

The Approach *for online marketing*

The approach is so easy you may want to complicate it. "DON'T"

Gano24hour is an online presentation. It is how you will change the way you do business forever.

You simply call up your warm contacts or strike up a conversation with a stranger with:

- 1) "Do you use the internet?"
- 2) "Are you making money with the internet?"
- 3) "Isn't it amazing how many people are making money with The Internet?"
- 4) "Would you be interested in learning how you could make money with The Internet?"

At this point you have completed the approach. If you got a yes to the last question, you just simply ask the prospect for their telephone number and email address and say you will send them something by email in the next day or so.

If you are talking with them in person and they say their not sure of there email address. Get their phone number and follow up to get the email address. Than use your Gano24hour autoresponder system to get your website information to them. Make sure you tell them that in the next day or so you will call to follow up with your partner to help answer their questions.

If they are out of town and ask you to mail them something by snail mail, just politely tell them that you don't work your business that way and are looking for online connected ambitious people and that at this point you don't think your business applies to them.

Or get this person on the phone with the company and have them order a few products as a preferred customer using your ID number than tell them you will follow up to see what there thoughts are.

Make sure you review the Exposure Scripts Tab. They will work for both online and offline approaches.