

2010



# Jump on the MaxGXL Express to Success



MaxGXL...the  
Glutathione Accelerator!!

“Where Science Merges with  
Opportunity”

Rick Samara & David Paul  
MaxGXL Glutathione Online Team  
3/16/2010

**MaxGXL**

**BENEFITS**

Improving glutathione can:

- Promote body's own ability to produce & recycle glutathione
- Dramatically raise your energy level
- Strengthen your immune system & cleanse cells
- Fight inflammation
- Improve athletic performance & recovery
- Improve mental function
- Reduce stress & enhance your sense of well-being
- Slow down the aging process

\* These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.

If you have any experience in Internet marketing, you are probably familiar with the term "**niche**" marketing. Niche marketing is about finding a popular market segment, and then drilling down to find a great product to promote to create a great sales opportunity for you, the Internet marketer. However, the only way for you to take advantage of this "great sales opportunity" is if you know how to advertise market and promote.

In this free Internet marketing course on the **MaxGXL Business**, you will learn techniques such as keyword development, website creation, article marketing, video production, etc. to tie all your advertising campaigns together in an a

promotional network, all focused on this one product. This commercial aside... I'd like to get back to "niche" marketing and product choice as it pertains to **MaxGXL**.

Health, Nutrition, Body Building, and Dating are all popular market segments, and they all have appealing products to promote and sell. The major problem is that by the time that most Internet Marketers find these products, the competition is too far ahead. And, sales opportunities are very limited. Look at all the Akai Berry Internet marketers still promoting that product. Believe me, it's dead! It's like buying a high-tech company stock in the late 1990's just prior to high-tech crash.

By comparison, **MaxGXL** is brand spanking new. Nobody knows about it. Do a search on a couple of keywords in Google. Try **Max International, MaxGXL, MaxGXL Glutathione**. You will see very low search volume on these keywords. Believe me! **If you ever wanted to get in on a "niche" market product before it got started, this is that opportunity.** And, these opportunities do not come along very often! They also don't stay hot for very long.

Let me just briefly make a few key points. First of all, **MaxGXL** is a "niche" virtually no one knows about YET. How good is that? Imagine if you had a stock tip on a company ready to explode and you didn't take advantage of it. You've heard the stories about people who invested early in Apple. If not, go back and watch the Forest Gump movie. It happened!

**MaxGXL Glutathione** is a niche product ready to happen. It is just sitting there in early development. It is just sitting there in early development. This is a win-win proposition in my opinion. This "product" exists, but the marketing is still to come. In the next few months, two of the world's largest TV infomercial companies are going to start creating this brand, this "niche product."

Why wait until this opportunity passes? **Steven K. Scott (President of Max International)**, himself, is responsible

#2

**CORPORATE LEADERSHIP**

**Steven K. Scott**

- One of the most influential people in Direct Response TV
- Co-founder American Telecast
- Multimillion dollar success with Total Gym, created more than \$2.5 billion in sales
- Helped dozens of companies each achieve \$100 million in sales
- Authored six international best sellers

MAX INTERNATIONAL®

for over \$2.5 billion in sales with the Total Gym (Chuck Norris and Christie Brinkley).



**Seymour**

Steven has partnered with Guthy-Renker, his former competitors, who average \$1.7 billion annually promoting top cosmetic and fitness products:

- **Victoria Jackson Cosmetics** (Meredith Baxter, List Hartman, Ali McGraw)
- **Jane Fonda's Fitness Breakthroughs** (Jane Fonda)
- **Lori Davis Hair** (Cher)
- **Proactiv Solutions** (Jessica Simpson, Vanessa Williams)
- **Malibu Pilates** (Susan Lucci)
- Other Cosmetic Commercials for **Heidi Klum, Leeza Gibbons, Victoria Principal, Cindy Crawford, Jane**

So, here we have it. Two of the world's largest infomercial companies partnering to promote **MaxGXL**. Plus, the product has only been rolled out in five select countries: Canada, the US, Philippines, Australia, and New Zealand. But, as we roll out in the United Kingdom, Europe, India, Indonesia, Asia, and South America our business will grow exponentially if we establish relationships with Internet Marketers in these countries NOW!

And, Max International has been posturing to take advantage of this huge market. Even in a down financial market, the Wellness and Home Business Network Marketing Industries are experiencing fantastic growth. Steve Scott's goal is for Max International to hit \$1 Billion, and we are ahead of schedule.

**So... What's In It For You!!**

**When These National TV Infomercial (offline marketing) hit your TV screens, the affect will be staggering. These infomercials are not designed to sell the product or sign new associates. It is simply designed to create brand awareness.**



And, what do people do 'these days' when they learn about a revolutionary, scientifically proven, patented, breakthrough product that tells them to "Say No to the Aging Process?" ...A product that works for 100 percent of the people who use it. They jump on the computer to do more research to find out more.

There are **huge advantages to joining early**. You get to use and test the product yourself, and you secure a higher position on our affiliate tree. But, you must live in Canada, the US, Philippines, Australia or New Zealand to join.



So, if you live in one of these four countries, **Jump On the MaxGXL Express to Success... Today!! And... Join Our Max International Team.**



**Say No to Accelerated Aging!**

Works for Everyone!

SEE WHY?

✓ Proved by Science

✓ Verified by Simple Blood Test

*And, this is where we come in...! We will show you how to use Internet Marketing to Grow Your Associate Team and Sell the Product on the Internet!!*

*But, YOU have to understand the First Rule of Internet Marketing...*

*You Do Not Make Money on the Internet by Joining Programs. You Make Money on the Internet by Learning How to Advertise, Market, and Promote Programs like MaxGXL.*

And, you need to know the basic tools that are required to build your business. You have to commit to using and developing these tools to put **AMPs** into your business.



It does not matter if your business is Max International or any other program. You must learn how to earn in Internet Marketing! It just doesn't make sense to sign-up for any program or product until you acquire some basic **AMP** skills or join a team like ours. Keep reading... because in this short e-book, we are going to give you some basic fundamentals that will give you the opportunity to get started NOW!

We are going to personally lead you through the process to ensure that you have the very best training available in Internet marketing.

And, you need some basic tools to get started. So, let us give you those tools right now. There are **3 Critical Tools**; Tools that you absolutely have to have to succeed... **and we teach success!**

## Critical Tool #1. **DOMAIN Name**

Finding a great domain name for your **MaxGXL** business takes some thought and keyword research.

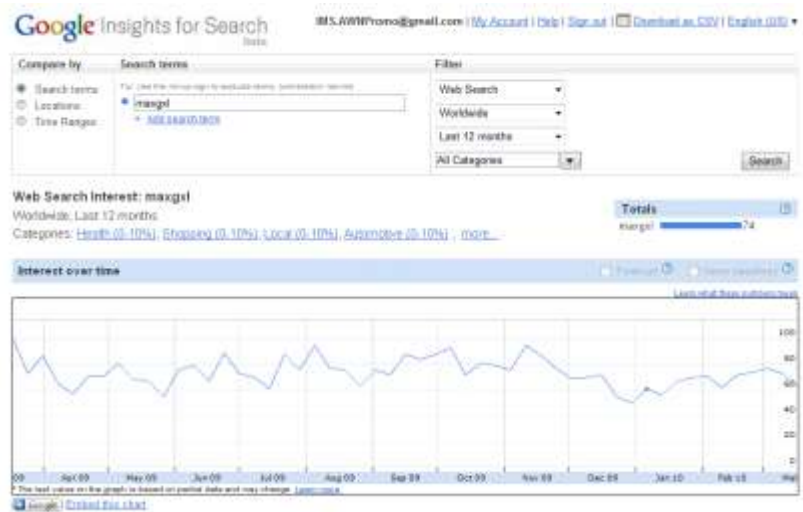
When we do keyword research to find a great domain it's important to stop and think about **MaxGXL** in terms of what people are going to type into a search box when they search for this product or opportunity online. The reason that search engines are so popular is that they provide a valuable service. They help people find what they need. In other words, they help people solve problems. If you need new tires for your car, that is a problem you want to solve.

In a typical "find a great domain name" situation, we would be telling you to jump on the [Google Adwords Keyword Research Tool](#) to find a great domain name. But since Max GLX is so new, there is no current keyword data on the internet to use this method. So, here is what we do...

**And, we want to show you by example.**

Click on the following link: [Google Insights for Search Tool](#).

1. Type MaxGXL into the search box.
2. In the Filter section, make sure the following are all selected: Web Search, Worldwide, Last 12 Months, and All Category.
3. Click "Search"



Take a look at the graph. It is basically showing that over the past year, there really have only been 50-80 searches in any given month. That's what a new "niche" looks like. (Please note: This data is subject to change.)

On the bottom portion of the page, under ‘Regional Interest’ it shows that all the searches are coming from Canada and the USA. Most new “niche” products start this way.



Scroll down to search terms, and you will see that most people are searching for the keyword “maxGXL scam”. But this is not the important data that you want to consider for your domain. Why? Well ask yourself: “Do people buy scams?” No, they buy products that solve problems, right?

So, look over at the Rising Searches on the right, and you will see that the term “MaxGXL side effects” has increased by

190%, but again people don’t buy side effects, they buy solutions to problems. The Rising Searches further shows “maxgxl reviews” has increased 160% and “maxgxl glutathione” by 80%. These are the types of phrase that people type into a search engine when they are looking for solutions to problems.

Conclusion, find a domain name with either “maxgxl glutathione” or “maxgxl reviews” included on the front end of the name. We recommend a .com, .biz, or .info extension. If you cannot get it, try adding hyphens. For example: maxgxl-glutathione. The search engines view hyphens as spaces. So, in effect, this will not hurt your SEO efforts (covered below).

## Critical Tool #2. **WEBSITE.**

You have to have a website. But, we are not recommending a traditional Website. We recommend a **Blog**. The major search engines (Google, Yahoo Search, and Bing) really seem to love blogs, and you want these search engines to send you free traffic. So, by setting up the recommended blog service, you are actually putting AMPs into your business. We recommend WordPress blogs and will tell you why in a minute.

These are the *benefits of having a Website*:

- Establishes Your Professional Internet Presence
  - Provides Business E-Mail Accounts
  - Personalizes Your Business Location
- Allows You to Brand YOU
- *Prioritize Your Programs and Help You Focus on Your Core Business*
- *Save Time, and Money*
- *Reallocate Your Resources to Achieve a Higher*
  - *Return on Investment*
  - *Achieve the Earnings Goal that You are Seeking*
- Create Your OWN landing pages
- Create Those Critical **Capture Forms** that **FEED** into **Your Auto-Responder** (“The Money is in The List”).

# ***How to Set Up A Business Website: You Need a Personal Business Website to Brand You and Your Business.***

The most essential tools that an *Internet or Network marketer* needs to succeed in their internet home business is a professional Business Website. There are several choices. You can pay to have one professionally developed and spend anywhere from \$1,500 – \$2,000, or you can choose from any number of free “blog” services like Google Blogger/BlogSpot or WordPress.com. They will also host your blog free. This is not a bad place to get started, if you want to practice putting content on the Internet.

However, if you want to do it right, you will need your own Website with your own ‘Business Trade Name,’ or Domain Name... as described above. Even if you went the expensive route and had your Website professionally developed, you would still need to pay for hosting as well as a fee for registering you Domain Name.

Plus, when you own your own Website and Domain Name you are branding you and your *business*. You get a professional e-mail account. This allows you to create your own competitive advantage. Internet marketing is not about products, it’s about you. People want to get to know you and you want to develop a positive professional relationship with your potential clients/buyers/referrals. Using a “hotmail,” “yahoo,” or “msn” account essentially sends the wrong message to people. It tells them you are not a serious player in Internet Marketing.

Our choice for someone just getting started and on a limited budget is [HostGator](#). HostGator is a fantastic value! They provide an uncharacteristically high amount of functionality, coupled with unmatched customer service at an extremely reasonable price (\$9.95 For the “Baby Package”). The “Baby Package” provides plenty of room to expand your business. It provides unlimited hosting and unlimited WordPress blog installation.

Your HostGator package is managed through C-Panel. Here is a screenshot of C-Panel:



[HostGator's](#) C-Panel provides easy access to a number of features. As the picture above shows, this is where you set-up your e-mail accounts for your domains. You simply click on the “Email Accounts” icon. And, you establish them according to your domain name. So, if you’re name is “James” and your domain name is “build-your-internet-business,” your email address will be James@build-your-internet-business.com. If you still want to use your “yahoo” account to manage your business, you can. There is another function available, Forwarders, that allows you to forward business e-mail to your “yahoo, msn, hotmail, Google, etc” e-mail account.



This screenshot on the left is particularly important! Notice the blue ‘smiley face’ icon at the end of the fourth row. I’m referring to the ‘Fantastico’ icon. Once you have your domain established, you simply click on the ‘Fantastico’ icon.

Simply having Fantastico is worth the price you pay for your HostGator account!



...and, you will be taken to this page. It shows a ton of scripts or programs that are available via Fantastico. They are all free and included in your [HostGator](#) hosting account. But, the one we want to focus on here is WordPress. In the left column, under ‘Blogs’ you will find WordPress. You want to make that selection!



You will then be taken to this screen (see how easy this is?):

All you need to do next is select the domain you want to install WordPress on, under “New Installation,” and you will have your new blog up and running in minutes!

WordPress’s unlimited capacity and flexible high impact **plugins** offer any Internet marketer a unique ability to immediately start promoting their business. **These plugins are not available with the free WordPress account that you can get at WordPress.com.**

Since 2002, blogs began to develop popularity with Internet marketers. They are also increasingly popular to those that just want to put a lot of content on the internet. There are sports blogs, political blogs, community blogs, etc., and this trend will continue to grow. If you read any popular blogging tips online, you will find that there are a number of free blogging services such as Google’s Blogger or MSN’s Live Search. WordPress.com also offers a very popular free service.

I’m sure you are familiar with the importance of building your reputation (your Brand) through the myriad of Social Networking sites that are available. Many tend to overlook the fact that the same is true of blogging, or using your blog’s comments to communicate with other professionals in your network. Commenting on someone else’s blog and allowing people to make comments on yours is a very powerful way to build an Internet marketing business.

WordPress is often positioned as a tool that well, creates a blog. But an increasing number of Internet marketers are finding that they can also use it as the most important tool in building an Internet marketing business; i.e., creating a website. So, not only are you getting a great, and easy to use, website creator with WordPress; you are getting all the advantages associated with blogging.

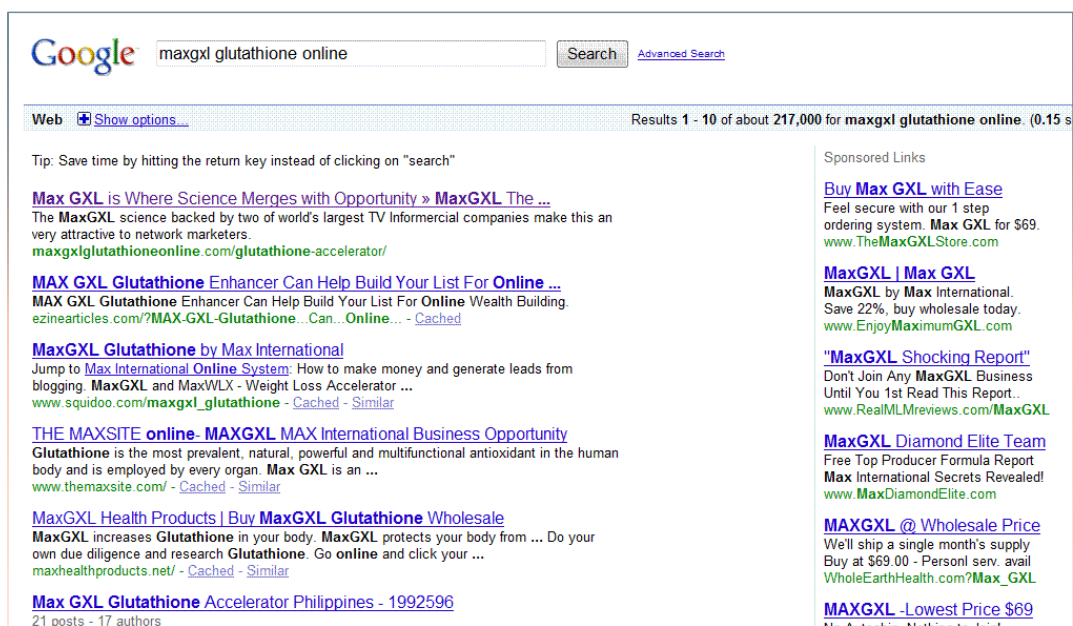
One of the more powerful capabilities of WordPress lies in its ability to manage large amounts of text, audio and video content. After 10-15 pages it becomes difficult to manage a static HTML site. Although you can use template-driven software as well like Dreamweaver, nothing beats the ease of WordPress.

Since most Internet marketers are inclined to advertise their affiliate relationships on their blog, a word of caution here. WordPress.com has banned the use of affiliate links on its free WordPress.com blogs. If you are just getting started in affiliate marketing and want to use a free blogging service, you are better off using Google’s Blogger which is much less restrictive.

Once again, if you are willing to pay a modest [HostGator](#) membership fee and enroll in their “Baby” plan, you can host an unlimited number of WordPress blogs on this account (currently only \$9.95 monthly). Plus, you will not have any problem with size limitation on pages, pictures, or videos. Furthermore, if you have a [HostGator](#) account, and do a 1-step installation of WordPress on your domain/URL, there is no need to download WordPress template and do an FTP transfer. This is done through C-Panel using Fantastico Deluxe. WordPress offers the industry standard in Web Design today, and they can do this because of their relationship with a myriad of programmers that want the recognition of being a WordPress author.

In return, it’s you that values most. These programmers have developed and will continue to develop plugins that make your end-user experience easy, but more importantly... search engine friendly and optimized!

The single most important thing in Internet Marketing is having the ability to drive targeted traffic to your website. Traffic means visitors, and visitors mean clients and sales. There are basically two ways of driving traffic to your site; you can pay for visits or you can get it free. WordPress is optimized to provide free traffic. Here is a shot of exactly what I mean.



In the above screenshot, we are showing two different things. First and foremost, the column on the left is free or “organic” search on Google. The column on the right is “sponsored,” or “paid” search. **At the very top of organic search is our primary MaxGXL website (<http://maxgxlglutathioneonline.com>. This is a WordPress blog).**

## *You will how to do this as a member of our team!*

The “sponsored,” or “paid” search advertisers in the right column are paying anywhere from \$.50 to \$2.00 (rough estimates) for someone just to click on their advertisement. Why pay when you can **learn to earn** the right way on a team postured for success.

**...Find out why WordPress is the Best Solution for Your Business**

The power of WordPress is its ability to host all the valuable plugins that are free to install. In fact, the possibilities are virtually unlimited. These plugins help you manage and take an Internet Marketing business to the next level.

Here are just a few recommendations to get you started:

1. **Easy AdSense:** Allows you to monetize your site with Google AdSense ads
2. **Google SML Settings:** Generates a sitemap compatible with Google, Bing, Yahoo, and Ask search.
3. **Platinum SEO Pack:** Complete Search Engine Optimization (SEO) for your blog.
4. **Follow Me:** Allow you to add a Twitter follow-me badge.
5. **Pretty Link:** Shrink and manage your own affiliate links.
6. **WordPress.com Stats:** Tracks view, post/page views, referrers and clicks.

(**Author's Note:** There is more on Plugins and their installation in the Search Engine Marketing Section)

SEO is a critical element in advertising, marketing, and promoting your Internet business. SEO is all about driving free organic traffic to your web business. WordPress plugins further increase your SEO rankings with Google, Bing and Yahoo or Google. And, it's all available to you at just \$9.95 a month at [HostGator!](#)

## Critical Tool #3. **An Auto Responder**

Along with your own Domain Name and branded Website, an Auto-Responder (AR) is the other critical tool you need to promote your **MaxGXL** Business on the Internet.

When I show you its potential, you'll see what I mean.

The vast majority of Internet Marketers fail miserably and give up within the first year. Why? Well, one reason is that they do not treat Internet Marketing as a business, and they fail to recognize and use the tools associated with this business.

This is a "**foot-stomper.**" There is no quiz at the end, but you really need to understand this. We truly want to see you succeed.

**The money is in YOUR List!** Are you familiar with that term? It's as true today as it has ever been. **Your List** is your database of client/buyers. These are your customers and you need to learn how to treat them right. Ask any successful internet marketer and they will tell you that you if you are serious about making money online, then you need to build a list.

Furthermore, this is a list that YOU own. It's not a Safelist or any other system that allows you to send mail to thousands of people. If you use these types of services, you are not going to experience the conversion rates that you might hope for. Consider this!

There are a lot of millionaires that have made their fortune in Internet marketing. I can virtually guarantee you that they do not use Safelists.

I am not saying that you should not use these types of services, particularly if you are brand new to Internet marketing. Simply augment your activity with these services if you desire. Do not solely rely on them to make you money. It is just not going to happen!

**If you want to be successful, you have to have your own list!**



There are several ways to do this, and the most common are listed below. When you have your business website and hosting, it's rather easy. The trick is to not forget to put a capture form or link to a capture form page on everything that you send:



**Example of an opt-in or lead capture form!**

I recently watched a U-Tube video presented by a guy who got into Internet marketing in 2006. He had to be convinced, literally banged over his head that he needed to develop an Opt-In LIST. Two-and-a half years later (the video was done in 2008); he had over 30,000 subscribers on his LIST.

Just imagine if you had a third of that in two years. Imagine having 10,000 List members, and you wanted to promote a Program or Product. The conversion rate is about 10 percent. So, you have 1,000 people that will buy your Program or Product! Can you see the profit potential!

So, let's just say that you have a great program that you believe in and it will cost your List members \$45.

You make a 70 percent commission... so how do these numbers add up? A 70 percent commission \$45 is \$31.50. You sign-up 1,000 people, so you just made \$31,500. That's a fairly decent payday! That's the power of having a List!

On the other hand, you do not want to "burn" your list with a bad idea. You do not want to lose credibility with your client/buyers. But, if it's a solid business building recommendation where you both gain, you have actually increased your credibility for your next recommendation. And, that is what this business is all about!

We know of one, if not the most successful Internet marketing Guru today. We do not want to use his name here. That's just bad business. He has well over 700,000 members on his list. We are on his list. We get e-mails from him virtually every day telling me why we need to buy this or that product. He provides absolutely no value or advice. We describe this as permission based SPAM!

But, you and we cannot afford to use our lists in this manner. We need to **develop relationships**. We have to make people know like and trust us before they will buy from us. I'm sure the above mentioned Guru did pretty much the same when he first started in the business 10-years ago.

We are a bit more fortunate with MaxGXL. Once the TV Infomercials begin, people are just going to go crazy looking for where they can sign up as Associates or simply get access to the product.

You need an Auto-Responder(AR) to manage your list of people and develop and nurture relationship with them. Your business does not start and stop with MaxGXL. These are your clients. You need to learn the skills to work with and for them. Here a few techniques to capture customers to your LIST.



The first is a Squeeze Page. A Squeeze Page is designed to capture an e-mail address for a particular campaign. On the left, you see a very successful Squeeze Page that we use to capture prospective members to MaxGXL.

The sign-in form is a capture form that is available in any Auto-Responder (AR) that you use. It's provided to you in an HTML format (or code), but any website building software will easily accept this HTML code.

I'd like you notice a couple of things on this Squeeze Page. First of all, Rick is branding himself with his picture and name. Recall what

we said earlier, people will buy, or in this subscribe to something, from someone they know. He uses this same picture on everything he publishes. Secondly, we have provided all the pertinent and relative facts of MaxGXL to generate some interest in the bullets. And, third, we have given them an opportunity to learn more - simply by providing their name and email address.

WordPress allows you to easily put a capture form on your site. Always keep in mind that you need to have a series of AR messages prepared to educate, service and pass value to the people that sign-up for your campaign. **We have a set of messages ready for you use once you join our team.**



This website, or blog, was created with WordPress. This is our primary website mentioned earlier. WordPress calls the right column a Sidebar. The sign-up form is simply inserted into this blog. You want your sign-up forms at, or near the top of your blog page. This is also known as "on top of the fold." This simply means that anyone viewing your blog has access to your capture form without having to scroll down your page.

This all takes time. If you do not have an AR yet, get one. You have to have one. An AR is an e-mail marketing program

that allows you to do what I am describing. Just as you need a List to be a successful in this business, you need AR to manage your build and manage your list.

There are several AR services that we recommend:

**1. Aweber.** This is a favorite among Internet marketers and the autoresponder service that David uses. I have never used it. The only negative thing about Aweber that I have heard is that they quickly increase your monthly subscription costs as your list gets larger. You can learn more by following this link:

[Aweber.com](http://Aweber.com)

**2. GetResponse.** A bit sophisticated, but the look and feel is more professional than Aweber. This is the service Rick uses for the Affiliate Intell Bulletin and Affiliate Intell Broadcast that many of you subscribe to. You can get a free trial by using this link:

[Get Response.com](http://www.getresponse.com)

**3. Response 2-0.** This is actually owned by a partner of ours, actually our upline sponsor in **MaxGXL** who extends this privilege to any of his downline to help them grow their business. It is free to you up to 250 subscribers when you join our team! By comparison, GetResponse's free trial is limited to 10 members.

Response 2-0 works very well and it's a great starter AR. Make sure you watch the 3 Training Videos that come with it! Plus, we have a long series of messages that focus on ideas of how to use and improve your conversions. And, if you like what we've written, feel free to use the material for your own campaigns.

Consider that extra value for you from us to help you grow your business!!! It's available to you once you join our team!

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Here is an extremely valuable technique that you will learn as a member of our team. A technique often overlooked by new Internet Marketers, but a sales technique used and taught by some of the most successful 'gurus' in Internet marketing. You want to take every opportunity to sell or get people to join your list.

All these AR's have their own canned thank you page. When someone joins your list, this thank you page is sent. We will show you how to build thank you pages that keep on selling. For example:

This is another of our websites, and it's used for an entirely different promotion. As mentioned, we publish a major newsletter called the Affiliate Intell Bulletin. This is the 'thank you' page that someone gets once they opt-in to our newsletter. It does a number of things.

First and foremost, it provides a personal thank you for joining. It also provides our readers value by receiving our 'free' List Building Tutorials for Newbie's. It provides value by telling them where they can get a free HTML editor. It introduces them and captures them to our MaxGXL campaign which is followed up with our AR messages designed to bring them into this business opportunity.



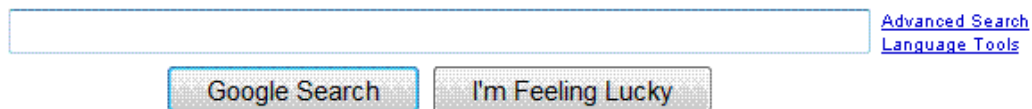
It provides them a link to get their own free AR, putting them on another one of our Lists. And, it introduces them to a Forum where they can obtain free and valuable information 24/7/365 on virtually anything they want to promote. Plus, we have a completely different capture form (top right corner) that

brings them into another AR that shows them the value of joining another fantastic business. All the while, our theme is consistent... we teach them how to advertise, market and promote their Max International business or any other opportunity. This is all automated. **Plus, it's all available to you when you join our team!**

## ***Search Engine Marketing (SEM): Techniques to Explode Your MaxGXL Business***

In this section, we will cover two components of SEM: **Search Engine Optimization (SEO)** and **Mini-Networks** to develop lots of search engine 'juice' to drive free organic traffic to your Business Website. SEM is just a term that describes techniques that Internet marketers and webmasters use to get listed on the first pages of the major search engines. And, Google continues to dominate that market. You have already completed the first and most important step in this process by selecting your domain name. Now, we will give you some great ideas on finding other keywords for your marketing campaign.

### Search Engine Optimization (SEO)



Let's say you just saw the **MaxGXL** TV commercial for the first time and you wanted to find out more about the business opportunity. What would you type into that search box? A lot of people phrase their search as a question. This would actually amount to a "long-tail" keyword phrase. For example; '*what is the maxgxl business opportunity.*' Since Max International and **MaxGXL** is so new, you really do not need to focus on a 'long tail' keyword. You can get on Google's first page by following our instructions. So, you might type in *maxgxl business opportunity*. You may choose this 3-word keyword string as your primary keyword.

**...How to SEO Your WordPress Blog Business Website**



# How to Set Up a Mini Network

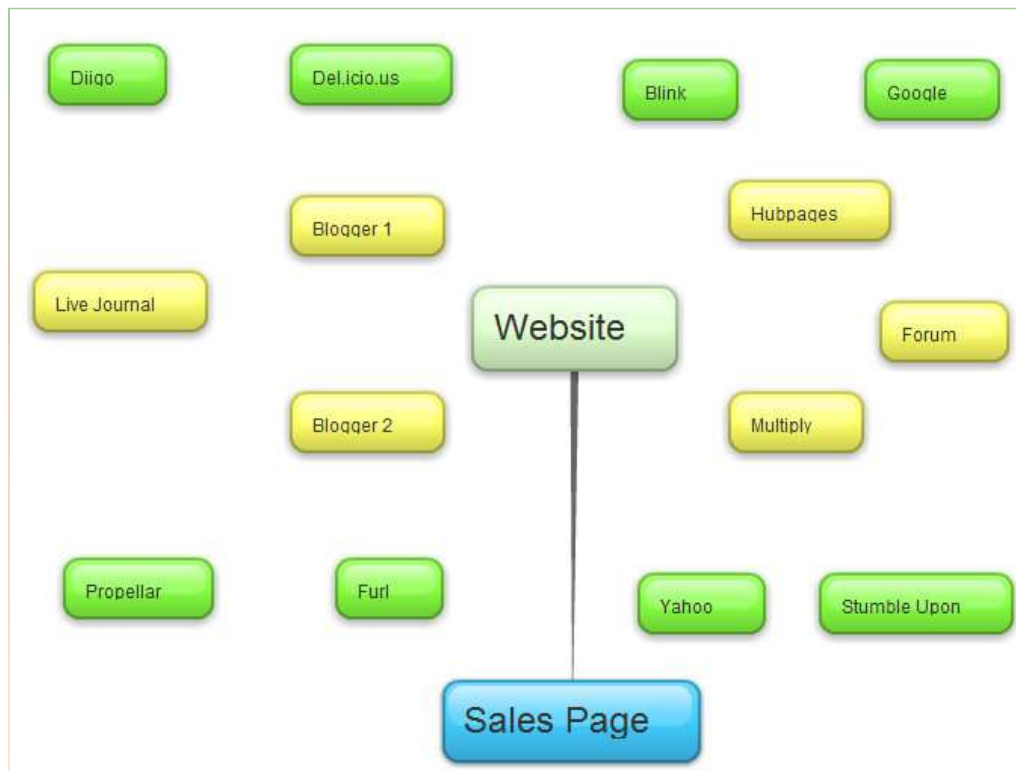
Establishing Mini Networks are an excellent way to create search engine juice to get first page rankings on Google for your selected keyword string. It employs Web 2.0 strategies based on:

- 1.) Social Media Sites and Social Bookmarking Sites, and
- 2.) Linking these sites to your WordPress blog to create a mini-network.

Your mini-network will then start generating lots and lots of free traffic... traffic not only from Google, but also from Yahoo Search Marketing, MSN/Bing, ASK, and all the other search engines.

These are the strategies that every Internet marketer should learn how to employ! And, they are most highly effective when setting up a campaign on a new program launch; for example, on Max International in general and MaxGXL in particular.

Here is an example of our basic Mini Network strategy:



Our WordPress blog sits at the center of the above diagram. It is our website (<http://maxgxlglutathioneonline.com>). Note that our primary keyword is **MaxGXL Glutathione Online**, and how it's built into our URL/Domain Name. The Sales Page is the Max International site that you have access to once you join. For example, it will look like this: [www.max.com/246246](http://www.max.com/246246). A similar number will be your member number!

Here is how this works. The sites in yellow are Social Media Sites. There are a lot of others; like Squidoo, Wet Paint, Weebly, Wiki Dot, Tumblr, Xanga, Open Diary, Yahoo 360, Wikia, Blog Ladder, etc. If you use any of these other Social Media Sites, continue to do so.

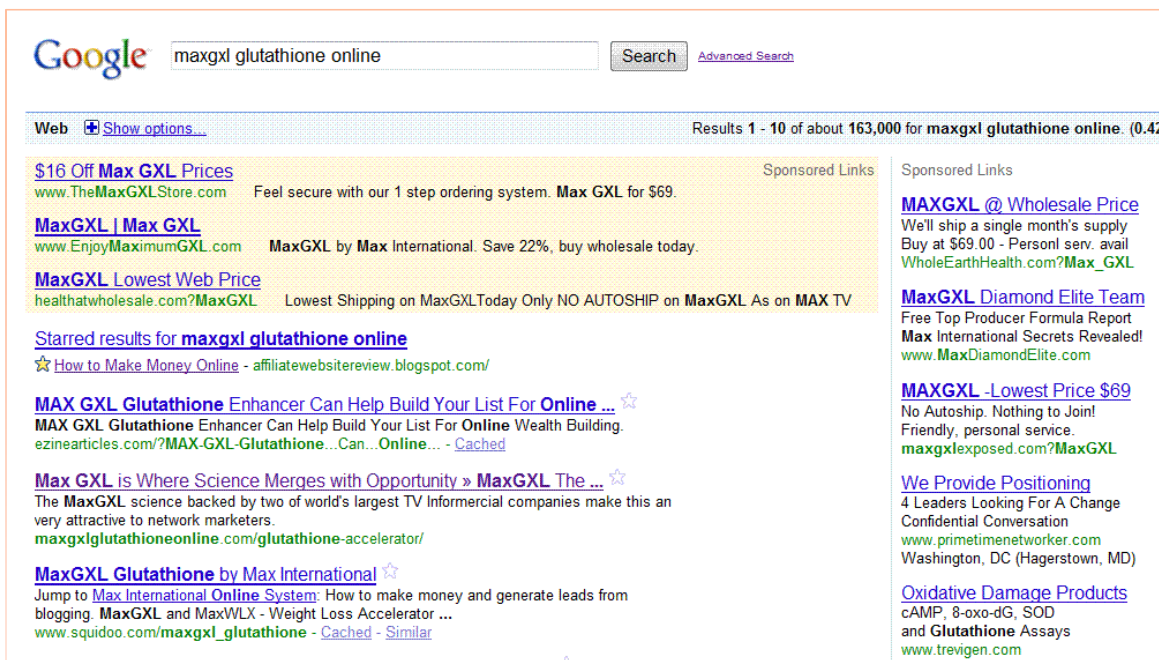
The sites in green are Social Bookmarking Sites. These are the Sites that we use in our network. There are over 120 of these sites, just too many to list here. We have found that these are the ‘most stable’ sites available, so we have built them into our Mini Network. As you can see, we have limited our Mini Network to 8 Social Bookmarking Sites and 6 Social Media Sites.

The linking rules are this:

1. Link the Social Bookmarking Sites to your Social Media Sites, and to your Website.
2. Link you Social Media Sites to other Social Media Sites, and to your Website.
3. Do not link Social Bookmarking Sites or Social Media Sites to your Sales Page. The Sales page has no credibility with Google. Thousands of people will have this same sales page.
4. Link your Website, and only your Website to your Sales Page.

You are probably thinking, why go to all this trouble? It’s worth it, and I’ll prove it in a minute. You are basically telling Google that there is a lot of value in your website and that it’s popular. The Google robots that crawl your website notice that other sites are linking to it... in other words, others are placing value in your Website. Google keeps a count of these positive “votes,” so when someone does a search using your keyword string, you will rank higher than others, and you will receive that free organic traffic.

Here is an example and proof to what we are saying. Here are the recent results for a keyword search using our primary keyword “maxgxl glutathione online:”



The top searches shaded in pink are paid or sponsored searches... as are the ads on the right. Notice how our site, [www.maxglutathioneonline.com](http://www.maxglutathioneonline.com), and ranks third; so it’s right at the top of Google’s first page. That is simply a fantastic location. Plus, people who do searches have a lot more confidence in organic search than they do in the sponsored or paid links.

Now take a look at the #1 site in the free or organic search section. The one that says “Starred results for maxgxl glutathione online.” That is another one of our sites!! In fact, it’s a Social Media Site that links to our primary Website in our Mini Network. It’s a blogger blog. The reason it is at the very top is because we added a video to it earlier this week. Google loves video! And, video converts very well to sales. We can keep it on top by employing some other strategies, or creating more links to this site. This is the awesome power of the Mini Network.

Here’s another key to building a successful Mini Network campaign. You want to write your content in the third person. In other words, you don’t want say things like “check out my website.” Say things like “you can find more about this here.” You want to sound objective, not subjective; both on your Social Media Sites, and well as your Social Bookmarking Sites.

## ***Here is the Value*** you receive by joining our MaxGXL Team:

- ***The List Building Tutorial for Newbies:***
  - *A great set of videos that will show you how to build relationships with your subscribers and turn them into buyers.*
  - *Detailed instruction on how to build your own Splash and Squeeze pages in the Nvu HTML editor.(free at [www.nvu.org](http://www.nvu.org)) ...Takes the mystery out of HTML!*
  - *Full permission to give this valuable training to your prospects to encourage them to join your business.*
- ***Free Response 2-0 Auto-Responder***
- ***Training updates via our MaxGXL auto-responder!*** *Must sign-up here: [Send Me My MaxGXL Videos and Updates.](#)*
  - *Plus, full usage rights to these auto-responder messages!*
  -
- ***Direct Access to us via Skype!*** *Sign-up for a free Skype account here: [www.skype.com](http://www.skype.com).*
- ***Hot Conference*** *(live Web Conference) detailed training the subjects covered in this e-book and much more!*
  - *Available to You, Your Prospects and Your Downline!*
- ***Full Rebranding Rights*** *to the materials in this e-book to help you grow your business.*

***Best Regards!***

***Contact us on Skype with Questions!***

***Skype ID's Below.***



***Rick Samara***  
***rick.samara***



***David Paul***  
***david-h-paul***

## *Here are some Banners that you can add to dress up your Website when you get it built!!!*

- Save these as a picture file
- Keep the URL in a handy place... just in case you need it later
- Install this/these as pictures on your website
- Once you have your member ID number, you simply link this picture to your Max International Domain. As mentioned earlier, it will look like this, [www.max.com/XXXXXX](http://www.max.com/XXXXXX), where XXXXXX is your member ID number.
- You can also put these banners on ANY other websites that might have!



**Say No to Accelerated Aging!**  
Works for Everyone!  
**SEE WHY?**

✓ Proved by Science  
✓ Verified by Simple Blood Test

<http://adkreator.com/bannerhit.php?bannerid=7541>



Live Life to the Max!  
**CLICK!**

<http://adkreator.com/bannerhit.php?bannerid=7536>



**MaxGXL**  
Improve Your Health...  
Grow Your Wealth!

<http://adkreator.com/bannerhit.php?bannerid=7539>