

You've set up your webinar capture page, ebooks and signature . . .

WHAT NEXT?

The next thing you do after you set up the resources available to you on the foundations page, is to **focus your advertising mainly on your webinar capture page and the smaller of the two ebooks** titled, "*How To Create Residual Wealth By Sending Emails.*"

Let me just say that *you can also promote the larger Traffic Tsunami ebook*, but it will not produce as much traffic to your webinar capture page as the two options I just mentioned. *It does have some links to the capture page, but it's main function is to produce traffic and cash from the traffic builder upgrades in the ebook.* **A good way to use this ebook is to give your copy to all that join your team. You could also give a copy to people that turn down the offer in the webinar and thank them for attending.** Giving them the ebook could get them interested in the Money Machine System again. Some that don't take the offer in the webinar will still want to rebrand the ebook for the traffic and cash that they can receive. Of course their rebranding their own ebook will give you traffic and cash as well.

Let me get back to talking about the **two things you need to focus your advertising on . . . the esignature ebook and your webinar capture page.** Now how you advertise is totally up to you. Four of the five ebooks I give you as bonuses can give you some ideas on ways to advertise your capture page and the ebook.

When you advertise the ebook you will find that **it is easy to give away because there is no optin required for someone to get get a copy of it.** You can give it away three different ways.

I provide a download page that you can advertise. A tutorial that will show you how to set up this page is found on the foundations page.

You can also advertise the animated banner I provide for you. You can find it at the bottom of the foundations page.

Finally you can simply deliver your esignature ebook to someone in an email or personal message.

Giving this esignature ebook away *is also a good way to qualify your leads.* Only those that catch the vision after reading the 12 page ebook will click the link at the end of the ebook to go to your webinar capture page to get access to view the webinar.

As easy as it is to advertise and give away the esignature ebook, I would probably **focus most of your promotion on the webinar capture page.** Doing so will get more people to the webinar faster. And ultimately this is all about numbers . . . getting as many people as you can to watch the webinar and let the presentation do the selling and the sorting.

Before I talk about what you need to do once you find out someone wants to join your team, **let me share something that you absolutely must do if you want to build a successful residual business.** This is ***VERY IMPORTANT!*** **You must be totally accessible to your prospects and the referrals that join with you.** The autoresponder emails that go out to those that optin to your webinar capture page already have your email encoded in them. But you might want to **go to your AIOP back office, select your webinar capture page campaign, select the autoresponder emails . . . and add your phone number and your facebook page to the end of each of those emails . . . so that prospects have multiple ways to contact you.**

Another important thing to remember is to **only use an email that you check frequently throughout the day.** You want to be able to respond to any inquiries as quickly as possible. Also **use a phone number that people can reach you at and regularly check your voice mail when you are away from your phone.**

Communication is so very important! **Once you have an optin to your capture page it is imperative that you personally contact them through email, personal message or by phone to see what they thought of the webinar.** If they go through the webinar and fill out the form on the call to action page at the end of the webinar I will email you and let you know what their phone number is if they entered it in the form.

However don't wait for me to notify you of someone wanting to join your team. *You should already know whether or not your lead wants to join from having followed up with them after they optin to your capture page.* **Once you know your prospect wants to join your team do the following . . .**

First send them your esignature money machine page that I have customized for you. It will have two letters that are unique to you at the end of the url. **Tell your prospect to click on the big red button toward the bottom of the page to join SignaSource.** In that email *also mention that you will send them their coupon code to join AIOP at no cost to them once you have verified that they are in your SignaSource downtime.*

Second, verify that they have actually used your esignature page to join SignaSource by logging into your SignaSource back office, clicking on the "*Referral Program*" link and then "*Level 1.*" Their name should appear. If their name is not there, follow up and send your esignature page again encouraging them to click on the big red button and join SignaSource.

Third, Once you see their name listed in your SignaSource back office send them a pif coupon code along with your AIOP join link.

If you are at a keep status (which you will be when you first start your business) **you will purchase a coupon for them.** To purchase that pif coupon code for them, *log into your AIOP back office . . . click on "Referrals" and then "Pif Tickets"* in the pull down menu. **On the Pif page you can pay for the code using a credit card or one of the options given . . . or if you have unused commissions in your back office you can click on pay by balance.** If you pay with your balance it will only cost you \$11 instead of \$11.50.

If you are at a pass up status, contact your sponsor, tell them that you are about to pass up someone to them and ask them to purchase a code for you to give to them. Now they will purchase a code, but they will have to assign it to your AIOP ID before they give it to you.

Note that **when people in your payline pass people up to you . . . you will have to do the same thing . . . purchase a coupon code and assign it to the ID of your referral that is passing someone up to you.** Once you assign the code you have purchased to your referral, you email the number to them so they can give it to their new signup. **Anytime you need to assign a code to give to one of your referrals passing up somebody to you, here is what you do . . .**

Login to your AIOP back office and go to the Pif Ticket page. After you purchase the ticket you will see a box that looks like this . . .

Ticket number	sponsor	Update
810968	Referrals ID	Update

Normally *if you are at a keep status and are purchasing a pif code for a new referral, the box under "sponsor" would be populated with your AIOP user ID.*

If you are at a pass up status and need to assign the pif code that you purchase to one of your referrals in your payline who is passing

someone up to you . . . you would type in that referral's ID in the box and click update. That will put the pif code that you bought in that referral's back office, where they can get it and give to the person they are passing up to you.

Fourth, send your new referral to the foundation page where they will **set up their webinar capture page** and **follow directions in foundation 1, step 3 to get their customized Esignature Money Machine page built.**

On the foundations page there *will also be tutorials on rebranding the two ebooks and a tutorial on setting up their signature for their emails.* In addition there *will be other resources* on this page that your referral needs to know about *like animated banners, a swipe file and this What's Next pdf.* **The url to the foundation page that you will give your new referral is . . .**
<https://www.esignaturemoneymachine.com/foundations>

From that point on, just be there to answer any question or help your referral any way that you can. If you can't answer your referral's question ask your sponsor. If they don't know the answer contact me, Daniel Rydstedt at **MoneyMachineDream@gmail.com** and I will help any way I can.