramid things?*



PART 4

Welcome to the Machine

How and Why the Digital Enrollment Machine Works

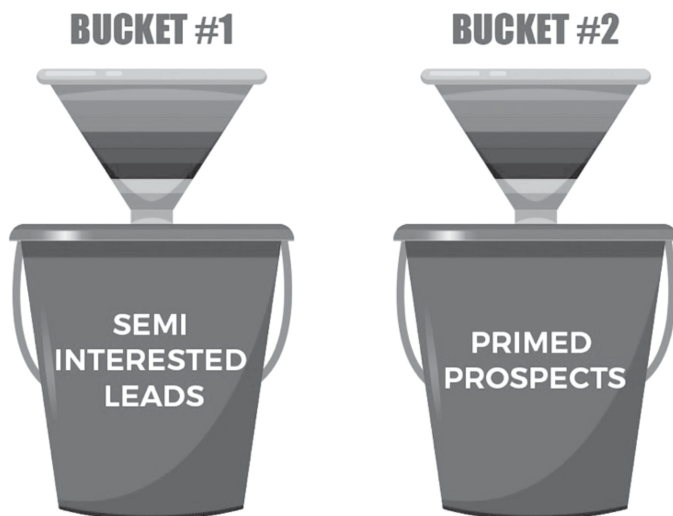
Earlier I shared that enrolling a steady stream of prospects into a home business was a process of sifting and sorting. But what if you could automate the sifting-and-sorting process? It's possible with the Digital Enrollment Machine. With the Digital Enrollment Machine, (DigitalEnrollment.net), you get on the phone only with the most interested, vetted, prequalified, and pre-converted prospects.

So you spend *zero* time communicating with them until they are primed, vetted, and ready to move forward. Seriously, by setting up some automated follow-up you can expose people to the business all day every day without you having to do all the time-consuming legwork yourself.

Doesn't that sound way more fun? And a lot more conducive

to living a life you love? Rather than sacrificing years of your life for the eventual payoff of a successful business sometime in the future?

At the end of the day the Digital Enrollment Machine is a *filtering* system. It filters prospects through a unique system that digitally sorts them into two buckets...



The automation follows up with everyone, including the semi-interested leads. But you spend your very valuable (and I'm guessing very limited) time with *only* the primed prospects who already know who you are and are interested in what you have.

And rather than chasing or convincing prospects to join, it creates a situation where they have to sell *you* on why you should accept them onto your team. Kind of like a job interview. And only when they are further along in the buying process. This makes the recruiting process way easier

when you get on the phone with them, because it puts you in a position of *power* rather than weakness. You and your program/opportunity become the *prize*.

See the difference?

So the process looks more like:



On top of using powerful filters, sequences, and automation, another *powerful* element we use in our funnels is stories. You've probably heard the cliché that "facts tell and stories sell."

Well, it may be a cliché, but in my experience, it is absolutely true.

This is a funnel that I used in my last direct sales company.

Free Video Report Reveals.....

Father of Four Claws His Way Out of \$400k in Debt with This Unique Online Business Building Formula

...Without Technical Headaches, Bugging Friends, Or Selling Over The Phone

**Request Free
Access Here**

Your Free Video Report Will be Sent to
the Email Address You Enter Here

Your Best Email Address Here.

The entire funnel was designed around a story of how a father of four dug himself out of \$400,000 in debt with a specific type of home business system.

I quickly became one of the top producers in the program simply by sharing *his* story on social media. I even created a Facebook ad that drove over \$100,000 in commissions for me and over seventy front-line enrollments. All I did in the ad was share his story and then point them to the funnel.

One of the things I learned early on in my home business career is that you want to share and promote other people's success stories while you create your own. So it doesn't even matter if you're brand new and you've never had any success in your business or anything else.

The Digital Enrollment Machine works because you are simply *pointing* home business owners to your machine. And in doing so, you are sharing my success story, which is littered with lessons about how to be successful with online marketing. And that also makes the case for why they need to be buying specific types of affiliate offers.

My success story and the value that I've created over the past decade becomes a *bridge* for you to provide value and solutions to other home business owners. And in the process positions you as their advisor. I'm literally doing all the "selling" for you. All you have to do is share it with them. *Recommend* that they check it out. This way, you can use my story, my system, and my resources to get them to become your customers.

Now the Digital Enrollment Machine is designed to do some very specific things...

#1 – Lead Generation (Filling the pipeline)

Leads are the absolute lifeblood of your business. Remember the philosophical question *If a tree falls in the woods and no one is around to hear it, does it make a sound?* Well, if a home business has no sales and no one to share the business with, do they really even have a business? Without leads, you have nothing. You resort to doing things like cold-messaging strangers on Instagram. Entrepreneurs that suffer from lead poverty *kill* their own sales conversions by coming across needy and desperate.

Remember how I said that your emotional connection to a result will destroy your home business? This is exactly what I'm talking about. When you suffer from lead poverty, you tend to cling to every prospect like a barnacle on a boat.

With a steady stream of leads, you can be picky about who you *choose* to work with. You can interview prospects, to see if they qualify for your time and attention, rather than chasing them.

About a year ago I enrolled a prospect into a high-ticket coaching program. After she enrolled I asked her about the experience. She said she enrolled with me because she got the

feeling that I didn't care if she enrolled in the program or not. And that the last three people she spoke with gave her a feeling that they *needed* the sale to pay their electric bill.

Desperation is repulsive to prospects. So if you have big goals and an empty pipeline you have two options. You either get really good at pretending with the few who are trickling in. Or you get really good at creating new leads.

#2 – It Edifies and Positions YOU as an Authority (trust, affinity)

I'll never forget a phone call I had right around my second year in my business. By that point I was getting pretty good at generating leads and my phone skills were improving, so I was converting more and more prospects over the phone. I was spending maybe thirty minutes to two hours per day just calling new leads and new buyers I was generating with the marketing system.

As per usual I was smiling and dialing. When they answered the phone, I gave my typical intro spiel.

“Hi, is this Sally?”

“Yes,” Sally said.

Hi, Sally. This is Adam Chandler. How are you?”

All of a sudden, I heard a scream...

“Oh my god, I can't believe I'm talking to you right now. I feel like I already know you.”

At this point she had seen a few of my online videos, and her

perception of me was that I was some kind of pseudo-celebrity. I used to buy “lead lists,” where you buy a list of prospects who have filled out surveys related to making money from home. The conversation would go something like this...

“Hi, [First name]. This is Adam. I’m calling because you responded to some advertising about making money from home.”

That’s usually about as far as the conversation would get before I would hear *click*. They either hung up on me, or interrupted with something like, “Who is this - where did you get my number?”

It’s brutal!

That’s the difference between cold-prospecting and *prospect priming*.

And remember, you don’t have to be an expert. They just have to *perceive* you as the expert.

At this point in my business, my best month was probably somewhere around \$2,000. Good compared to the majority of home business owners, but for real world business standards, not very special at all. In fact, not even a full-time income by most people’s standards.

But the funnel did such a good job at *positioning* me as a leader and an authority that there was already massive affinity and trust established. That is how you get what we call “lay down sales.” The kind of sale that you don’t even have to try for. It’s in the bag before you even pick up the phone!

I could have offered this woman *anything* during that phone conversation, and she would have bought it because of how I

was *positioned* in her mind's eye. This is what happens when they perceive you as an authority, rather than some random MLM-er trying to pitch them. You get rewarded with their trust and affinity which will drive conversions.

#3 It Makes Affiliate Sales For You (more profits, better economics)

The financials of my first \$100K year in my home business looked like this: \$40K of it came from my primary network marketing company. The other \$60K came from selling the marketing system and the affiliate tools that came along with it.

Remember, people will be way more receptive to buying a low-cost education based product and marketing tools than they will to your primary business. And every solution ultimately creates a new problem. New problems that we can now solve for them with additional *affiliate offers*.

Think about it. If I sell you a business opportunity or program, as a new business owner you are going to need things. You will need a way to get your products and opportunity in front of people.

Since the marketing assets and training provided by network marketing companies are often a complete joke, any serious distributor is going to need some real marketing training and new assets. They will need a way to build an audience (traffic).

They will need a way to capture leads, otherwise they are just “pretending” to be a business owner. They will need *solutions* to their new marketing problem. In fact, marketing is the biggest problem they have, considering they now have a great business and great products and no one to share them with.

Bottom line is that business owners need things. They have serious marketing problems that require solutions. With the Digital Enrollment Machine, you can position yourself for multiple affiliate income streams that are being recommended inside the funnel.

Also, most network marketers don't realize how crappy their *economics* are when they promote their primary business alone. Most (not all) network marketing compensation plans are NOT designed to give you much up-front income but rather to provide long-term walk residual income over time once you have hundreds (or thousands) of people on your team. That's why someone can be great at recruiting but still have to work their full-time job or have other income streams to survive in the short-term. We will discuss this more in the next section when we discuss the economics of a home business. Because at the end of the day, success in any business comes down to economics. Money in and money out.

But for now, just understand that there is no way I would have gone full time in my first year in home business (just six months after my first sale) if it wasn't for integrating affiliate marketing in with my network marketing business. In fact, I don't believe I would have even *survived* in business over the years without it.

Having multiple streams of income is like an insurance policy for your business. If one craps out, or if you have a slow month in your primary business, the affiliate income streams can carry the load.

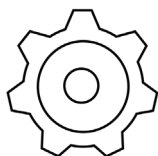
The Digital Enrollment Machine positions you for multiple streams of affiliate income, as it recommends the necessary growth-tools to your prospects and sells them on your behalf.

#4 - It Creates Goodwill (trust, affinity)

One of the best books on the topic of marketing and persuasion is called, *Influence* by Robert Cialdini. In the book Cialdini sites the law of reciprocity as one of the most power triggers for influencing people. We naturally want to reciprocate value to those who provide value to us. Anytime you share valuable information or resources with your audience, it's like you are making deposits into a goodwill bank account that exists between you and the prospect. You can later redeem these deposits for attention, retention, and conversions. Remember, we are talking about converting complete strangers on the internet here, not your grandmother who will buy because she feels bad for you. They don't care about you and your agenda.

If we want to convert them into leads, customers, distributors, and eventual brand partners and evangelists, it is going to require a series of smaller commitments first. We may need them to watch a twenty-minute business overview video, or pick up the phone when we call to follow up. These are the kinds of things that strangers on the internet usually do not do unless you have already made some deposits into the goodwill bank account.

The Digital Enrollment Machine is designed to create incredible goodwill with your prospects. You can feel good about sharing it with other home business owners because it is loaded with stories and information about how they can turn a profitable corner in their struggling business.



PART 5

The Profit-Pumping Trifecta

The 3 Things You Need to *Win Big*
with Online Marketing

There are three parts to an effective, profitable online business:

Traffic + Conversions + Product mix

Another way of saying it is:

Attention + Action + Economics

Let's break it all down.

TRAFFIC

Traffic just means *eyeballs*. It's people coming into proximity with your offer, like the morning commuters driving by my

bandit signs. It's people landing on your site or seeing your ad. It's top of funnel.

All businesses rely on traffic, whether it be foot traffic in a retail store, actual vehicle traffic driving by a billboard on a busy freeway, or online traffic you get from an email list or a Facebook ad (or a million other places).

Here are a few of the ways I've gotten traffic over the years

Facebook Groups	Solo ads
Facebook paid ads	Mailers
Twitter (organic)	Articles
Twitter (paid ads)	Blog posts
LinkedIn	Banner ads
YouTube videos (organic)	Ad networks
YouTube videos (paid ads)	Newspaper ads
Bing ads	Magazine ads
Pinterest	Press releases
Instagram	Editorials
Myspace (in my very early days)	Bandit signs
Craigslist	

Just to name a few...

So obviously there are a lot of ways to get traffic. A mentor once told me that anytime he is looking into a new traffic source for his business, he asks himself the following three questions:

Is it fast?

Is it consistent?

Is it scalable?

The problem with something like cold-prospecting is that it is only fast and consistent if YOU are fast and consistent.

What about scalability? Sorry, but no!

Let's say you devote fifty hours per week growing your business, and cold-prospecting is all you know. What do you do when you want to double your business?

Do you double your time and start working a hundred hours per week? If so, you better kiss your family and your social life goodbye! We don't want to compromise things like that. Which is why it doesn't pass the *scalability* test.

What about a Facebook Group?

I have a small Facebook Group, currently under 2,000 members, but it grows by about five to ten people per day. A couple times per month I launch a "two-step promotion" to the group members, which is basically where I share some new free thing (lead-magnet) and instruct anyone interested to comment if they want it.

Since I'm delivering the lead magnet over FB Messenger, I can now ask follow-up questions to see if they are open to going a little deeper, like to book a strategy call or to watch a video about my marketing system.

This is a very simple, yet very powerful way to get free traffic and conversions. Let's see if it passes the test.

Is it fast?

Yes, people start commenting for the lead magnet within minutes, sometimes even seconds of the post being published.

Is it consistent?

Yes, if this group is growing, you can get a consistent stream of new prospects. And over time when you have a handful of these two-step promotions in the group, new members start commenting, which pushes the posts back to the top of the group. Even when I had less than a thousand people in the group, I had promotions like this that had over 150 comments from interested prospects.

Is it scalable?

Yes, because new members join the group every day, and there is no limit to the number of people you can have inside a Facebook Group. And because of the two steps, more group members will naturally turn into more interested prospects.

Note: One of the ways we have made this process even more scalable is with virtual assistants. Following up with 100-plus commenters on a social post can be time-consuming. So now rather than making the post and following up with everyone over Messenger, we make the post and then use VAs to do all the follow-up, including scheduling appointments with interested prospects.

This is a low-tech, free marketing strategy that anyone can do to add more leverage to their business and create a consistent stream of new traffic.

When discussing online traffic, another crucial point to

understand is that there are two types of traffic.

1. Traffic that you own and you control.
2. Traffic that you buy from someone else.

I can teach you how to get a ton of traffic with Facebook ads, but you have to buy the traffic from Facebook. If you want free traffic from Instagram, you have to pay with your time. So there really is no such thing as “free” social media traffic. You have to buy it either with your time or your money.

But because my funnels always capture leads first, and because I present other opportunities within my funnel to do things like join my FB Group or connect with me on LinkedIn, my audience is consistently growing.

So now the traffic that I originally bought (with either my time or my money) now becomes traffic that I own and I control.

Even if Facebook and LinkedIn went away for whatever reason, I would still be able to get traffic at will because I have an email list.

Over a three-day email broadcast sequence, I can drive hundreds of prospects to any offer. And because I consistently grow and cultivate my list, it becomes one of my highest-converting traffic sources. And it really is free because I own it.

When you look at an email list (or even a Facebook Group, or a LinkedIn audience) as a Digital traffic source, you start to understand the importance of growing and cultivating the asset. However, if you lack this next piece, all the traffic in the world basically becomes useless.

CONVERSIONS

Conversions just points to the actions people take throughout your sales process/funnel. There are typically multiple conversion points in a funnel. From lead conversions to front-end buyer conversions to back-end buyer conversions. A sales funnel is a gradual exchange of value from person A (the marketer) to person B (the prospect). The first value exchange is typically free. Enter your email address (and sometimes mobile number) to get our free thing. Then the “trip wire”—Hey, if you’re interested in that you might be interested in this low-cost thing (under \$50) that will educate you on these new concepts.

Then the scalable *core* offer.

Then the *big commitment* offer, which can be an entry point to another sales funnel / process entirely.

Some will buy nothing. Others will buy everything. The commitments and value exchanges gradually get bigger until they are presented with an offer to go “all the way” with you and join your primary business or buy a high-ticket coaching program. A mentor once told me that a good funnel will exhaust their ability to buy.

Now Let’s Talk Follow-Up

Follow up is absolutely *key* for increasing conversions in your machine. And there are two main follow-up *skills* that will produce the biggest and most consistent returns for your business.

The first is the *phone* and the second is *email*. Verbal communication and *written* communication. Let’s work on improving your phone skills first.

Phone Follow Up

The ability to lead someone through a phone conversation that ends with them making a buying decision is one of the most profitable skills you can cultivate in your home business.

I don't even like the term *phone sales* because it congers up ideas of pushy sales people not taking no for an answer.

Those old school phone sales tactics really only work for A-type personalities anyway.

I am anything but an A-type personality and I've personally driven hundreds of thousands of dollars in sales and revenue over the phone.

Remember the invisible wall principle?

We want everything we do to *decrease* resistance so we can chip away at the wall.

One of the fastest ways to *increase* resistance with prospects in a phone conversation is to be pushy and abrasive and make them feel like they are being sold. Remember people HATE being sold but they LOVE to buy.

The most effective phone *closers* are warm.

They *lead* people through a process and they keep the conversation centered around *them* and solving *their* problem.

They gain *moral authority* with prospects by letting them know early on in the conversation that the call is about one thing and that is to see if they are a good *fit* for each other.

One of the ways I would establish moral authority with my prospects over the phone was to say,

“I’m just going to ask you a few questions to find out if we are a fit for each other. If we seem like a good fit, I’ll share the details of my program and how you can get started at the end of the call. If I don’t think I can help you I will do my best to point you in the right direction so you can get the help you need. Sound good?”

You see how this establishes moral authority?

They begin to see that this person wants to *help* me, rather than just sell me.

Of course, this also means that you have to be willing to do that.

If they don’t seem like a fit you have to tell them that rather than selling them anyway because you need to make a sale.

Establishing moral authority is not a sales tactic as much as it is a *social frame*. It’s a place to stand (metaphorically) in the conversation.

I would then proceed to ask a series of questions so I can diagnose their problem.

Questions like,

*What is the primary business or opportunity you’re promoting?
How long have you been in that company?*

*Is this the first time you’ve attempted to build this type of business?
What was your main reason for starting the business in the first place?*

What’s the main reason you don’t think you’ve experienced

breakthrough results in your business yet?

What I'm looking for with these questions is a couple things.

First is *desire*.

With a system like the Digital Enrollment Machine you won't find many people who lack some kind of desire, because that is the main reason they are investigating the system in the first place.

The second thing I'm looking for is *pain*.

What is the problem they are experiencing that led them to this conversation?

By uncovering their pain and un-packaging their biggest problems in the conversation, I am sending them a signal that I am the leader. I am the expert. They are on this call because they need something fixed and I am the guy (or gal) who can fix it for them. And if they impress me, I will present the solution and allow them to do business with me.

In fact, I'm sending this signal to them simply by asking questions and guiding the conversation.

The person asking the questions is the person leading the conversation, period. The person leading the conversation is the expert. They are the one who possesses the authority frame in the relationship.

If they start asking a million questions, especially before you've shared any real information with them, you've lost the authority frame and you either need to get it back by asking more questions or just let them go and move on.

You want to know one of the most empowering things you could ever do as a home business owner?

The next time you get on the phone with a prospect and they start showing signs that they lack energy or desire or they are not willing to participate in the conversation the way you want them to...

Say, "I'm sorry... You seem like a great person, but I don't think you are the kind of person I'm looking for at this time. I wish you the best, but I'm going to move on to other candidates" and then hang up.

Similar to a sales funnel, a sales call is a *disqualification* process.

My time is valuable so I'm looking for reasons to *disqualify* you for my time and attention. And I'm not so arrogant or clueless to think that my product or business opportunity is the best fit for everyone who comes through my funnel. That's why I want to diagnose the problem so I can provide a solution that is right for them. For some it may be partnering with me in my primary opportunity. For others, it may be the marketing system. For others, it may be both. You won't know until you get on the phone with them and find out by asking the right questions.

If I ask questions about their business and I get the sense that they are *married* to their current company, I won't even mention my primary business at that time.

I will then guide the conversation towards what I know to be their biggest problem. That problem being that they have a business that they are really excited about, but they don't have anyone to share it with, outside of their friends, family and probably a very limited social media audience.

On the flip side, if I start asking questions about their business

and they don't seem to be head over heels in love with their current company, leadership, product, etc. I will *pivot* the conversation and ask something like,

"If I could show you a way to achieve (XYZ goal they already told me they wanted) in shorter time with more support and better leadership, is that something you would want to investigate?"

9 out of 10 people will say YES to that question when it is framed in the right context.

Then I would simply send them a video or some information to review about my opportunity and schedule a follow up call after they've reviewed it. I always want to use a third-party tool like an overview video rather than just giving them all the info over the phone. I may even use that as an opportunity to gain even more authority with them by saying something like, *Okay the video is only 30 minutes long, can you devote that kind of time to watching it right now?* If they say no I would get them to commit to reviewing it before our follow up call and then say something like, *"If for whatever reason you can't make our follow up appointment can you do me the professional courtesy of letting me know that so I can put someone else in that time slot?"*

To gain authority you want to always convey a message to them that you are a busy professional with lots of opportunity... That your time is extremely valuable and that *you* are the leader that *they* are looking for.

I've also had many situations where the person I get on the phone with is purely in research mode. They are looking into a few different home business programs and they haven't decided which one to go with yet.

In this case I will also invite them to look at my primary

business opportunity and they *always* say yes. These people will often buy your primary business and the marketing system if you establish authority in the ways I've been teaching you in this section.

Bottom line is that selling effectively over the phone is about leadership. It's about diagnosing a problem and presenting a solution. Think *positioning* over prospecting. *Guiding* over getting.

Email Follow Up

There are two main elements to effective email marketing in a Digital Enrollment Machine. The first is an automated follow up series known as an autoresponder, where they automatically start receiving emails from you.

This is *permission based marketing*. By giving you their email address they are giving you permission to follow up with them via email. If they don't wish to continue receiving your emails they can unsubscribe, but until then it is game on!

Maybe the first email invites them to make an initial purchase. The email you send on day two invites them to join a free FB group or to connect with you on your favorite social media platform. Day three invites them to reply back to tell you the biggest goal they have for their business this year.

This is direct response marketing. We want them to respond. We want them to engage so we keep giving them opportunities to engage and to go deeper into our world. To engage and go deeper into our world. It is nothing short of "automated virtual relationship building" where every touch points build more and more trust.

So, every time they open one of your automated emails, or view

a social media post, or watch a video, trust start to build and you begin chipping away at the wall until you've destroyed it, and the sale is made.

The second element of effective email marketing is what we call "broadcasting." Over time your list will grow and you will eventually have a large list compiled both of buyers and non-buyers. Broadcasting is an email blast sent to the entire list or a segment of the list. You may send one broadcast to the non-buyers and another to the buyers to make an additional offer.

Whenever I have something new to promote, a new product, or a new funnel, I will blast my list three, four, even five days in a row. I will launch the new thing to my own email list first and will get higher conversions from the email list than just about any other traffic source. Because I've cultivated the relationships with the people on my list. It's life supporting life. I support them and therefor they support me.

If you do this right, your list becomes the most consistent and *highest-converting* free traffic source in your business. Now that we have covered traffic *and* conversions, there is just one other element that you have to *absolutely nail* if you want a thriving online business.

PRODUCT MIX

Product mix, refers to the products you sell inside your funnel... This is where the *economics* in your business comes into play. Most network marketing businesses are NOT designed to create a fortune overnight. In fact, with most compensation plans you earn very little at first, until you build a substantial team.

One of the biggest benefits of the **Digital Enrollment Machine** is that it creates *fast* income opportunities on the front-end.

Remember **money loves speed!** So, we have to lead with offers that they can easily say YES to. Not a business opportunity that requires them to understand complexities of things like the product and the compensation plan. A bigger commitment on their part often means a slower decision, so an offer that requires a larger investment of time and money is a foolish thing to lead with.

The important thing to remember about a product mix is that certain products or offers inside a funnel can greatly enhance the conversions of other offers... IF you have the right sequence. Because when someone makes a buying decision with you it opens a door. You now have a *position of authority* with them. You can call them to thank them and introduce yourself and if they seem like a good fit, you can offer them other things (like your primary business opportunity). And because you've offered it in the right sequence they will be more receptive, considering they already bought something from you that provided value to them.

These offers become the income streams in your sales funnel. The very *economics* of your business. At the end of the day, success in business is about economics. Money in and money out. Nowhere is it written that you have to sell just one thing at a time. In fact, by doing so you could really be limiting your profitability and making things a lot harder and slower than they need to be. Especially considering the fact that no one cares about your business or your products. They don't care that your company is debt free. They don't care about the scientific research behind your product. They don't care where in the Himalayas the berry grows. What they do care about is themselves, and solving their biggest problems. So, if you make your business about solving those problems your opportunity volume will become virtually unlimited.

Okay, back to the trifecta.

Traffic (attention)

+ Conversions (actions)

+ Product Mix (economics)

When you have all three working in unison you have the keys to the kingdom. However, without all three elements working together you are leaving a ton of money on the table. The best funnel or sales process in the world is useless without a consistent stream of traffic. On the flip side, the best traffic source in the world is useless without a well-converting sales process. And the best product or program in the world is useless without traffic **and** conversions.

And remember leads are the lifeblood of your business, so from now on, I want you to start focusing on twenty-five leads a day. Something magical happens when you get to twenty-five leads a day in your online business.

When I started consistently putting twenty-five leads a day through my machine, things really started taking off and becoming really fun! Front-end sales started coming in rapidly. Sometimes two or three (or more) every single day. And I started consistently getting two or three backend enrollments per week into my company.

So, I challenge you to start putting your attention on **“25 leads a day.”** Write this down in your journal before you go to bed, and when you wake up in the morning:

“I am so happy now that my business is consistently generating twenty-five leads per day.”

And while we're at, let's add a few more affirmations to support you in the process.

Say these things out loud right now with authority

“People *LOVE* buying from me”

“I am an *excellent* entrepreneur”

“My offers provide exceptional value to my audience”

“I am the leader that people are looking for”

Declare these things into existence.

You can discover the conversion system and the traffic resources to help get you there at **DigitalEnrollment.net**

Legendary home business pioneer Zig Ziglar said, “Help enough people get what they want and you will get what you want.”

By launching and promoting your own Digital Enrollment Machine you will grow your business by providing value and solutions to other home business owners.

The Digital Enrollment Machine is simply a new way to get what you want (more leads and more cash-flow) by helping other people get the same thing for themselves.

The fact that you've made it this far in the book tells me that you are special. And because you are special, I want to extend a special invitation.

Visit **DigitalEnrollment.net** to discover additional resources and learn how to launch your own Digital Enrollment Machine.

This may be the end of the book, but it's just the beginning of what we will accomplish together inside the Digital Enrollment Machine.

Regardless of whether you plug into my system, training and resources or not, I hope this book has provided you with ideas for creating more leverage in your business and life. I hope you take these fundamental concepts and run with them... That you begin to look for ways to apply them to your own business. These concepts and strategies have completely transformed my business and life and I know they will do the same for you, if you apply them.

Remember to think *positioning* over prospecting. *Attracting* over convincing. Create a better system, rather than just trying to out hustle the competition. Building a thriving business from the ground up will require some serious work, but it also requires some serious conscious thought into *how* you approach your marketing. Your business is NOT the company you promote or the products you sell. Your business IS marketing. And the success of your business will be determined by how effective you are at marketing.

Focus only on sales and marketing until you've turned your business into a traffic producing, sales converting cash-machine... Until it becomes a scalable cash-flowing asset that supports you, your family and your dream-lifestyle for decades to come.

