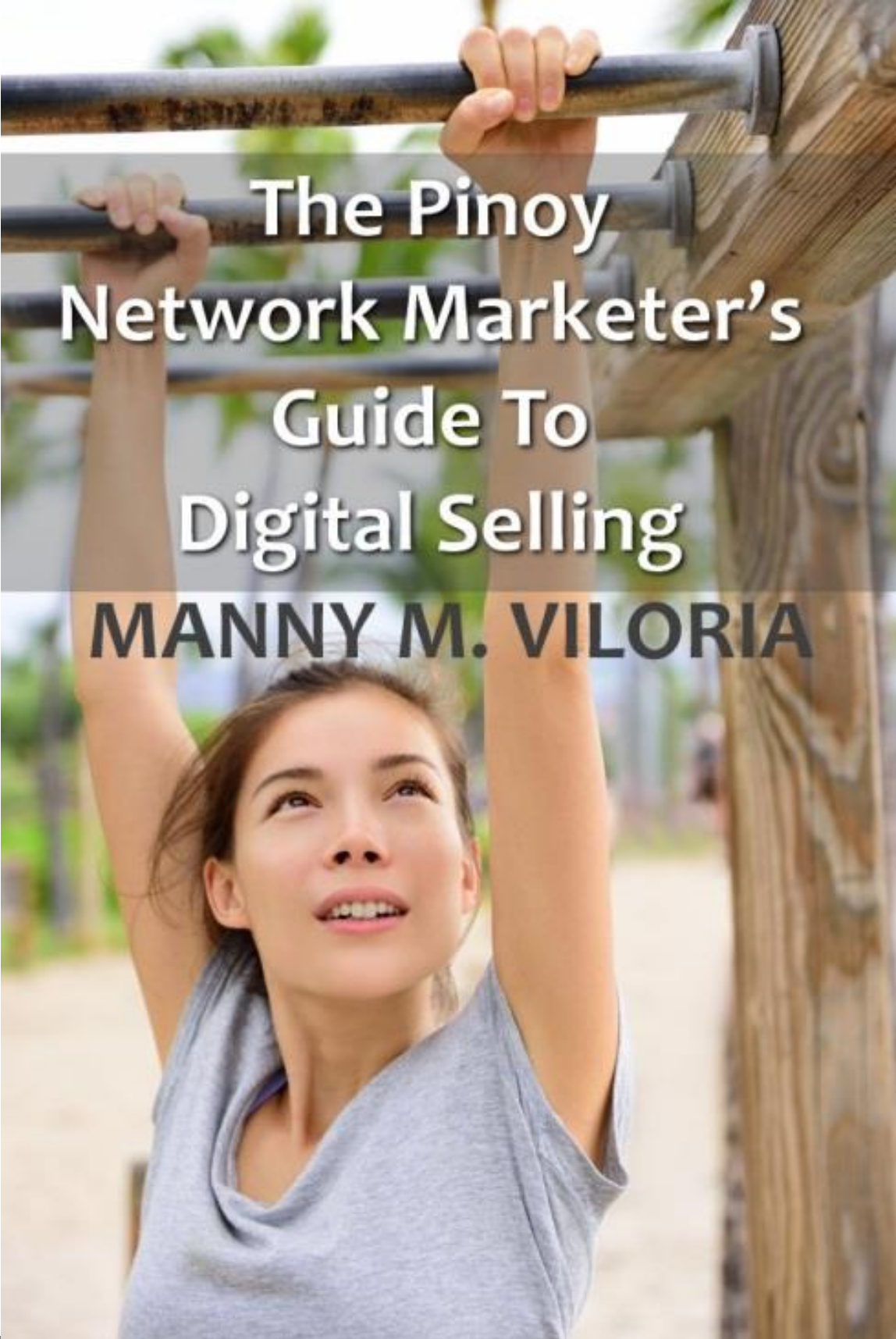


THE PINOY NETWORK MARKETER'S GUIDE TO DIGITAL SELLING

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The Pinoy Network Marketer's Guide To Digital Selling

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Have you ever wondered how you can use the internet to help you earn extra income or *panggalaw* so that you can become more flexible and effective in your network marketing business?

Have you ever gotten surprised when, no matter how many people you've shown your offer to on social media sites like Facebook, very few people want to become your downline?

Do you ever feel like giving up, because all those late nights or early mor-nights are draining your energy and your wallet?

You need this **Pinoy Network Marketer's Guide to Digital Selling**, because it will open your eyes and unlock the path to online marketing success.

Lesson #1 – Use the right channel to promote the right product.

It's quite challenging to sell physical products such as health supplements by using a purely online approach. Chats and emails can only go so far.

For tangible products, a lot of network marketers are seeing that the face-to-face, high-touch approach is better than distant online marketing.

For electronic products such as ebooks and online training videos, however, marketing via the internet or social media can be more effective than handing flyers to people you meet on the street.

Here's the strategy for you:

Build basic webpages that talk about your physical product, so that people who cannot meet you in person can still get information straight from you, because those webpages contain your name.

Build **more** webpages that talk about your recommended non-physical products such as online training videos, because your prospective customer will want to get more information instantly and may be in a hurry that they won't wait for you to be online at the same time that they're online.

Use those webpages to help you save time, because you will find yourself spending more time on the road, meeting people face-to-face for your physical product.

Lesson #2 – Earn Panggalaw Income by Promoting Electronic Information Products for Marketers and Salespeople.

You need funds to cover your food and transportation expenses when you meet physical product buyers and distributors face-to-face. You can achieve this by earning a semi-passive income, such as earning referral commissions from the sale of electronic information products like ebooks or online training videos.

Since such products are electronic or non-physical, you can sell them online even if you do not meet your customer face-to-face.

Some of the best infoproducts to sell online are those which are useful for the people you want in your team of marketers, because they will learn how to market and sell using the internet also.

You want to work with marketers who know the value of continuous learning, development, and training. And when people invest in themselves and get the training that you recommend, you will have quickly identified the ideal members of your team.

Lesson #3 – Invest in Blogs / Websites and Email Marketing Tools.

This will help you save time, because you will need time for your face-to-face activities such as selling your physical products to people in various provinces.

Your own blogs, webpages, Facebook Groups, Facebook Fan Pages, videos, and images will be seen and read by people who are willing to read, and who do not need a face-to-face meeting as much as those people you are busy meeting with.

Remember that there is more than one type of audience, so use the internet for the people who love to read articles or watch videos, and the personal approach for those who want to shake your hand and meet you up front.

We've observed that people who are willing to read articles and independently study online training videos, and who are willing to ask questions via email or private messages, are also willing to buy information products online.

Your blogs, articles, and webpages will do a good job of helping such types of online customers, while you personally serve another group of people in conference rooms, restaurants, coffee shops, or barangay halls.

By investing in yourself and in your own online presence, you are in effect infinitely duplicating yourself.

For when you set-up those webpages, a part of you is communicating with others 24/7. Even when you're asleep, or on the road, or flying out of town, or making a presentation before a group of 10 to 50 people, your online presence is providing information to thousands of people on the internet.

When you duplicate yourself online, you multiply the opportunity to earn referral commissions from the sale of those information products.

In addition, you also get to connect with a unique group of self-motivated learners who can connect with you online simultaneously with their physical world activities and meetings.

In other words, your activities as an online affiliate marketer can help produce not only referral commissions, but also build a team of **hybrid marketers** who are effective both online and in the physical world.

If you are interested in learning more about how to assemble a network of blogs, webpages such as Facebook Groups and Fan Pages, including the use of email in automatically following-up with your prospects, then go review <http://www.OneNegosyo.com> and get more information about gaining access to the private online community of Pinoy online marketers.

Lesson #4 – Invest In Your Dotcom Name.

Yes, your network marketing company will most likely have their own website at NameOfTheirCompany dot com. And yes, you might even be given a replicated website that looks like their dotcom name (or domain name), followed by a slash, followed by your nickname.

However, that will not help you stand out. You'll just look like one out of thousands of other marketers.

When you get your own domain name (or dotcom name) and publish webpages that contain useful articles, future customers will be able to learn more about you and what you have contributed to the online world.

The cost can range anywhere from \$15/year to \$38/year, depending on whether the domain name ends in .com or .com.ph, and depending on who is selling you the opportunity to register your domain name.

Inside certain Facebook groups are various Pinoy internet network marketers who share their experiences in the area of domain names, and it's a good idea to join such communities and connect with different people who, like you, also know the value of having your own name online.

Some people like GoDaddy, while others go for NameCheap. Their different opinions depend on the screens they've seen, and how easy it is to register domain names and point those to their desired websites.

Those details will not be covered in this ebook. The key here is to remember to budget around \$15/year for each domain name that you would like to register. At the start, aim for one domain name. As your experience grows, you can move towards managing several domain names.

Lesson #5 – Invest In Webhosting.

Webhosting allows you better control over the webpages that you would like to publish online. If you prefer to focus only on Facebook, then you can survive with Facebook Fan Pages. However, for long-term success, it pays to have your own website hosted outside of Facebook because you'll have the flexibility to choose what to publish and what other marketing tools you would like to install.

Budget around \$10 to \$25 per month for webhosting, which is similar to renting hard disk space in a computer that's connected to the internet all the time (except for those times when that computer is offline).

When you connect with different online marketers, you'll get different opinions regarding various web host providers. One thing is clear: There's no single perfect web host.

Everyone, at some point in time, will go offline. What you can do when you become a more experienced marketer is to have more than one website, and to use more than one web host provider.

Where did you get this ebook (The Pinoy Network Marketer's Guide To Digital Selling)? Most likely, you downloaded this from a website. It may have been a free website, or a paid website.

The key point to remember is that you should be open-minded and allow people to download your ebook from different web hosts, sources, or locations. That is, if you want more people to quickly find out about your solutions to their problems.

Lesson #6 – Invest In Content Marketing.

A lot of Pinoy network marketers would paste their referral link in different social media sites, hoping that someone will click on the link and immediately buy the product.

That sounds easy to do, although in reality that does not produce sustainable results.

Instead, focus on providing value to others by publishing useful or entertaining articles in your blog, your website, your social media pages. Let those types of content help market your solutions, your name, and your product.

You can choose to hire writers, or you can learn how to write.

If what you can contribute is your knowledge and experience, then you'll save time by hiring a journalist or a student taking up journalism in a nearby university.

A one-hour meeting with such a writer each week can help produce 16 articles for your website each month, and enough daily social media posts to help promote those articles.

Each article, in turn, will motivate people to join your Email List or contact you. Those articles will also help establish you as an expert or authority in the areas your future customers are interested in.

It does not have to be just 300- or 1000-word articles. You may also use photos which contain quotes or short sentences that people will appreciate and will even want to share.

If such content also displays your dotcom name, then more people will get to know about your solutions without you spending a single peso on advertising.

Now when you combine that free tactic of Content Marketing with paid online advertising, then you'll be able to spread the word about your solutions, product, and name much more quickly.

Your content does not have to be just a collection of Product Testimonials, Compensation Plans, or Product Catalogs.

Ideally, your content should be a solution that people will appreciate, because that will make it worth their time to share it with others. In short, they'll feel good about themselves because they learned something new, and they'll also feel good when they share your content because other people will thank them for letting others know about a useful resource.

If you do not wish to write, then bring out your smartphone and make a quick two-minute video where you ask a question that you've often heard, and then provide the answer.

Video is also a form of content, and if you remember to also mention in your video how people may contact you, then that will serve as your online salesperson who tirelessly attracts prospects every minute of the day.

It helps to produce content in different formats, and you are encouraged to use words/text, images, audio, and video because people love to consume information in different ways.

There are people who love to read, others who prefer to listen, and still others who only want to watch.

You can choose to connect with all personality types, or you can focus on certain groups such as those who prefer to read ebooks.

Lesson #7 – Invest In Training.

The world of marketing is ever-changing, because people change. Each day, someone experiences a breakthrough, and some of them will share their new discoveries with those who know the value of continuous education.

The old tactics of more than two years ago are not guaranteed to work today, and you've most likely seen that in the disappearance of past marketing gurus who have jumped to yet another business opportunity.

This is what works:

- Keep on learning about how to market and sell physical products.
- Continue gaining knowledge about how to market and sell information products.

Both approaches will help you gain revenues from multiple sources, and will help you make the most of your time.

Both paths will help you get in touch with different people, each with their own way of helping you improve yourself, gain additional skills, and reach higher levels of success.

In today's market, you cannot expect people to simply see your "Buy Now" message and then immediately buy. Therefore, you need to learn more about **Prospecting**, and how that important sales activity will help you find as many qualified people as you can, who are interested in meeting you and learning more about how their problems can be solved.

When you invest in sales and marketing training, you'll be able to shift your focus from being Commissions-Oriented, to being Service-Oriented. You will find yourself being attuned to the needs of others first, before your own extra income goals.

Aside from Prospecting, you also need to learn about Sales Management, as well as Leadership, and how these can be used effectively in both the digital and physical world.

Hindi po ito pera-pera lamang.

Pinoy Network Marketers who make the mistake of limiting their activities to recruitment, product trainings, or out-of-town presentations will eventually run out of customers and cashflow, and will be forced to jump to the next shiny business opportunity that comes along.

However, when you invest in the right kind of training, you will be able to establish both physical world and online systems that work on autopilot, and which can help you generate enough cash to sustain your operations.

Here's a summary of digital selling for Pinoy network marketers:

- Online marketing helps you generate commissions (from the sale of information products) or *panggalaw*, to help you sustain your real-world activities where you sell physical products such as health supplements.
- You need to establish your online presence in blogs, videos, social media group, social media pages, and other places where people consume information.
- Your desire to help others first (by providing useful information) will establish you as an authority that others will want to work with.
- Your commitment to invest in tools such as dotcom name registration, a website, an email marketing system, online advertising budget, and content marketing will brand you as an entrepreneur who is serious about finding a sustainable way to support your family and attain your dreams of a better future.

Thank you for reading all the way to here. At this point, you now have a more realistic understanding of how digital selling can help you as a Pinoy network marketer.

Surely, you will have additional and more detailed questions about the technical and non-technical aspects of digital selling, you're invited to get more info by reviewing <http://www.OneNegosyo.com>

There you'll find out about an online community of Pinoy network marketers who learn from the experiences of some of the top affiliates in the Philippines. There are online video tutorials, as well as interactive discussion areas right within popular social media sites.

You have in the past tried different techniques such as Post/Tag/Share in Facebook and have discovered that you need to upgrade your level of understanding.

Now that you've taken this step by reading this digital selling ebook guide, we look forward to hearing from you. Please send us your questions today. You'll find the contact information in the following page.

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