

4 Simple Tricks

1. Flip-Flop

Go to <http://EzineArticles.com>. In the left-hand column search box, search a keyword phrase. E.g., “mlm lead generation”. Click and open 4 of the articles, each in a new tab.

When you open a new article, you will see the Article Word Count just under the title. To start, stick with articles that are about 400 words or fewer. Read the articles. Find one you like.

For this example, I chose a different niche & article: “How to Design a Garden That Attracts Birds” (364 words)

Go sentence by sentence. Rewrite the article into a text file. **For most sentences, you can simply flip-flop the back of the sentence to the front.**

Examples:

Sentence #1 From article: “Few things are as beautiful and relaxing as enjoying songbirds or native birds in your garden.”

My re-write: “The great thing about attracting songbirds and native birds to your garden is that they are both beautiful and relaxing.”

Sentence #2 From article: “What most gardeners don't know is how simple and easy it is to attract birds to your garden if you follow the right advice!”

My re-write: “With the right advice, you can simply and easily create a garden that’s a real gathering point for the birds you want.”

Sentence #3 From article: “Lots of people will go on to say you should hang bird feeders or put out birdbaths.”

My re-write: “Hanging bird feeders and putting out birdbaths is a good first step for your garden.”

You get the idea. A well-written article gives you a step-by-step plan to create **your own** effective article. Go one sentence at a time - that is your research. Never, ever, ever just copy what someone else wrote to use for yourself.

Instead, just flip-flop the sentence and change the wording a bit. In a few minutes, you’ll have your own unique article, which you can use however you want. And that article will make perfect sense to a reader, because you followed a step-by-step pattern.

2. Four Dollars

In EzineArticles, find an article you really like – an article you wish you had written. Go to <http://TheContentAuthority.com>. Submit that article to be re-written. If you have a 500-word article, it will cost you \$4 to have it re-written. And when you get it back, the author of the original article would not recognize it. The writer will completely re-write every sentence.

The value here is that you get to choose a really, really good article, one that will connect strongly with your target market, and for just 4 bucks, you can get the credibility for that article on your blog.

3. Your Book

Go to Office Depot or Staples and get one of these bound books with about 100 pages in it. Costs you 2 or 3 bucks. Take 5 minutes at the end of every day, open the book, write today’s date, and think about your day. What happened? Write down 2 or 3 things that happened today. You can write 2 or 3 words or 2 or 3 paragraphs for each one. Doesn’t matter. What matters is that you make this a habit.

Do it consistently, every day.

- What happened at work
- A personal conversation with a co-worker
- Something you read in a book
- An interaction with someone in your family
- A memory you had from the past

More examples ...

1. Washing laundry
2. A conference at school
3. Watching American Idol
4. Mowing the lawn
5. Kids' soccer game

6. Mindless internet surfing
7. Daily walk
8. Hummingbirds – porch – they aren’t wired that way
9. Merle the donkey & Raffles, the horse
10. Snake & the squirrel

I recommend you do this every day the rest of your life. When you run out of pages, start Book #2. These books will be a treasure for your family some day. But that’s not our point right now.

After 1 month, you’ll have 60 to 90 events. Read them over. As you read each one, ask, “How does this relate to my network marketing business?” Many won’t relate easily. But a few will. This gives you some stories you can develop. Some will become articles that you can use to promote your business and build relationships with people.

This one is the most fun. Opty for you to really connect with people on deeper level. You’re telling them about your life to explain your business.

When you can do that ... remember what alchemy was? The ability to turn lead into gold. When you can take your daily experiences and use them as fodder for your writing, YOU are an alchemist.

These are common human experiences. If you can talk about that and relate it to business, you will create relationships better.

4. Theme Words

See word list. Use some of these words in each of your MLM-related articles and to give you ideas to expand your articles.

5. Relating Words

Choose any word on the list and define it in terms of another word on the list. This is a great exercise to help expand your ability to both think and write about a subject.

Examples:

- **MLM** is a series of **actions** you take, including choosing a company and a product and a marketing plan, to help others

build a profitable home business.

- **Action** is when you **aggressively** pursue a goal you really want.
- **Aggressive** is an **agreement** with yourself and your group to be 100% committed to pursuing success.

- **Agreement** is the result of making an **appointment** with a prospect to help them earn money from home.
- An **appointment** results when you give a targeted prospect your undivided **attention**.

MLM
action
aggressive
agreement
appointment
attention
Aussie 2-up
autoship
binary
business opportunity
bonus
boss
career
checklist
coachable
cold market
confident
comp
computer
compensation plan
conference call
convention
distributors
downline
downline builder
duplication
earnings
edify
endless
entrepreneur
failure
follow-up
fresh mlm leads
from home
frustration
genealogy
goals
groundfloor
guru
handling
home-based
home business
heavy hitter
in-home
incentives
income opportunity
internet

inviting
job
junkie
lead generation
leader
leads
legitimate
level
lotions
make money
matrix
meetings
mentor
mlm ebook
mlm leads
multilevel marketing
motivation
network marketing
nutrition
qualified
objections
online
opportunities
opportunity
opportunity seekers
opt-in leads
passive income
paycheck
potions
powerline
prelaunch
presentation
product
productivity
profit
profitable
prospecting
prospects
pushy
pyramid
recognition
recorded
recruiting
relationship
rep
replicated website
representatives

residual income
retire
royalty income
scam
sign up
skills
self-confidence
self-improvement
service
solutions
sponsoring
stairstep breakaway
strong leg
successful
superstars
supplements
surveyed
target marketing
team
training
travel
turnkey
unilevel
upline
volume
wannabe
warm market
watchdog
weak leg
wealth
wellness
work at home
work from home

126 words/phrases