

5 Lies the Experts Are Telling You About How To Build a Network Marketing Business Online

Learning about these five lies will save you a fortune in both money and time. Doing the right things instead will earn you a fortune in both money and time freedom.

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"You've been lied to."

If I wrote a book on network marketing that's how I would start it out.

Most of you have been fed lies by the "experts" about how to market your business on the Internet. They probably didn't mean to lie to you. In fact, they may not have known any better themselves. In this report I'm going to teach you how to properly market your network marketing business on the Internet.

Let's start by discussing 5 of the lies you've been told. Have you heard any of these before?

1. All you have to do is buy some Google Adwords ads and watch the sign ups come rolling in!

For those of you who don't know what I'm talking about—Google Adwords is the special advertising at Google that appears at the very top and right hand side of the search results. It's called "Pay Per Click" advertising. You can simply "bid" how much you are willing to pay for each person who clicks on your advertisement. If you bid high enough, your ad will appear in the results.

Sounds great, right?

Unfortunately, it isn't quite what it seems. First of all, and most important to me, is that this is not a duplicatable system. If you

teach your downline to do what you do, they will be bidding on the same keywords as you. Since this is an auction system you'll actually be bidding up each other's prices and costing each other money. This is the exact opposite of what you want to do! There are some ways to get around this and actually run successful pay per click campaigns. We'll cover that topic later.

2. All you have to do to make money is use the "self-replicated website" your company gave you.

Have you ever heard someone tell you that all you have to do is throw up some links to your company site and the money will roll in? Never could that be further from the truth! There are certainly some companies that offer self-replicated websites that will work, but often times the company doesn't really understand Internet marketing. Often times, there isn't a way for you to build a mailing list from the visitors that don't sign up on the spot.

There are some other drawbacks to self-replicated websites as well. Did you know, for example, that in the above example of Google Adwords, they won't allow multiple people to advertise using the same self replicated websites? So, if you were advertising your company site you'd have to be the #1 bidder or your ad might not even be shown at all. This means you'd have to pay more money to be seen in Google. That certainly is not something your downline can duplicate!

Self-replicated websites also hurt somewhere else. They hurt you in organic search result listings.

"Organic" listings are the natural Google search results, not the paid advertising. In organic results Google actually rates poorly those sites with self-replicated content, because many people have used a trick abusing this to get good rankings at Google. Unfortunately that hurts network marketers who are using self-replicated websites.

3. All you have to do is throw traffic at a website. The more people that hit your website the more people you'll sign up.

Have you ever done this? Have you ever bought one of those ads where someone says he can get you 250,000 hits to your website for only \$200? Did you even get a single sign up? I know I'm an "*expert*" but guess what? I've tried this stuff too. It never works. The traffic is often fake traffic and usually you don't get the 250,000 hits you were promised. Not only that, but because the traffic isn't targeted traffic the visitors you do get are rarely interested in what you have to offer.

4. All you have to do is build a mailing list and blast out some emails and you'll get a ton of sign ups.

This could be true if you know what you are doing, but unfortunately most of us were taught the wrong way to do this. For example, do you send out your "newsletter" emails from your personal hotmail account? (Yuck! Most of your mail won't get delivered and you might even get your email address blacklisted due to spam complaints.)

Maybe you're more advanced. You think you're doing it right. You've got your own website and your own blog. Your web hosting company provides you a mailing list server and you use that to send your newsletters... OUCH. Guess what? If you have a decent size mailing list the spam complaints are going to catch up to you and not only is your email address going to be blacklisted, but your entire website could be blacklisted! This means every time your web address or email appears in an email it triggers spam filters! This does happen. It happened to a very good friend of mine.

There are better ways to send out emails and to build your mailing list. This can actually be some of the most effective marketing online... if done right!

5. All you have to do is throw up a few banners on a website (MySpace, Ryze, a blog) and you'll get a ton of sign ups.

Maybe in the 1990's you could do this, but banner ads are becoming less and less useful. A typical banner gets less than 1% of the people who visit your site to click on it.

So, let's say it takes 100 visitors to your website to get 1 person to click. And let's say you are sending traffic to your company's self replicated web page, which converts also at 1%. You'd need to send 100 clicks to the site to get one sign up. So that means you need 10,000 visitors to your MySpace page, so 100 people click on the banners and one person signs up for your company or your product.

These numbers are horrible as I'm sure many of you don't even get 10,000 visitors in a year much less in a day or a month.

Let's go into more details on each of the five lies.

1. All you have to do is buy some Google Adwords ads and watch the sign ups come rolling in!

In case you don't know what Pay Per Click is, let me take a step back and cover the basics. For example, go to [Google](#) and search for the name of your company. You'll see the usual Google listings. At the top there may be a small box in sort of a peach or off white color that has 1-3 search results in it. Guess what? These are not real results. Those are paid advertisements. Also, do you see all the little search results on the right hand side of the page? Those are all paid advertisements as well.

These are called Pay Per Click advertisements. Google is one of several sites that offer them. Yahoo and MSN also offer pay per click advertisements as well. There are dozens of smaller sites like [7search](#) and [Kanoodle](#) that are entirely Pay Per Click oriented.

Pay Per Click or PPC is basically an auction system. You bid on how much you are willing to pay for one person to click on your

ad. The person who bids the most is the one at the top of the page. The person who bids the second highest amount is next on the page.

Now we have the first reason why PPC shouldn't be used in network marketing.

The fact that it is an auction system means that the prices for keywords for your company are going to be driven up dramatically by other distributors in your company.

It's going to be hard to be listed at #1 because there are constantly going to be people driving up the price. In fact when you begin to build a downline some of your own team members will be bidding against you. You'll be hurting one another because you'll be driving the price up so high.

If all you had to pay was 10 cents per click it might be worth it. You could get 1,000 clicks for \$100 and even the worst website would hopefully convert some of those into genuine leads for your business. The problem is that many of you would have to pay 2 dollars or more per click just to get your site listed in the top! That price will only get worse as more people join your company and start competing on ads!

So one reason you should avoid PPC is because the price will become higher and higher. Another reason is that pay per click has a steep learning curve. The problem is that while you are learning to use pay per click ads properly you are wasting money. You can quickly spend \$500 or \$1000 without getting any results.

There is a lot of fraud in the PPC industry and while you're figuring out the right keywords and stuff to use you are spending money. Of course you won't be sticking with PPC if you spend \$1000 without any return on your investment.

Another reason you should avoid using PPC is that companies like Google limit the number of times a particular website can appear in the search results.

Huh? Ben, what does that mean?

It means that if you use your company's self-replicated website as opposed to an original and unique website, that Google may not list your site. What Google will see is 10 or 20 people all using their company self replicated website and trying to buy Adwords. (*Adwords is Google's name for their PPC ads.*) To Google those sites all look the same even if it has your name and your photo on it, 95% of the website is the same thing. Google is smart enough to know those websites are all self-replicated websites. Google thinks that makes their website look cheesy.

Imagine that you are searching for something on Google and every other link you click takes you to the same website. You'd get frustrated with Google pretty quickly and would go search on Yahoo or MSN instead. So Google limits the number of times any particular website can appear in the search results. To truly use Google's PPC you'll want to be promoting a unique website.

I would suggest not using PPC because this is a duplicable business. Anyone you sponsor is going to try and do what you do. They're going to copy you. Even if you learn how to do PPC properly you're new team members will have a hard time duplicating you. As I mentioned earlier if they do duplicate you, you will each be driving up each other's price per bid. If you succeed in doing PPC and teaching your team to do it, then you'll hurt yourself even more by driving up the price per keyword!

Now let's say you insist on using PPC with Google, Yahoo, or MSN. Here are some ideas for you.

Setup your Pay Per Click campaign as a co-op. Setup a page that rotates leads among people on your team. This is REALLY simple to do and you could probably hire someone on <http://www.RentACoder.com> to do it for 50 dollars or less. Have everyone who wants to participate chip in a little bit to cover the cost of the PPC campaign.

Let everyone on your team know that instead of competing against one another in PPC ads you will all work together to dominate the search engines. That way you work together as a team.

You will also want to setup an original lead capture site since you can't use your company's self replicated websites. This might only be a one-page site meant to capture names and email addresses. This is called a "squeeze page".

The idea is that you would offer them a free report or series of emails to convince them to opt in to your marketing. One reason it is important in PPC is because you paid for the user to click on your site, you want to capture their information so you can keep in touch with them. Most people take 3-6 exposures to your business/product before they purchase. You don't want to have to pay for them to click on your site 3-6 times!

By capturing their email, phone, or mailing address you can keep in touch with them without paying for more clicks.

The first money you invest in PPC should be in education and learning the right way to do it. That way you can minimize your learning curve.

If you invest your first \$100 in learning more about PPC it will pay off in the long run. For Google Adwords you should investigate Perry Marshall. Perry is probably the #1 Google Adwords expert. He offers some ebooks and personal training on Google's Adwords PPC program. His advice can help you find keywords that aren't being bid on as much. He can help you avoid some of the fraud. In general the investment you spend in training for Perry will quickly be earned back by not wasting money on ineffective ads.

Hopefully you will heed my advice and not pursue Pay Per Click advertising. It will save you hundreds or thousands of dollars. If you do PPC remember to set it up in such a way that you and your team are not competing against one another. Set it up so that you can work together and you'll pay less per click as a result.

2. All you have to do to make money is use the "self-replicated website" your company gave you.

Let me begin by telling you what a self-replicated website is.

A self-replicated website is a website that can be given to all distributors of a company or to a particular team within a company.

Back end programming allows everyone to share a common website. The website can help take orders, provide training, offer lead capture forms, and more. Each person has his or her own site with a tracking id to ensure each distributor gets proper credit.

Self-replicated websites are awesome and my late friend Kevin Anderson, founder of Cognigen Networks, is considered to be one of the creators of self-replicated sites. Back in the early 1990s when Kevin invented the self-replicated website, he was one of the first people to provide websites for his affiliates. His programming allowed any of his affiliates to get a website instantly. This was revolutionary at the time, because most

people didn't know how to make a website and common website creation tools like Frontpage and Dreamweaver didn't exist. Around 1994 or so Kevin was enabling all his affiliates to use the same powerful Internet marketing tools he was using.

In network marketing one of the things that makes our business successful is creating duplicatable business systems. We need systems everyone can use to succeed.

Before the Internet we had hotel meetings with a script everyone used, or perhaps it was a VHS videotape that anyone could show at a home party. Today, we have self-replicating websites that everyone can use even if they aren't Internet savvy.

Unfortunately, self-replicated websites have some major drawbacks.

Here are some common flaws I've seen in many self-replicating websites provided by our companies:

- 1. No lead capture system with an auto-responder for email follow up**
- 2. No way to link directly to a specific product in the catalog**
- 3. No use of cookies to track prospects. A cookie allows the original distributor to get credit for the prospect even if they come back to the website a week or month later.**
- 4. Limited use of Internet marketing strategies such as one time offers, fear of loss, bonuses for acting quickly, etc.**
- 5. Poorly designed pages that load slowly and provide too many graphics and not enough content**
- 6. Too many holes for people to click away instead of purchasing or taking action**

I could go on and on and list flaws I've seen over the years. I hate to say it but long established companies are just as guilty of these flaws as new companies are.

There are other problems with self-replicated websites. This is sort of a Catch 22, but it is important for you to understand.

The biggest problem with self-replicated websites is they will NEVER be as good as a well done unique website.

For example: A unique website will always get better search engine rankings than a self-replicated website. A unique website will be rated higher by Google, Yahoo, or MSN than a self-replicated website.

Self-replicated websites can lead to trouble with Pay Per Click advertising. Google, for example, won't show ads from 10 people using the same self-replicated website. They'll pick the best performing ad or the one that bids the most per click and show it. The other 9 people won't have their ads shown for that keyword because Google wants each click result to be unique. They don't want a web surfer to click on 3 ads and see the same 3 websites. Google wants each click to be different and each site to be different.

The Catch 22 is that not everyone in your business is going to be able to make his or her own websites. At the time of this writing I have a downline of around 3500 people and even though I have done trainings on making your own website or blog, probably less than 10% of my downline can do that. So how do we help the other 90% so we can truly help our downlines grow their business?

The answer of course is the self-replicated website.

So how can we make a successful self-replicated website?

First of all, we can look at other successful websites and incorporate the advanced Internet marketing strategies, such as email opt in with auto-responders and one time offers. We can use these tools to get more people to opt in to our self-replicated websites and to generate more leads than our generic company websites.

The best of these systems incorporate an advertising co-op for our teams, so that our team gets the benefit of being able to participate in advertising like Pay Per Click, but we all work together as a team instead of against one another.

There is a new type of marketing called the funded proposal that is perhaps one of the best innovations in network marketing. The idea is that you provide self-replicating websites for your team. On this site you offer a product such as an electronic book (eBook) or a physical book. Your team members earn the majority of the commissions (or all the commissions) from selling this book and that helps offset their advertising costs.

It would be best if you can incorporate this into an advertising co-op. If done properly you can have a self-sustaining advertising stream, because you are making more from selling this book than it costs to advertise to get one sale. This doesn't even include additional revenue you can generate from selling your MLM product or sponsoring new members into your team.

Why a book you ask?

Well that's just one way to do it, but the idea with a book is that you can use the contents to pre-sell people on your opportunity or your product.

Another reason for using a book is it makes you "appear" to be an expert. Most people have never written a book (and dream of being an author). The simple fact that you are offering a book makes you appear to have expertise that your prospect doesn't have. This encourages them to join you or buy from you,

instead of anyone else. You're also showing them a system that they could use in their own business and, once again, they wouldn't dare think of joining anyone but you. They want access to this same marketing system to grow their business.

Self-replicating websites are essential to our business, but they can also be a hindrance. If you can create a system for your team that includes a sophisticated self-replicating website with advanced marketing techniques, you can overcome some of the barriers that using your company's system will cause.

You can also show your team to be THE team that everyone would want to join, because you'd have a unique system to help your downline people grow their own businesses.

That is the kind of system that everyone wants and most MLM teams lack.

While you build a self-replicating website system for your team to use you should also do what you can to show them how to build more advanced websites. The most sophisticated people would build a unique website which pre-sells people on the system being offered by the self-replicating website. Those people that are more advanced will still want to use unique websites, but it would be used as one part of your sales funnel. The unique website will drive people to your self-replicating website.

Remember, a self-replicating website will never work as well in places like search engines as a unique website. However, self-replicating websites are an essential part of building duplicatable systems for our downline to use. When using a self-replicating website make sure that the system you use incorporates advanced Internet marketing strategies. In many cases the system you want to use is not your company's website as they probably aren't very good at Internet marketing.

3. All you have to do is throw traffic at a website. The more people that hit your website the more people you'll sign up.

This lie goes something like this:

You receive an email promising you 250,000 hits to your website for only \$250. A logical person says "Well hey, even if only 1 in 1,000 sign up then you'll sign up 250. If 1 in 10,000 sign up then you'll sign up 25."

That sounds great, right? Especially, if you're selling a product with a large retail commission or sponsoring new distributors. Unfortunately, the reality is, these are often scams.

First of all, the traffic you get from something like this never equals the amount of traffic you purchased. If you have a program like Webalizer or Analog that checks your web statistics, or maybe you use [Google Analytics](#), you'll never see the 250,000 hits you purchased. If you complain to the company that sold you the hits they usually provide you a link where you can see the 250,000 hits *their records* show they sent you. Or they might apologize and send you a few more hits. Regardless, it is very difficult to get them to provide the number of hits you actually purchased.

Second of all, these hits you get from the purchased traffic is untargeted. Meaning that the people are not looking to join a business or they are not looking to buy vitamins or whatever. Because the traffic is not targeted, you're going to get a lot less sign ups. You certainly would want to send them to a more effective sales page or squeeze page than your company's self-replicated website. (See lie number 2)

The third reason is fraud. That's right—plain and simple—these companies usually scam you. They have lots of ways they can generate "fake" web traffic. Or, they generate traffic by scamming other people. Since the majority of traffic you purchase is fraudulent traffic this is also going to impact the number of people that sign up. For the purposes of this discussion, I won't get into the technical aspects of all the things these companies do to generate fake traffic. Suffice it to say

that most of the so-called "hits" won't actually see your website or they'll see it for a few seconds before the screen pops open another web page, and they never even read a word of your web page.

I have to admit I've tried some of these programs myself. If you research this before you buy you'll usually find complaints from people that didn't get what they paid for. Even people who tried to advertise some free program get very few, if any, sign ups. If you're selling a paid program or product then you're going to have a REALLY hard time getting sign ups from this type of Internet traffic.

In fact, my opinion is that if you have \$250 to invest in your business there are much better ways to invest it. Of course \$250 is an arbitrary number. You might be able to buy hits for less or buy so-called "targeted" hits for more money.

I would rather have you invest in your own education. Invest in yourself and learn how to generate more traffic to your website.

Buy some ebooks and software on building a mailing list.

Buy some training material on how to get better search engine rankings or how to use social networking sites to get more traffic.

Buy some training on building niche websites and learning to position yourself as an expert.

Another alternative would be to invest in advertising to promote your website. If you do it yourself, even if you don't get any sign ups at least it will be a learning process and you can learn what works and what doesn't work for your advertising. Make sure you install some sort of tracking mechanism on your website so you can see where people are coming from and what they are doing. Most web hosting companies will provide this for

you. If you know a little bit about how to make a web page then you can use [Google's Analytics](#), which is a free tracking service for your website. You simply cut and paste in the code that Google gives you into the HTML of your web page. Once you do, Google will begin to track your website's visitors. Even if you don't know what HTML is that's ok as most web companies will provide something to show you your website's hits, visits, search engine keywords, top referrers, etc. If you use a blog or a website template it's even easier, just add the Analytics code to your template.

If you have a tracking method in place and you purchase these hits, I'm sure your results will be similar to my own. You'll find that the companies are usually scamming you out of your money and you won't get very many if any sign ups for your business or product.

4. All you have to do is build a mailing list and blast out some emails and you'll get a ton of sign ups.

You've probably heard the phrase "The power is in the list." This is so true! There really is a lot of power in having your own mailing list of people who have requested to receive information from you. You might hear stories of top affiliate marketers on the Internet who can make \$100,000 (or more) simply from recommending someone else's product. Guess what?

They ALL have their own mailing list.

When you are just starting out it can be very tempting to try and host your own mailing list. Perhaps you bought some leads that include email addresses. You could just load those into your email and blast out a bunch of emails, right?

Well hopefully you're smart enough not to use your work computer for that kind of thing. Instead, you've decided to use your free email account at Yahoo, AOL, or Gmail. Guess what? What happens to you if one of those people who receive your email hits the "spam" button? What if a bunch of them hit the spam button?

Remember, you just bought a bunch of cheap email leads. You don't know how "fresh" they are. They could be 6 months old. Or, maybe the people just decide they don't want the information any more. All too often users will simply click on the "spam" button to report you as a spammer even if they once wanted to receive your information. When that happens, your email address could become blacklisted!

Blacklisted means that any emails you send will automatically go into a spam or junk mail folder. This is one way Internet providers block spam; by finding known spammers and adding them to a list of email they won't accept. Blacklisting is something you want to try and avoid with your email, as it could be extremely harmful to your business. What if your email address is blacklisted and it is a personal email account as well as for your business? Not only will your prospects and your downline have a hard time emailing you, but also your family might even have a hard time receiving your emails.

You might think a better solution might be to download and set up an email list software like "WorldMerge" and blast out emails right from your desktop to all those leads? Not so fast! There is a big problem with hosting and sending your own email.

Spammers use tactics like taking over people's home computers with a virus designed to blast out junk emails. So, using software like WorldMerge to blast out emails from your desktop is a "No-No". If you do, many of your emails won't even get to their expected destinations.

Technical explanation follows for those that want to know, if not skip to the next paragraph:

You see, spammers often infect home user's computers like yours with a virus that allows them to send spam emails from all over the world. These "botnets" are people who have home computers, but don't have an anti-virus program or don't keep their computer up to date. Spammers use these computers to send junk email. Unfortunately for business people like us this means when we use our own computers to install mailing list software it makes our computers look like one of these infected

computers. Instead, the Internet service providers try to verify that each computer sending email is actually a "mail server" not just an ordinary home computer. If they see a lot of email originating from your home computer they will just block it!

So you can't use your home computer to send emails to your big mailing list... Perhaps you can use the free mailing list or auto-responder that came with your website when you purchased your web hosting account. Great! This worked well in the 1990's... Unfortunately in the 21st century this doesn't work so well any more!

It really comes down to the same issues we discussed earlier. If people forget they signed up for your mailing list then they might report you as a spammer. What's worse is people are lazy. They might simply click "spam" instead of opting out of your mailing list. You might be doing everything right. You might have an opt-out link at the bottom of all your emails but the reader might not want to scan down that far and they know they can just hit "spam" and make your email go away. So you get reported as a spammer.

Guess what? If you're sending your emails from your website then not only can your email address be blacklisted but your website and your domain name can be blacklisted too! Now any emails that come from any email addresses of yours don't get through. You might find that any time they see your web address in the body of an email it doesn't get through the spam filters, even if you sent the email from a new email address. This means you've been blacklisted.

Another problem with hosting your own mailing list is the laws surrounding spam.

Do you know what the requirements are in the USA to send commercial bulk email?

Do you know what a double opt in is?

Do you know that all your emails have to contain a physical mailing address for your company?

Do you know that all your emails have to contain an easy to use "opt-out" link or "opt-out" policy?

Do you know that in some areas you might be required to allow people to opt-out of all your mailing lists with just one click, instead of opting out one at a time?

My suggestion to anyone who is building a business is to invest \$20 a month into a professional mailing list solution. The one I use is called Aweber (<http://www.aweber.com>—not an affiliate link) and they are \$20 for up to 10,000 email addresses and only \$9.95 per 10,000 additional addresses. Some of the reasons I like professional mailing list services are:

1. They are paid to make sure your email gets through to the end user. They monitor things like "blacklists" and make sure your email doesn't get on them.
2. They monitor the laws regarding bulk email and notify you of changes in the law that you need to be aware of.
3. They provide tools to make the mailing list process simple including the double opt in and opt out process.
4. They monitor the spam reports for your mailing lists and let you know if you have been reported as a spammer. You might want to manually opt out those users or change the wording of your email so it looks less like spam.
5. They offer advanced tracking so you can see how many people opened your email or how many people clicked on links within your email.

Here is a quick story for you. This is a real story of a friend of mine who hosted his own email list.

In 2000 my friend Fabio started a mailing list called *Fabman's Secrets*. He provided financial advice and tips in

his newsletter. Fabio had his own website and used the free mailing list software provided by his web hosting company instead of paying a professional email service provider to handle his emails. As Fabio's list grew he became more and more popular and eventually released a book with his financial advice.

Gradually he noticed a decline in the response rate of his mailing list and he even began to see that a lot of emails weren't being delivered or opened. As Fabio learned more about Internet marketing he realized that one of the reasons his emails weren't getting through is because he had been added to a Blacklist.

Fabio realized that over the years some of his users reported him for spam. Maybe they didn't like something he wrote or maybe due to the infrequency of his emails they forgot about him and clicked "spam". Worse yet, some of his readers might have just been lazy and clicked spam to get the emails to stop.

Now Fabio's list of ten thousand people (or more) was basically worthless. Very few of his emails were getting to his readers so he had to start all over.

This is a true story from a personal friend of mine. Fabio didn't use a professional mailing list provider like Aweber. So, eventually, when problems happened with his mailing list he got blacklisted. If he had been using a service like Aweber to begin with, the likelihood of getting blacklisted would have been minimal. If he had been blacklisted, then Aweber could help him get off the blacklist. Fabio learned from his lesson and now uses a professional mailing list host.

I hope you have learned from Fabio and will not try and blast out your own emails to your prospects. I know that a small investment in a professional email list provider like Aweber will save you a lot of money and headache in the future. For as little as \$20 a month you can use a service that will help you make sure your emails get delivered to your prospects and they will help protect you from legal liability.

5. All you have to do is throw up a few banners on a website (MySpace, Ryze, or maybe a blog) and you'll get a ton of sign ups.

This was once true, but no longer is.

A web banner is an early form of Internet advertising. The banner was a small graphical advertisement that would appear horizontally at the top of the web page above the content. As the banners became more common they began to appear on more and more websites.

Other banner formats began to propagate such as banners of different sizes, small buttons, and vertical orientation. Pretty soon banners could be seen on all the big websites and even on many smaller ones. Companies like Yahoo made the majority of their money from selling banner advertising in the 1990s.

In the mid 1990s you could commonly get click through rates of 2% or more on a banner advertisement. A click through is the number of times a web surfer clicks on the banner ad. A 2% click through rate means for every 100 people who see the banner 2 click on it. As banners became more popular it became harder to get those kinds of results, so websites changed strategies.

Some websites put more banners and buttons on their sites to make up for lost revenue. Other people began to develop web banner ads that were misleading. These misleading ads were able to maintain a high click through rate, because they didn't look like an advertisement. Both strategies only served to frustrate web surfers.

Sites with too many banner advertisements performed slowly on old computers and slow dial up connections.

Sites that had misleading banner ads only angered web surfers who accidentally clicked on something they didn't expect to be a sales pitch.

Web surfers developed something called "banner blindness". Since banners often went at the top of a web page they'd immediately begin to look below the graphics at the text on the page. Tests showed that web surfers often skipped anything that looked like a banner advertisement and went straight to where they expected the content to appear. In addition, several software programs were developed to help block banner advertisements. These programs would automatically block the downloading of banner advertisements, which meant people on slow Internet connections could surf the web faster.

In terms of network marketing the banner advertisement was great. In the 1990's a banner advertisement was a duplicatable system. Companies would often provide some standard banner ads and buttons for their agents to use to promote their self-replicating websites. They could then provide some training on places where their agents could use the banners. This was a method of advertising even novices could do.

The Internet has changed drastically since the 1990s. Web banners and buttons still have a place in the world and we should still provide these advertisements for our agents to use.

However, we need to be realistic about the results we expect.

Banner advertisements are going to get a low click through rate—well under 1 %. So you're going to need to get several hundred visitors to a web page to even get one person to click on your ad. Most of your websites or sales pages are also going to require several hundred visitors before you make a sale. Even well designed lead capture pages are only going to convert 10-20% on average.

Ok, a bit confused?

Let's make it simpler.

You have a web page that gets 1,000 visitors a month.

It takes 500 web surfers for one person to click on your advertisement. So, 2 people click on your advertisement every month.

But now they're on your lead capture page or sales page. Again, it's going to take 1 in 10 or so for your page to convert them into sales (AND most company websites are worse than that, 1 in 100 is more common). At only 2 people per month your banner advertisement is going to need to be up for at least 5 months before you develop a real prospect from it much less a sale or a new distributor.

In my opinion, you can use a banner advertisement as a way to generate some extra leads, but they aren't worth focusing on because they take a lot of time and energy. The typical downline member isn't going to be able to generate enough traffic to their website to make the banner worth while. Instead, you can focus on teaching them more modern methods of Internet advertising that are going to have better results.

Methods like contextual advertising where you have stories and web pages that "pre-sell" people. This is advertising that works well without offending the web surfer.

It is important for you to let people know that banner advertising was once a very successful method of Internet marketing. However, banner advertising is no longer as effective as it once was. While banner ads can still be used to generate leads for a business they need to be on a very popular website to experience decent results. Don't expect to put a banner advertisement up on a website that isn't popular or put up a web page full of banners and get any results from it. Most people on your team aren't going to have access to a website that gets tens of thousands or hundreds of thousands of visitors

a month. If they do have that type of website they probably won't need a banner ad to promote their business!

In summary, while banner ads were very effective years ago they have lost their potency. Banner ads are still a simple and duplicable advertising method to teach our new distributors but because the rate of return is so slow we shouldn't rely on banner advertising. Instead we should be teaching our distributors new methods of marketing like writing contextual articles on a blog that pre-sell our products or opportunity.

These 5 lies aren't necessarily lies. Some were once true. However...

The Internet is constantly changing and evolving. Things you did in the 1990s to get traffic to a website won't work today.

Modern tools like blogs and podcasts didn't even exist back then. High speed Internet wasn't commonplace. You had to make websites tiny just to make sure they could be downloaded with people on slow modem connections. (some of you might not even know what a modem is!)

Internet Marketing strategies change. It's one reason why it can take a long time to learn Internet marketing. Often we the information that is most readily available is old information. It can take awhile to weed through all the outdated stuff and get to the new and relevant ways to market online.



Benjamin Fitts is a little bit of a geek. He got started on the Internet in 1993 and has owned several Internet businesses including his own Internet service provider. In 2001 Ben launched his network marketing career and began to apply his Internet marketing skills to building his MLM business. Ben currently works full time from the comfort of his home building his network marketing business using the Internet techniques he picked up along the way.

Learn more about Ben and get more tips and advice on his website:

[Home Business Blogs.](#)