

# **SECRETS** **TO** **SUCCESS**<sup>SM</sup>

**Whatever You Do, Do All To The Glory Of God 1 Cor. 10:31**

**A POWERFUL STEP-BY-STEP SYSTEM FOR MAKING MONEY  
QUICKLY IN YOUR NEW BUSINESS**

**( Revised August 2021 )**

**The. . .Secrets to Success System<sup>SM</sup> was developed by Independent Entrepreneurs. The purchase and use of various products and services discussed herein are recommended. However, none of the recommended purchases are mandatory. As with any business, your results and income will depend upon your own individual efforts and determination to succeed. No level of success or monies can be guaranteed or implied.**

# **THE MANUAL**

**This MANUAL is designed with the ambitious person in mind. With this MANUAL, an ambitious person will be able to have one source as a reference to find a complete How-to-Succeed Step-By-Step section and an Easy-to-Follow System which includes all reproducible forms.**

**New Business Professionals and Prospective New Business Professionals will be encouraged to read this all-in-one source MANUAL. If you will take just one evening of your time to read this MANUAL from front to back, (it's in a very easy-to-read format), you will know you made the right decision to join or considering joining RWK SOCIAL<sub>SM</sub> and know more about RWK SOCIAL<sub>M</sub> than most people ever know about the company they are associated with.**

**At the very least with this MANUAL, you will get to know who RWK SOCIAL<sub>SM</sub> is, what it is all about and you will plainly be able to see the integrity of RWK SOCIAL.**

# MANUAL GOALS

To direct you steadily toward the goals and dreams you have set before you at whatever level of success you desire in Business.

To encourage and assist you in your efforts to operate your business as a Business Professional by providing you with accessible answers concerning RWK<sub>SM</sub> and a detailed explanation of the exciting Business and Sales Products Plan.

To be readily available to the Business Professional without regard to how much time has lapsed between periods of activity or inactivity when an opportunity presents itself to share the exciting and profitable Business Opportunity and Sales Products or to share a detailed description of your Winning Team. To aid the Business Professional in their recruiting efforts, from being confronted with repetitive questions. Also, to aid Business Professionals, regardless of their experience in recruiting, to effectively recruit prospects with information in a form that anyone can read and understand on an independent basis.

To simplify the process of information distributed to the Business Professional base in order to reduce the call volume of simple and repetitive questions they may have concerning Retailing or Business Building which has been previously covered in their Manual. This enables us to utilize our administrative time.

To provide the Business Professional with all the professionalism of the Company but yet continue to operate as a Business Professional who owns and operates his/her own business.

To be used as a recruiting tool by the Business Professional. When the prospect views the Manual and sees the quality and professionalism with which we at RWK have used in the Manual, the prospect will be able to make a positive decision based on the information that has been presented.

Keep plenty of Manuals working for you so your business will keep growing.

# ***Corporate Mission Statement***

## **Mission:**

We are the premier Business Opportunity in the country by providing the most dynamic and exciting savings on products and services available today. Our goal is to renew spirits one at a time. Our mission is to help individuals everywhere achieve their financial goals and dreams.

- To provide a better lifestyle for you and your family.
- To offer financial freedom and independence to those men and women who are willing to put into motion their desires, dreams and goals.
- To bring back to working men and women a sense of fulfillment while they work and at the same time provide a way to earn substantial incomes.
- To be a big part in making this world a better place not just for today but for generations to come.
- To bring families back together by providing a way for the Moms and Dads of today to be able to meet the financial demands of today's world by offering them The RWK SOCIAL Business Opportunity.

**Your Future Is Now!**

# Welcome to the Incredible World of Home-Based Business

Dear Fellow Entrepreneur,

Congratulations on making the decision to join us. Our step-by-step recipe for building wealth recommends tools to help you in your journey to success. The next step is to take action and apply these tools.

Sam Walton, the founder of Wal-Mart, used to say, "Doing nothing is the best way to get nowhere."

Please don't be like the thousands of people who say they want to change their lives, but do nothing to make it happen. You've made a wise decision in joining us. We've helped change many lives with our amazing products and system. If others can succeed with our products and system, why not YOU and why not NOW? As long as you consistently work hard and follow the plan, we can't think of a reason why you wouldn't succeed!

This system has been tested repeatedly by ordinary people, some with amazing results. Follow and use it daily to build your own highly profitable home-based business.

We've gone through years of trial and error and have spent hundreds of thousands of dollars perfecting this system. It is designed to help remove confusion, eliminate fear of failure and help you achieve your individual goals whatever they may be, faster than you have ever imagined possible - without having to "reinvent the wheel"!

Be sure to stay in touch and join us frequently on our Social Media Q & A Training. You will be able to interact with us and many of our top leaders in the nation personally. On these valuable Trainings, you'll receive step-by-step guidance, personal mentoring and an opportunity to get all your questions answered quickly and efficiently.

We look forward to hearing about your success and meeting you personally at one of our upcoming webinars.

Sincerely,

RW "Kirk" Kirkland

## **Setting Personal Financial Goals**

A good way to help ensure success is to write down on paper your short-term and long-term financial goals.

Use a clean sheet of paper to list your goals.

Make sure that your goals are realistic! This list should be prioritized with estimated completion dates for each goal and contain a maximum of 10 goals at a given time. Put this list aside in a safe place and begin working the Secrets to Success system. Follow the system step-by-step. We recommend that you **DO NOT DEVIATE** from it without first consulting with your Managing Rep! Review your list of goals in exactly one year. We believe you will be pleasantly surprised how many, if not all, of your goals will be achieved.

## **This Is Not A Get Rich Quick Scheme!**

Do not look at this business as a short-term “flash in the pan”. It’s a serious business that changes people’s lives and it has a huge financial potential. Make a long-term commitment to build your business (24 months minimum) stick to it and you will most likely find that you have succeeded beyond your wildest dreams!

## **Someone Has Crossed Every Bridge Before You.**

Don’t worry if, at times, it seems you are not getting the same results that others are getting in their business. This is perfectly normal for anyone just starting in business for the first time. Almost any mistake you could possibly make, someone has already made before you. All you have to do is get on our social media and find out why you are not getting the same results as others. Chances are, financial freedom is only a few minor adjustments away!

## **In Order To Be Successful, You Must Take The First And Most Important Step of All And That Is, Get Started!**

Be proud of yourself! You have done something that most people never do. By reading this information and following this system you have taken the first step and have invested in yourself. *Complete the remaining steps and you may find that you are on the way to the success and financial rewards you deserve!*

# The Five Keys To Success:

- ✓ Passion    ✓ Patience
- ✓ Resolve   ✓ Persistence
- ✓ **Self-Discipline**

**1) Passion** is the key to resolve. You must know why you are starting your home-based business. You must know exactly what you want and what price you are willing to pay to get it.

**2) Resolve** simply means doing whatever it takes to be successful and sticking with it even after your initial enthusiasm has worn away. Knowing why you are doing your business is the key to passion and the only way to maintain your resolve.

**3) Self-Discipline** is extremely important in your new business. The #1 reason for not achieving success in any business is a lack of self-discipline. No matter what business you choose to pursue you will have to take daily action if you want to build a large profitable business. If you do a little each day, you may be surprised at how much you can accomplish and how easy it really is to succeed!

**4) Patience** is a must. Rome wasn't built in a day! We are very fortunate, because we have the ability to make money quickly with this system. Yet, the big success that comes with teaching, training and mentoring others will take time. It is important to realize that, from time to time, not all things will happen as you expect. Some things will happen more quickly and some more slowly. There is a good chance that success WILL happen if you are patient and persistent. When it does, it may come so quickly you will wonder where it has always been!

**5) Persistence** is the most important overall key to success. If you are frustrated because things you have tried in the past didn't work, don't be. You need to remember that success is a process! If at times you feel like you are a failure and nothing will work, think of this person - his name was Abraham Lincoln. (See diagram on next page)



## **“Portrait of a Successful Failure”**

**Failed in Business - Bankruptcy, 1831**

**Defeated for Legislature, 1832**

**Failed in Business - Bankruptcy, 1834**

**Sweetheart - Fiance Dies, 1835**

**Nervous Breakdown, 1836**

**Defeated in Election, 1838**

**Defeated in U.S Congress, 1843**

**Defeated Again for U.S. Congress, 1846**

**Defeated Once Again for U.S. Congress, 1848**

**Defeated for U.S. Senate, 1855**

**Defeated for U.S. Vice President, 1856**

**Defeated Again for U.S. Senate, 1858**

**A B R A H A M L I N C O L N**

**ELECTED PRESIDENT OF THE UNITED STATES OF AMERICA, 1860**

**“YOU CAN NOT FAIL . . . UNLESS YOU QUIT!”**



# Don't Be Impatient!

It is not uncommon for people to get impatient and want success overnight. You must realize that success is a process. You must be patient, persistent and NEVER, EVER GIVE UP! Remember this, "Failure can not tolerate persistence!"

If you are persistent at your business, it is almost impossible to fail!

*Remember the only difference between a big shot and a little shot is that a big shot is just a little shot that keeps on shooting!*

## Success Doesn't Just Happen. You Have To Make It Happen!

Don't let anybody tell you that you can't make it happen because you can!! However, it will be up to you to take consistent action and follow the recommended plan.

### Timing is Critical!

You couldn't have picked a better time or made a wiser decision than to get involved right now. Many lives have been changed with this program. Now it's YOUR turn!

The good news is you have only scratched the surface in your business. As you can see, the BIG money is still to come! How much of this money do you want to claim? THE CHOICE IS YOURS!

### Support! Support! Support!

Lastly, remember that we are always here to help you. You are in business for yourself - not by yourself!

## Recommended Reading

These books have helped change our lives and the lives of many others. We recommend that you invest in them. The primary focus of these materials is on programming your mind to have the right attitude. Remember . . . Success is 99% attitude! In order to be a millionaire, you must first think like one!! The following list is comprised of books that we have used personally to develop our entrepreneurial philosophy and foundation. These materials have helped improve the lives of millions of people around the world. It is our prayer and hope that you can personally benefit from them as well.

Most of these books can be found at major bookstores and/or libraries. If you have Internet access, you can also order many of them by going online to Amazon.com..

\***See You At The Top** by Zig Zigler We highly recommend this one!

\***Becoming A Person Of Influence** by John C. Maxwell & Jim Dornan

**Lead The Field** by Earl Nightingale

**How To Win Friends & Influence People** by Dale Carnegie

**The Power of Positive Thinking** by Norman Vincent Peele

**The Richest Man In Babylon** by George Claso

\*\***Think and Grow Rich** by Napoleon Hill

\*\***The Holy Bible - Easy To Read Version**\*\* My personal favorite!

\* \*\* **These Books Are Highly Recommend**

# You're Only Moments Away From Help!

**EDUCATE YOURSELF FIRST!** Read everything in this guide. You will find that most of your questions will be answered within this material. However, it's normal to have questions as you begin your business. Our system is designed to ensure that top marketing experts are always available to quickly and efficiently answer your questions.

There are two different ways to get your questions answered.

First, you should stay in frequent contact with your new Business Partner, especially during the first few weeks of your business.

Second, you have a unique opportunity to have your questions personally answered by some of the nation's top leaders in business including Kirk Kirkland - all from the comfort of your own home or business!

Remember, you are only one moment away from your answer. NEVER stop because you have a question. Simply, go online and get plugged in.

## **SUCCESS IS A JOURNEY - NOT A DESTINATION**

Know why you are starting your home-based business.

- ❖ Do you want more time / freedom to do what you want when you want?
- ❖ Do you want to get out of debt?
- ❖ Do you hate your job?
- ❖ Do you want to be your own boss?
- ❖ Do you want to be able to spend more quality time with your family?

Use this space to write down any additional reasons that you have for starting your home-based business:

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Whatever the reason, make sure that you are passionate about it! This will allow you to be disciplined and keep you eager to take action everyday.

# Stop Trying Harder

## Doing The Same Thing, Only Trying Harder Is Not The Answer

By Kirk Kirkland

One of the first mistakes people make when they begin to play the inner game is to do the same things they've always done when playing all the other games they've ever played.

After all, it's worked before - right? So what's the very first thing we do? Try Harder.

There are two problems with this. For one thing, there's the word itself. It simply makes no sense. Then there is the notion of trying harder.

First, let's take on this business of try.

Simply put, there's no such thing as try. I'll prove it to you: Right now, stop reading, put down this Manual and then reach out and try to pick it up. Go ahead. Right now. Try.

. . So how did you do?

Do you see? You either picked it up - or you didn't. Yoda was right when he instructed Luke Skywalker, "Do or do not - there is no try". Then what can be said about the dicey matter of trying harder?

Let me share with you a story I learned from Dr. Price Pritchett in his superb little book YOU.

*I'm sitting in a quiet room at the Millcroft Inn, a peaceful little place hidden back among the pine trees about an hour out of Toronto. It's just past noon, late July, and I'm listening to the desperate sounds of a life-or-death struggle going on just a few feet away. There's a small fly burning out the last of its short life's energies in a futile attempt to fly through the glass of the windowpane. The whining wings tell the poignant story of the fly's strategy-try harder. But it's not working. The frenzied effort offers no hope for survival. Ironically, the struggle is part of the trap. It is impossible for the fly to try hard enough to succeed at breaking through the glass. Nevertheless this little insect has staked its life on reaching its goal through raw effort and determination. **The fly is doomed.** It will die there on the windowsill. Across the room, ten steps away, the door is open. Ten seconds of flying time and this small creature could reach the outside world it seeks. With only a fraction of the effort now being wasted, it could be free of this self-imposed trap. The breakthrough possibility is there. It would be so easy. Why doesn't the fly try another approach, something dramatically different? How did it get so locked in on the idea that this particular route and determined effort offer the most promise for success? What logic is there in continuing until death to seek a breakthrough with "more of the same"? No doubt this approach makes sense to the fly. Regrettably, it's an idea that will kill. "Trying harder" isn't necessarily the solution to achieving more. It may not offer any real promise for getting what you want out of life. Sometimes, in fact, it's a big part of the problem. . . (emphasis added).*

Doing the same thing over and over again and expecting a different result - isn't that one common definition of "insanity"? If you aren't having, doing and being all you dream of in life and work, trying harder clearly isn't the answer. **Doing Things Differently Is!**

# INTRODUCTION

## The Purpose Of This System

Use the guide to help successfully jump-start your new business. If you have not made a decision on how you want to begin. We suggest that you discuss the following 2 options with your Managing Rep.

**Option # 1:** Sharing / Retailing Position

**Option # 2:** Management Position

Each of these options is illustrated and explained in more detail later in this guide. As you continue to read through this guide, you will be able to decide which option is best for you. You will then go to the section in this guide for the option you've chosen and complete the step-by-step check-off list. The check-off list for each option will suggest various tools to help you begin and grow your business successfully. The purchase of these tools is recommended but not mandatory. Our testing shows that these tools may greatly increase your ability to achieve your goals--that's why we recommend them. All of these tools can be ordered online.

Always consult with your business Managing Rep before making any purchase decisions.

### Take Action Now!

It is very important that you take action immediately. Don't put it off! Studies have shown that nearly all successful people take immediate action after making a decision to start. They don't think about it, they don't make excuses, they **JUST DO IT!**

After you have completely finished reading this guide and decided how you want to begin your business, you should plugin to RWK SOCIAL. These initial steps will help ensure your business gets off to a successful start.

# LEARN TO PROSPECT

To get your share of explosive future, *Learn to Prospect*. Because *it's not what you do yourself*, it's what you do with your Partners. Then *Build Good Prospecting Habits*.

1. Learn prospecting
  - A. For customers
  - B. For Sales Reps
2. Build good prospecting habits
  - A. Do it constantly
  - B. Develop your instincts
  - C. Develop an eye for talent
3. Learn to teach prospecting for customers
4. Then teach it
  - A. By phone
  - B. By correspondence
  - C. By personal example

***You Do Your Part,  
How Can You Fail?***

The two most important skills which will get you off on the right foot immediately are *PROSPECTING* and *APPROACHING*.

## Prospects Are Everywhere

Your biggest challenge is not in *finding prospects* but in *deciding which to approach and how to approach them and in taking action*.

Your most important market, called your *warm market*, are *friends, relatives, neighbors, social acquaintances, churchmates, schoolmates, clubmates, workmates, playmates*, etc. We hope you would approach these with or without our advice!

Imagine if you were opening a Mexican restaurant. Would you enthusiastically spread the word among our acquaintances? If you were opening a *Cadillac Distributorship* would you send an announcement to the local paper? Would you freely talk about your business on the lawn of your church? If you were fresh out of law or chiropractic school, would you spread the word? Of course, of course, of course!

## “Free Drawing” Boxes

Many restaurants put out fishbowls for business cards and offer a free lunch to one winner per month. If you agree to buy the lunch, the restaurant will give you the business cards.

Instead of the “free lunch” to the winner, you can offer a “free vacation” to not only the winner of the drawing, but also, a “free vacation” to the restaurant owner for giving you the business cards from the fishbowl. You can offer this with our Hotel Cards.

“Free Drawing” boxes are also effective at fairs, home shows, pet shows, salon shows, flea markets. The giveaway item does not have to be linked to RWK Social but our Hotel Cards work great for any of these events. A “free vacation” is very popular with everyone particularly people who attend these type of events. At busy State Fairs you can pick winners every few hours and post the names at your booth. This keeps the prospects coming back.



## **R W “Kirk” Kirkland**

**Kirk has a very diversified background. His pioneering entrepreneurial spirit began at the very young age of seventeen where he started and operated a very successful contracting business, Kirkland Contracting. This same spirit has led him to go on to create a variety of other successful companies from the ground up including RW Kirkland; a chain of paint and carpet stores, Universal Decorating Centers,; a marketing and advertising company, RW Kirkland (Truck Ads On The Move), all of which have resulted in millions of dollars in sales. Kirk envisioned and opened a new concept of Outlet Malls each named after the town they were located in which were sold out to Scotty’s, a 70 year old publicly owned company.**

**Kirk owned the 200 unit condo hotel named Legacy Grand Hotel & Suites in Kissimmee, FL and was sold to a private company in Baltimore, MD.**

**Kirk owned the 400 unit condo hotel originally a Hilton hotel on I-Drive in Orlando, FL now named CoCo Key Resort + Water Park which was bought in 2006 and sold in 2008 to CNL, a publicly owned REIT.**

**Kirk owned the Holiday Inn Maingate, a 295 unit condo-hotel. Sold. February 2011.**

**Kirk is the CEO and President of AmeriQuest Savings - a company providing incentive products and services to help business owners grow and expand their business by implementing incentive-based programs that will meet their productivity and sales goals. Currently Operating.**

**Kirk was the Founder, CEO and President of 1 Number Connect, an Internet-based Communications Company. Sold.**

**Kirk is the CEO of R W Kirkland (Truck Ads On The Move), an advertising and marketing company with one division focused entirely on truckside advertising. Currently Operating.**

**Kirk was the President of KirklandFlooring.com, a new concept in carpet and flooring where our Consultants do presentations in the home of our potential customers. Sold.**

**Kirk is CEO of AmeriQuest Travel a Worldwide Travel Agency. Currently Operating.**

**Kirk is currently CEO of AmeriBest Flowers. AmeriBest Flowers specializes in weddings, events, parties, funerals all with traditional or contemporary and artistic flairs. Currently operating and beginning a national expansion across America.**

**Kirk is CEO of PowerNet1, a powerful source for purchasing domains, web hosting, corporate email accounts, website building and more. Currently Operating.**

**Kirk sold out his interest in all condos, hotel and land development projects on February 28, 2011.**

**Kirk has since began focusing on his passion of motivational speaking to help and encourage other business men and women, as well as, sales and marketing professionals.**

**Kirk is currently the CEO of RWK Investors, a private equity real estate investment fund and advisory company which provides strategic real estate investment planning. RWK also creates real estate investment programs for high net worth individuals and institutional investors. Currently Operating.**

**Kirk is currently CEO of RWK Social, a social media marketing company which focuses on all social media marketing needs of companies of all sizes and is currently expanding across America. Currently Operating.**



## USING SOCIAL MEDIA AS A FREE MARKETING TOOL

“Taking advantage of free social-media platforms as a marketing tool is essential to succeeding as an affiliate marketer. Don’t be intimidated! It’s not hard to get started and it actually becomes fun once you’re comfortable with posting.”

We will be talking about Instagram, Twitter and Facebook social media platforms because they are the easiest and most effective to begin with.

**1. On all three platforms, it begins with setting up your account:**

- Pick a friendly looking picture of yourself.

**SECRET:** *Your profile picture on Instagram, Twitter and Facebook appears within a circle so be sure to pick a photo that fills up the whole circle and doesn't have empty space on the sides. This makes you look more professional and like you pay attention to details.*

- Fill out your bio with as much information as you feel it is appropriate to share. You want people to feel comfortable with you...that they can trust you and your recommendations. Be sure to include a link to your affiliate URL click-through in your bio if that site allows it. The rules on that are subject to change—and do change—constantly.

**SECRET:** *Create about 10 to 15 posts before you begin searching for friends. Let people know who you are and that you have something to say before you start asking them to follow you. Don't post them just yet though.*



**2. After you have set up your accounts, become familiar with the HASHTAG tool available on these platforms to help you find and grow your audience.**

According to [dictionary.com](http://dictionary.com) a hashtag is defined as: “(on social media websites) a word or phrase preceded by a hash mark (#), used within a message to identify a keyword or topic of interest and facilitate a search for it.”

You want to make sure your posts are going to be read by your target audience. Researching hashtags on social media sites will put you in touch with a whole world of people and groups that are your niche’s demographic. It’s easy to do: in the site’s search bar, just type in words you think apply but be sure to put # in front of those words.

**SECRET:** *Hashtags are not case-sensitive, but you can make them much easier to read by using capital letters to begin each new word. For example, #HaveAHeart is easier to instantly comprehend than #haveaheart. Every little thing you can do to make it easier for people to engage is worth it.*

#### **AN EXAMPLE OF HOW RESEARCHING HASHTAGS CAN HELP YOU FIND**

**YOUR AUDIENCE:** For example, say you are an affiliate with Popular Woodworking magazine, selling their books and videos. You want to reach other woodworkers. So you would type in #woodworking or #woodlove or #woodideas—you’re limited only by your imagination and knowledge of your keywords in finding suitable hashtags. Hit enter and see the list of people, organizations, businesses and groups that pop up.

Scroll through the list and click on the ones that interest you. You will be directed to their landing page on the site.

**3. Review your 10 to 15 posts and be sure they all have hashtags related to your niche audience. Include the link to your URL. Don’t post them all on the same day. Post one every day or every couple of days.**

**SECRET:** *Mix up your hashtags and don’t use more than 5 on each post. Also, don’t keep posting the same hashtags again and again on every post. This can possibly get you banned from showing up in the hashtag search by the social media platform. By staying fresh with new hashtags, your account will appear more vibrant.*

**4. Now build your audience!** If you think the people, organizations, businesses and/or groups are a match for your marketing, follow them. With some of them you will be automatically added when you click the “Follow” button. Others may be private accounts and you will have to submit a friend or follower request.

Once you are now a follower, occasionally comment on their posts. Eventually send them a direct message (a DM) and ask if they would follow you back. Invite them to check out your page.

**SECRET:** *Don’t start pitching to them yet! Let them get to know you and build a relationship with them. Otherwise, they will think you are a spammer.*

**SECRET:** *Once someone accepts your friend/follow request, start checking out their friends who comment on their page. If their friends comment on a post, then you can post a reply to that. It will most likely make their friends curious about who you are (as in, “Who is this person responding to my comment on so-and-so’s post?”) and most likely they will check out your page. People with similar interests and outlooks tend to flock together.*

# **FACEBOOK**

Ahhhhhhh, Facebook! People love it, people hate it, but there is no denying it provides a Great Opportunity for you to market your product. It is the largest social-media platform by far.

You can access Facebook via your computer or your phone.

In a nutshell, Facebook users can post comments, share photographs and short videos, and post links to news or other content on the web.

In addition to researching and using hashtags as a way to reach potential customers, you can also find them through Facebook Groups, which can be either public or private. Public groups are usually more open to receiving links to products and services. Private groups generally ban them.

## **FACEBOOK STATISTICS AT A GLANCE**

These are courtesy of The Omnicore Agency, which is a leading digital advertising and marketing agency:

[www.omnicoreagency.com/facebook-statistics](http://www.omnicoreagency.com/facebook-statistics)

- Total Number of Monthly Active Users: 241 billion
- Facebook users are 43% female and 57% male.
- The average Facebook user has 155 friends
- 93% of marketers use Facebook advertising regularly.
- Images account for 75-90% of Facebook advertising effectivity/performance.
- 4% of Facebook users visit the site daily.
- On average, Americans spend 38 minutes per day on Facebook.

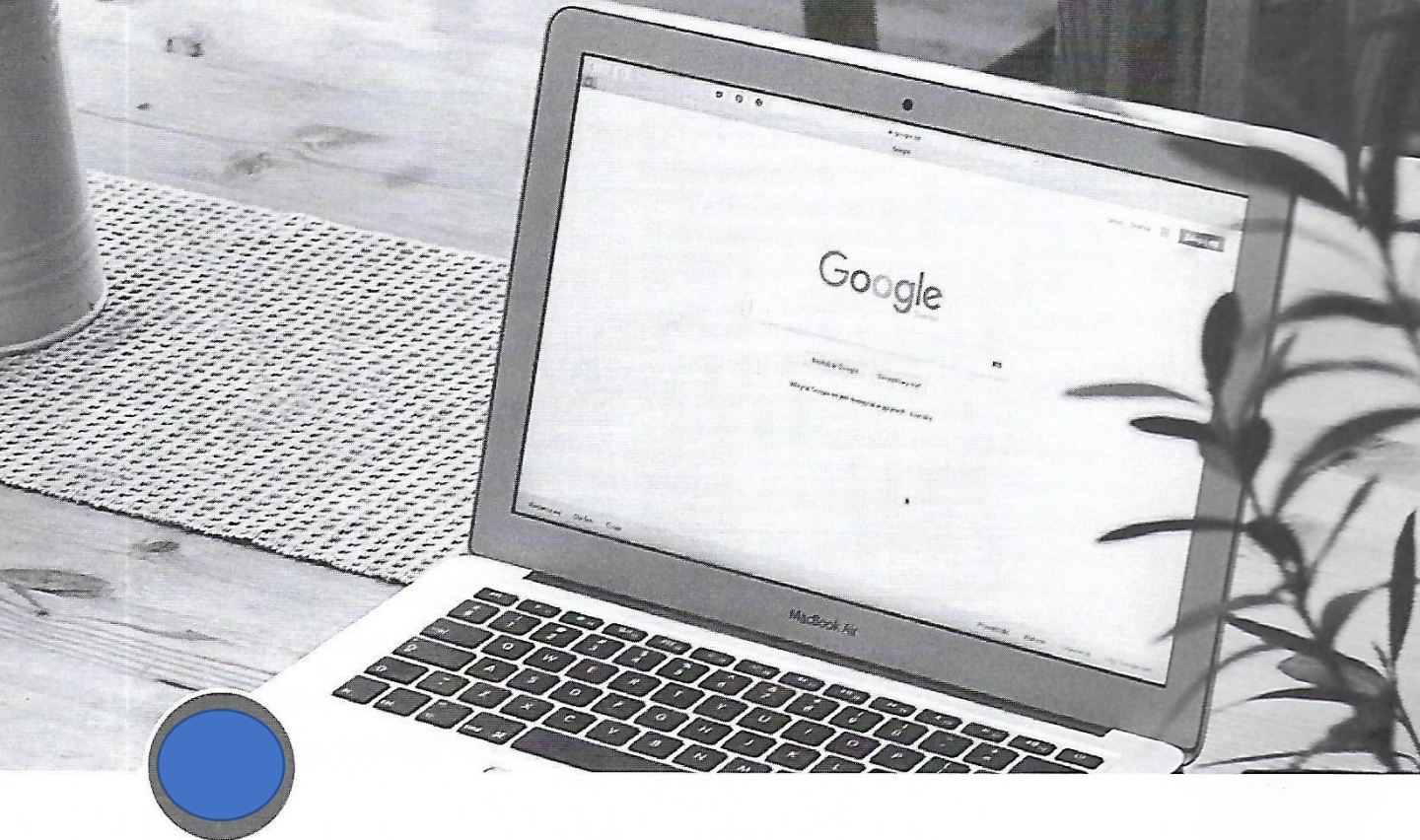
**SECRET:** *FACEBOOK is finicky (that's a nice way of putting it) about which sales links they will allow on their site. The reason they don't allow certain links is because they think the people who are posting these links should be buying FACEBOOK ads instead. The companies in these banned links are not well-known and yet they make a lot of money off these links and that irks FACEBOOK. Basically, FACEBOOK feels used. And yet, weirdly, they will allow links to other BIG hugely well-known companies. Hmmmmm...*

**Here's the link to Facebook:**

[www.facebook.com](http://www.facebook.com)

It's so easy to use that even my Mom figured it out...and she freely admits that she is REALLY not tech savvy!





# FIND YOUR NICHE AUDIENCE THROUGH GOOGLE

“Google has two searches that are invaluable in expanding your marketing reach: blogs and forums.”

## SEARCH FOR BLOGS RELATED TO YOUR NICHE

There are an infinite number of blogs out there on every topic under the sun...or so it seems. In fact, you may some day start writing a blog on the topic that relates to the products you are selling.

When someone goes to the effort of writing a blog, they want legitimate followers—not spammers. Your comments on blogs should add value to the conversation. This also sets you up as a trusted expert in your niche when they are relevant.

## Google

Start following the people you like and stay on top of their posts.

*SECRET: Really good bloggers will end up teaching you a lot about your audience—their concerns, fears, values and priorities. This is all beneficial information for tailoring your marketing campaign to the current climate for your product.*

## **SIMILARLY, SEARCH FOR FORUMS RELATED TO YOUR NICHE**

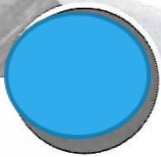
What makes forums an efficient way to expand your audience is that there are so many people on them for you to reach...as opposed to a blogger who is The One and Only main attraction. People who participate in forums love to share information, so promoting your product in a way that adds value to the forum's knowledge base will be welcome.

Another advantage of forums is that they typically allow you to tell other participants a little bit about yourself. If they ask for a profile, of course include your link. Also add the logos for whatever social media you are on.

**“Create a “signature”—like an electronic business card—that you can easily paste into these sites. You’ll have to search how to make one on your PC or Mac but it’s a handy tool for introducing yourself quickly and efficiently. Include your link on it!”**

*SECRET: Do the same kind of search on YouTube, searching for videos related to your product. You have to set up a YouTube account in order to post a comment on the video. Don't pitch your product unless it is relevant to the video. Otherwise the channel's owner may delete it and YouTube could flag it as spam. Plus it's really annoying to viewers when people post links that have little or nothing to do with the video's content.*





## WHY LINKEDIN WORKS

“Like Quora, LinkedIn is an under-utilized opportunity for marketing your product.”

LinkedIn is a professional networking site as opposed to a social media site.

Traditional affiliate marketing is conducted as B2C: Business to Consumer. That is, you (the business)

reaches out to your consumers via social media sites as we discussed in Chapter 6.

By establishing a presence on LinkedIn, you are engaging in B2B: Business to Business marketing.

## LINKEDIN STATISTICS AT A GLANCE

These are courtesy of The Omnicore Agency, which is a leading digital advertising and marketing agency: [www.omnicoreagency.com/linkedin-statistics](http://www.omnicoreagency.com/linkedin-statistics)

- Total Number of LinkedIn Users from the United States: 177 million
- Total Number of LinkedIn Users: 630 million
- More than 70% of LinkedIn Users are from Outside the U.S.
- 27% of U.S. adults say they use LinkedIn.

Regarding content:

- **How-to & list posts** perform the best on LinkedIn.
- Posts split into **5, 7, or 9 headings** perform the best.
- Articles with **titles between 40–49 characters** perform the best on LinkedIn.
- **Articles without video perform better** than those with video.
- **80% of B2B leads** come from LinkedIn vs. 13% on Twitter and 7% on Facebook.

And by the way, LinkedIn is owned by Microsoft.

## HOW DOES LINKEDIN WORK?

LinkedIn marketing works on the basis of the quality and quantity of your connections as well as the content you post. Like social media sites (including blogs and forums), your success hinges on networking and providing VALUE to your target audience through your postings. An excellent profile is key to establishing authority in your field.

People who are called “friends” or “followers” on other social media sites are called “connections” on LinkedIn. And these connections are ranked from 1st degree to 3rd.

Here is how LinkedIn explains the ranking:

- **1st-degree connections:** People you’re directly connected to because you’ve accepted their invitation to connect, or they’ve accepted your invitation.
- **2nd-degree connections:** People who are connected to your 1st-degree connections.
- **3rd-degree connections:** People who are connected to your 2nd-degree connections.

Additional connections are made through fellow members of your LinkedIn groups. Your goal on LinkedIn is to have as many 1st-degree connections as possible.

In the profile of your connections, next to their name will be either a “1st”, “2nd” or “3rd.” With 2nd degree connections, you can click on the “Connect” button on their profile page and ask them to become a 1st degree connection.

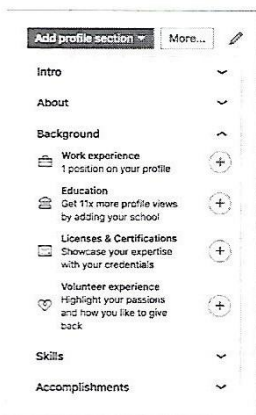
Through these connections you will be able to market your product by posting content (articles, links to other content you think is appropriate) and by messaging them.



# BEGIN “LINKING IN” BY SIGNING UP AND CREATING YOUR PROFILE.

Your Profile is much more critical to your success on LinkedIn than on social-media sites. Consequently, they offer a highly detailed format requesting information you can fill in about yourself.

1. Your profile picture should look friendly and professional...not a goofy selfie. Remember, this is a business-to-business site, not social media.



2. Click on the “Add Profile” section and follow the prompts. Each category has a drop-down menu with a list of opportunities for you to share personal information.

3. In the “About Me” section, choose your most compelling accomplishment or job or philosophy.

4. Search for people you know to see if they are on LinkedIn and check out their profiles to see how they filled out their sections, especially their Skills section.

5. Be as detailed as possible in filling out the Profile sections. Your goal as an affiliate marketer is to make yourself as credible as possible.

6. Write to your closest colleagues and ask them to write a Recommendation for you as it pertains to your character and/or skills. In return, offer to do the same for them. You will then post these in the “Recommendations” section.

7. Again, search for your colleagues and friends on LinkedIn and begin requesting to “Connect” with them via the button on their home page.

8. Make a few posts.

9. Search LinkedIn groups relating to your niche and request to join them. Here are LinkedIn’s Tips on finding and joining groups:



10. Write a short “Welcome” post to each of the groups you join, introducing yourself. Options:

- Tell your personal story.
- Say something entertaining and interesting about yourself.
- DON'T MAKE A PITCH YET FOR YOUR PRODUCT!
- End with a question for the group to answer in the comments section.

Don't send the same letter out to all the groups you join. Send one out to one group, see what kind of engagement you receive—what they reacted to, if anything—and tweak your post accordingly before sending it to the next group.

11. Reply to all comments you receive on your post.

12. “Connect” with people who engaged with your welcome post. Follow up with them.

“There isn’t as much daily conversational banter on LinkedIn as on social-media sites. Joining groups, however, increases your opportunities for engagement with potential customers.”

July 4, 2014



9 months of hospitals and rehab, came home to a hospital bed and wheelchair and being told I would never walk again.

R W Kirkland Life Support





WHATEVER YOU DO, DO ALL TO THE GLORY OF GOD  
1 COR. 10:31



**Praise God!  
9 Months  
later. The  
Neurologist,  
after looking  
at my latest  
MRI, said to  
my wife and  
I, “You are  
worse and  
you will  
never walk  
again”. But  
they were  
wrong. God  
had other  
plans for me.  
MY SECRET  
TO SUCCESS!**

**To Donate To Our Ministry, Go To  
[www.RWKSOCIAL.com](http://www.RWKSOCIAL.com)**

**HELP OTHERS IN NEED!**

**YES I CAN! GOD SAID –DO IT!**