

## MLSP CAN HELP YOU NO MATTER WHAT INDUSTRY YOU'RE IN...

- Online Business, Marketing, & Sales
- Affiliate marketing
- Network marketing
- Traditional brick & mortar that wants to come online
- You have a coaching / consulting business
- You have your own products you want to sell
- ANY business where you need traffic & fresh leads daily
- No business yet - just want extra \$\$\$
- MLSP CAN HELP (and YOU can help a LOT of people with MLSP)

## WITH MLSP, YOU CAN...

- Become the Leader in YOUR Niche - we develop leaders
- Create your own blog easily with 1 click (#1 blogging solution on the net)
- Build your own brand: Build YOU!
- Easily create your own funnels and offers for YOUR stuff - no tech skills required
- Drive traffic to YOUR products, offers, services, and business
- Leverage a CRM (customer relationship manager) Fortune 500 companies would envy
- Learn internet marketing from the best marketers online - PhD in online business
- Build ANY business in ANY niche and be profitable
- Use MLSP as a front-end to your business, build YOUR list & get leads for YOUR business with amazing high-value free training giveaways, and earn money from the 90% who will say NO to Your Business, (more on this later in your start-up)

## HOW CAN MLSP HELP ME BUILD THE BUSINESS OF MY DREAMS?

### The MLSP Foundation: The 'Big 3' Laws of Online Business You Must Understand

- What is "ATTRACTION MARKETING?"
- Why do I need to brand ME?
- What is my REAL business?

# 1

## LAW #1 OF ONLINE BUSINESS: ATTRACTION MARKETING

ALL successful business owners embrace Attraction Marketing principles, and MLSP was built on them...

**ATTRACTION MARKETING: ATTRACT prospects & customers to you** by adding value, providing solutions, serving your target market, and creating content that addresses your target market's #1 challenges. *(could be in the form of blog posts, videos, articles, FaceBook live streams, hosting webinars, and so much more... ALL of which you are about to learn inside MLSP)*

### When you create content that addresses your target market's #1 biggest challenges...

- YOU BUILD RELATIONSHIPS
- YOU CREATE RAGING FANS
- YOU GAIN TRUST
- GAIN TRUST WITH YOUR PROSPECT = THEY BUY YOUR STUFF.

### Examples of Attraction Marketing (and serving your market vs. pitching)

- Life Coach - Could create content like a quick PDF around 'getting unstuck' and 'breaking free from the past'
- Real Estate - Could create content like a checklist on what to avoid when buying your first home in 'X' city
- Network Marketing - Could create content like a video on how to get more leads & make more money
- LEAD WITH VALUE - give THEM what THEY want! (and you will profit!)

People don't like to be sold, but they love to buy... so **Stop Pitching and Start Serving...**

The Benefit of Attraction Marketing: **ATTRACT customers to you vs. having to pitch, chase, and cold-call!**

As you will see in a second, MLSP will help you apply Attraction Marketing today so you can finally profit with your business.

# 2

## LAW #2 OF ONLINE BUSINESS: BRAND & BUILD YOU

People buy products from people and brands they like and trust...

So YOU must become a person and brand people like and trust!

When you Brand YOU, you create trust, authority, and credibility in the eyes of your prospect.

(NOT optional)

**If you already have a business, think about the leaders in your niche...**

- They have a following
- They serve that following by creating content & giving them value
- They BRAND THEMSELVES!

And you need to do the same...

**YOU** are what is going to set you apart from the marketplace, and **YOU** are your greatest asset. Nobody is like you (*and that's why they will buy from YOU - and I'm going to prove it to you!*)  
**YOU MUST BRAND YOU.**

This is not some cookie cutter, copy & paste, fly-by-night 'system'... MLSP is about building YOU, YOUR BUSINESS, YOUR BRAND! You have a voice & message... it's time the world hears it.

Inside MLSP you are going to build YOUR brand that serves YOUR target market based on YOUR products & services...

We develop leaders. And MLSP will help "Brand You" and develop you as a leader in YOUR niche even if you're brand new. More on that in just a few minutes...

**3** **LAW #3 OF ONLINE BUSINESS: YOUR REAL BUSINESS**

**Your REAL Business: Your List of Customers & Prospects.** (and the relationship you have with those customers & prospects)

**What's a "List?"**

**YOU'RE ALMOST THERE!**

Woah there buddy! As promised we will give you free instant access to this \$97 training, but first you must enter your best email!

Name:

Email:

**GET INSTANT ACCESS!**

When someone comes to your website and enters their name & e-mail, they join your e-mail subscriber "List."



This "List" is the #1 most important thing to an online business owner... and only one of two things you will own online.

*(your Blog is #2, but we'll get to that in a second)*

So why is your List so important?

It's very simple: **Because it is PEOPLE that buy your products & services...** the bigger you build your list, and the better the relationship you have with your list, the more money you will make in your business (don't worry: we're going to teach you how to build & manage YOUR list!)

We'll dive deeper on this topic together in Step 5 of your MLSP set-up...

## ATTRACTION MARKETING

Brand YOU  
Build Your List

So how does MLSP tie all 3 Laws together to help YOU take Your Business to the next level, and build YOUR Dream Business?

### Attraction Marketing

MLSP is Attraction Marketing in motion, and is the ONLY online solution engineered to attract prospects & customers to you IF you follow the steps!

(no more desperately chasing, convincing, cold calling)

### Brand YOU -

In just a few minutes, you will be able to set up your very own blog in 1 click with the most innovative blogging solution on the planet, and create your own offers & funnels that sell YOUR stuff & BRAND YOU!

NO tech skills required.



## Build Your List -

Done for you offers that allow you to give away amazing value to build YOUR list.

The CRM | MLSP'S CUSTOMER RELATIONSHIP MANAGER

The best online lead-generation training every week to get leads to YOUR capture pages that you create & build your "List."

PLUS you get a proprietary CRM (customer relationship manager) software to build relationships with your prospects, follow-up like a 6-figure PRO, and close sales. The money is in your list!

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You are about to increase Your Value and Your Skill-Sets in a VERY big way over the next few minutes, and that is EXCITING!

Whether you are here to...

- Earn \$\$\$ from the 90% who say no to your business opportunity, products, or services
- Build your blog & Brand YOU (**MLSP SITES**)
- Create your own offers & funnels (**Funnelizer**)
- Leverage a CRM to help you extract PROFIT from your List (**MLSP's proprietary CRM**)
- Learn lead-gen & internet marketing from the pro's (**LIVE training + a 7-figure library**)
- Maybe you just want to be a part of a community that wants to help YOU grow...

All of the pieces will come together for you in this quick & simple start-up... and EVERYTHING you need is housed under this 1 roof called MyLeadSystemPRO!

We have a mantra here at MLSP, and I'd like you to introduce you to it so you can incorporate it into your language immediately...

***"I'm getting better and better."***

Get better daily, and you will build the business of your dreams here.

Keep in mind that some of the wealthiest business owners you see online today started right here at MyLeadSystemPRO... And YOU can be next IF you embrace the 'Attraction Marketing' principles inside of MLSP!

Now let's go create YOUR success story, and YOUR dream business!