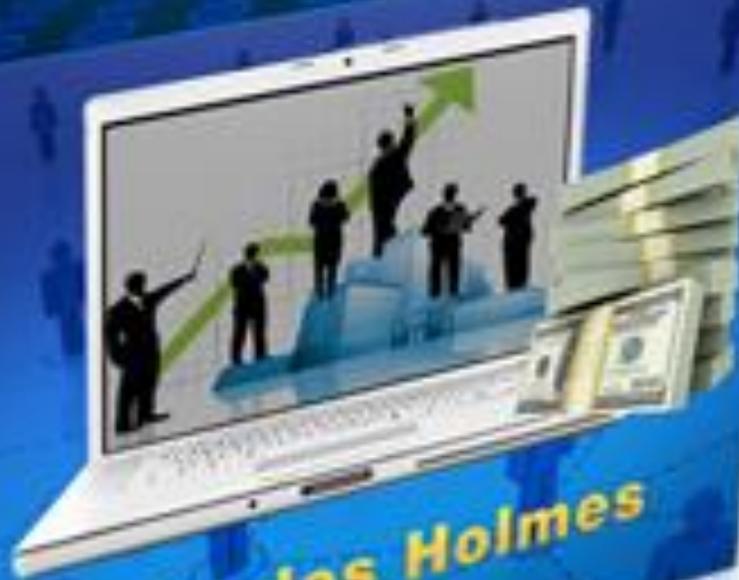


The Secret MLM Website Strategy

How to Build a Profitable
Theme-Based Website
for Your MLM Business



Charles Holmes

CHARLES HOLMES

The Secret MLM Website Strategy: How to Build a Profitable Theme-Based Website for Your MLM Business

By Charles (Chuck) Holmes

The Bad Guy Notice...



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Thanks,

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Author, Blogger & Network Marketing Professional

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[Start a Theme-Based Website of Your Own](#)

Monday, 10:05 p.m.
From: Charles Holmes



Dear Network Marketer,

This book is short and to the point. There is no fluff and no fillers. You can probably study this information in less than one hour. What I am about to share with you took me over 10,000 hours to learn. The ideas work. I've made lots of mistakes along the way and documented my progress. That's why you should listen to what I have to say.

In the following chapters, I'm going to share a simple, yet uncommon concept that can literally transform your network marketing business. It's by no means a "get rich quick" concept. It requires hard work, time, energy, patience, and a little bit of money. But I know it works; if you work it.

My only advice to you is to keep an open-mind while you study this information. Grab your pen and highlighter and take notes. Study the information. When you are finished reading the information, put the book down and re-read it again.

Without a doubt, some of this information might come as a complete shock to you. I doubt you've ever heard any of this information from your upline or sponsor, either. But that doesn't mean my ideas won't work.

I've been studying this concept myself for almost TEN years now. I've worked thousands of hours building up my websites. **Had I simply done what I am about to share with you, I would be much better off.**

After reading this information, I hope you apply what you learn. If you can do that, and stick with it for two to five years, you will build a thriving network marketing business that produces multiple streams of income and works for you 24/7. On the other hand, if you read the book, and then do nothing, nothing will happen in your business.

If you have any questions or concerns, feel free to send me an email to chuck@onlinemlmcommunity.com. I am here to help you. As always, I look forward to hearing from you. Enjoy the book!

Testimonials

Chuck has successfully identified the what, why, and how to all who desire to develop a successful business strategy in a clear, well organized, and straight forward manner based on real life experience in the industry. This book has been instrumental in sharpening my vision on my path to success, and for that, I recommend it to anyone with an entrepreneurial mindset. – Michael Jones (Jonesy), Independent Business Owner, [Jonesys General Store](#)

I just finished reading "The Secret MLM Website Strategy" by Chuck Holmes. Man, I wish I had of known about this book when I was starting out in network marketing, because it sure would have saved me numerous hours and thousands of dollars! This eBook is a pure gem! It offers quality content and easy to follow instructions on how to set up a profitable MLM website. Thanks, Chuck for the blood, sweat and tears. This is definitely a must read for newbies and seasoned MLMers alike. -Jocelyn Jones, Network Marketer

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Chapter 1: The Truth about Network Marketing as I See It

If you are building a network marketing business, I applaud you. Network marketing offers a great way to build a residual income and transform your life. If you are like most other network marketers, you are probably struggling to get the results you want in your business.

You have poor cash flow, not enough leads, and high attrition in your team. Simply put, you're busy getting no-where fast.

Even worse, if you are like most network marketers, you are only building an MLM business. In other words, your only income stream is your MLM Company. In my opinion, this is a poor business strategy. I say this because:

- 1) Most people you talk with won't join your business opportunity.
- 2) Companies come and go!
- 3) You don't have a way to make money from the 98% of your prospects you talk to who don't join your business opportunity.
- 4) Most of the people who join your team will quit shortly thereafter (within 90-days), leaving you with no residual income.
- 5) If you are just building a downline, you don't own a real business. You could be terminated at any time. You don't own your downline. You don't own an asset that you can sell. You don't own the company name or trademark. Simply put, *the company is in the best position and you are in the worst position.*
- 6) You need to adopt the You, Inc. mindset for your business, as taught by Mike Dillard in his best-selling book Magnetic Sponsoring. In other words, **your MLM Business should be one stream of income in your You, Inc. business, not your only source of income.** You want multiple streams of income that flow into your bank account each month, whether people join your team or not. That way you are diversified, profitable and have peace of mind.
- 7) The most successful people in this industry follow the same approach. If you study the six, seven and eight figure earners, you will find a few things in common. For instance, most of the top earners sell coaching, books, leads, tapes, seminars, educational products, systems, and more. And they have highly successful websites or blogs that produce a steady stream of new visitors and leads. **In fact, many of these various income streams produce MORE money for them than their MLM Company does.**

Here are some examples.

- a. Dexter Yager – Dexter was a kingpin in the Amway® business. He had his own training system that promoted tapes, books, seminars and websites. It is often said that nearly 90% of his entire income was from his system, not his Amway® business. As of 2019, Dexter recently passed away.
- b. Todd Falcone – Todd is one of my favorite trainers. He has his own website and courses and books that provide him a great income. To the best of my knowledge, he is no longer a distributor.
- c. Eric Worre – Although he is no longer a distributor, Eric promotes his books and seminars and earns a small fortune doing it.
- d. Don Failla – Don was my personal mentor for several years. He earns money from his MLM Company, public speaking at different company events and by selling his books.
- e. Brian Carruthers – Brian is one of my favorite trainers in the industry. He is still a distributor and works in the trenches, but he also makes money from his books and speaking at events.

I could probably give you another 500 examples (at least), but here's the point: If the top earners understand and follow the You, Inc. concept, why don't you? **After all, you don't have to be a top producer in your company to create a six or seven figure income in this industry.** You just have to think outside the box and do what 98% of the distributors AREN'T doing.

You have to realize that there are many different ways to build a substantial income in your network marketing business, in addition to your MLM Company. **You want to be in the picks and shovels business, not just the MLM business.**

If you look back to the California Gold Rush in 1849, you will find that the people who made the most amount of money were the ones in the picks and shovels business. It was the people who sold the picks and shovels to the prospectors who made it big and got rich.

Most of the prospectors went broke, whereas the saloon owners, the brothels, the restaurants, the motels, and the hardware stores made small fortunes!

In network marketing I can promise you that the picks and tools business is much more lucrative than just building a downline. When you sell leads, training products, systems and courses, in addition to promoting your MLM Company, you are in the driver's seat.

You can now approach ANYONE in the industry with ease because you have numerous things to offer; not just your business opportunity.

That's why you need to adopt the You, Inc. mindset and create a real business, with your network marketing income being one source of income for your business. Your other sources of income can be lead sales, tool sales, eBook sales, product sales, advertisements on your website, affiliate products, services offered, etc. (more on that in later chapters). Does that make sense?

Fortunately, *there are many different ways to build a You, Inc. business* with your current network marketing company. Of all the methods to do this, I believe that **building a theme-based website is hands down my favorite choice**. NOTE: Please note that I consider a blog or static website as a website and I interchange the word throughout this book. Which one you pick is up to you.

What I like about having a theme-based website is that it's inexpensive to get started and fairly easy to do. Best of all, you have very little competition. And you will have your own system that your downline can use.

In case you haven't figured it out already, the internet is saturated with network marketing blogs and websites. There are tens of thousands (probably more) different blogs and websites competing for the same keywords.

This means it's extremely difficult to build a successful "network marketing themed" website that gets lots of traffic and makes money. It can be done, but it will require thousands of hours of work. Trust me, I can speak from personal experience. I've invested well over 10,000 hours to build my MLM website.

But knowing what I know now, I recommend something much different. In fact, if I had to do it all over again, I would not have built a network marketing themed website. Instead, I would have built a theme-based website, geared around my company's product line, or the benefits of the product line. I will explain more about this simple concept in the chapters to come.

Here's one thing I want you to remember, before I move on to the next chapter. **If you are like me, you joined this industry to create residual income that pays you forever. Sadly, if you are just focused on building a downline, you will more than likely never reach that milestone.**

Companies come and go. Team members quit. That's why your MLM business should only be one of your income streams in your You, Inc. business.

You need to look at what 97% of the network marketers are doing and do the complete opposite. It might take some time to untrain your brain, but I really recommend you learn, study, and apply the *You, Inc.* concept I just described above.

And I recommend you do that by creating [your own theme-based website](#). Once again, I cannot take credit for the *You, Inc.* mindset. I learned it from Mike Dillard. But I do know that it works.

Chapter 2: What is a Theme-Based Website and Why Should You Have One?

As I see it, [starting a theme-based website](#) is a much better idea than building a network marketing related website. Here are some of the benefits and advantages of having a theme-based website, compared to an MLM related website.

1. Most people HATE MLM, but they would be interested in learning more about the BENEFITS of what your products and services can do for them (i.e. people with heart problems are always looking for ways to solve their heart problems so you can write good content and talk about how your products help them).
2. Google® hates MLM and the home business industry (just ask anyone who is the industry and has spent money on advertising and SEO).
3. Having a theme-based website will position you as an expert in your niche.
4. You will have the opportunity to promote a wide variety of products and services in addition to your MLM Company.
5. You will have less competition and can dominate your niche in no time. That means you have a very good chance of ranking high in the search engines right away, which provides free traffic to your website. And when you have TRAFFIC, you make MONEY.
6. If you ever decide to switch MLM Companies, or even quit MLM, you still have a valuable asset (your website) that produces multiple streams of income on demand, or can be sold for a profit.

Please note that I define a theme-based website as a website geared around your network marketing company's product line, or the benefits of using the product line. For instance, if your company sells weight loss products, you would want a weight loss themed website.

You could even pick a narrower theme, such as "natural weight loss" or "herbal weight loss." Or if your company sells energy drinks you could have a website about energy drinks. Or if you MLM Company specializes in healthy coffee, you could have a website about healthy coffee. The options are endless.

The primary reason you want a themed-based website is to attract qualified prospects to your website who will be interested in your product line. This leads to more retail sales and even some new distributors.

People who visit your website will naturally be looking for the information you provide, the products and services that you have to offer, etc. All you have to do is give them what they

want: great information! Your information will persuade them and convince them (PRE-SELL) that you know what you are talking about.

This doesn't mean you plaster your theme-based website with your distributor link or product information. You can have a designated page or two about your products and services and business opportunity if you want.

You can place links to that page all through your website and re-direct people interested in learning more about what you have to offer to your specific page. When they visit your website, they can click on a link to visit your distributor website or contact you to learn more (best course of action).

Another option is not to mention the name of your MLM Company on your website at all. This might be the best choice since most MLM Companies PROHIBIT you from using their name online. And you don't want to get yourself in trouble with the legal department of your MLM Company.

If you follow this approach, you something amazing will happen. People who want to learn more about what you have to offer will pre-qualify themselves and then contact you. All you have to do is answer their questions and help them place their order!

Think about it this way; would you rather have 2-5 people contact you each day about your products or business opportunity, or would you rather hassle your friends and family and make cold calls?

I think it's much better to have a few people contact you each day about your products and business opportunity, than it is to cold-call 100 leads each day. When people contact you first, you are put in a position of authority. You won't need to sell them or convince them. In most cases, they are already pre-sold, from the information on your website.

The theme-based website is fairly secret concept. I first learned about the concept from Site Build It. I'd bet that if you searched the internet, you wouldn't find 50 theme-based websites geared toward the network marketing industry.

This means there is plenty of room for you to grab a piece of the pie. What's best about the theme-based website is that you own a real business that produces multiple income streams. And if you end up switching MLM Companies (or leave the industry), it's no big deal.

In fact, nothing changes. You still have a business that generates multiple streams of passive income. You still have an asset that puts money in your pocket or you could sell for a profit.

Most MLM Companies have a central theme or core concept for their product line. Some of the most common themes include:

- Skin Care
- Beauty Products
- Weight Loss
- Organic Products
- Mangosteen
- Acai Berry
- Food
- Cookware
- Utilities
- Cell Phones
- Electronics
- Coffee
- & More!

While it's true that some companies have a wide range of products, most don't. And if your company has a wide range of products, you could simply choose the product line you are most passionate about.

Here are some examples below:

- Herbalife® - Weight Loss
- Ambit Energy® - Energy Deregulation
- ACN® - Utilities or Cell Phones
- Mary Kay® - Beauty or Skin Care
- Avon® - Beauty or Skin Care

Please know I am NOT affiliated with any of these companies. I'm just using them to give you an example.

If you are a distributor for one of the companies I just mentioned, you could build a theme-based website about the core product line that I just mentioned. Or, if you participate in a different company, you could focus on its product line. Does that make sense?

In summary, you want a theme-based website because:

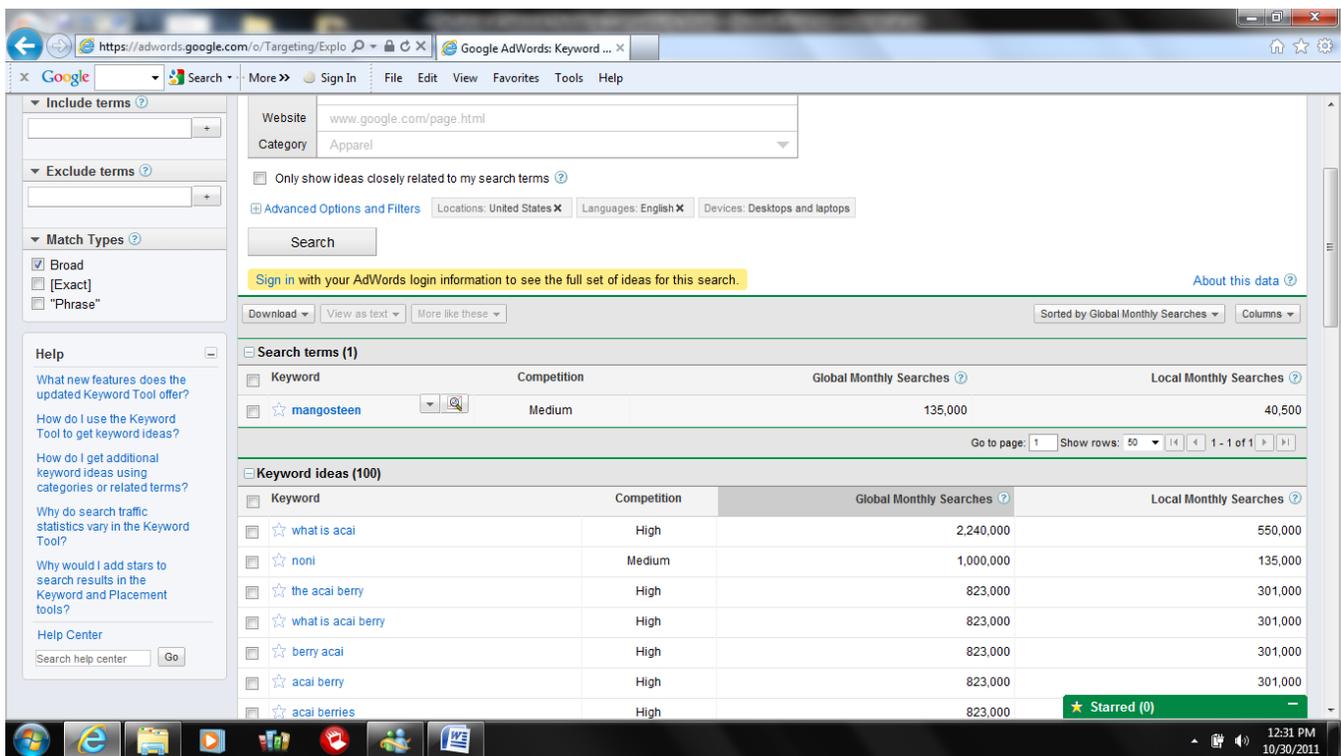
- 1) You build a You, Inc. business with multiple streams of income.
- 2) You won't compete with other network marketers for the same keywords and internet searches.
- 3) You have less competition, so it's easier to show up on the first page of the search engines.
- 4) You earn multiple streams of income, whether people join your team or not.
- 5) You make money from a variety of different sources, so you don't have all your eggs in one basket.
- 6) You establish yourself as an expert in your field.
- 7) You generate free leads online.
- 8) You have people contact you about your business opportunity and products first, so you become the hunted, not the hunter.
- 9) You can teach your downline how to do the same thing, so you have a system for your team!

As you can see, there are many great reasons to [start a theme-based website](#).

Chapter 3: How to Create Your Theme-Based Website (or Blog) from Scratch

I'm not sure what company you are currently affiliated with, but it's really not that important. Most companies have a core product line. For the purpose of this example, let's use Xango® as an example. (Xango® is no longer in business, so this is a great example).

Xango® specialized in mangosteen products. If you do an internet search for the word "mangosteen" on [Google's Keyword External Tool](#) you will find that there were 135,000 global searches for that term last month (see chart below).



That means there is plenty of demand for that keyword. It's also important to note that it might be better to pick a word with fewer searches. I only say that because it might be harder to win that word in the search engines and rank high right away. However, if your intuition tells you it's a good match, I say go with it.

In a perfect situation, you want to find a good keyword that has at least 5,000 searches per month and no more than 20,000 searches. You want a niche that is decent sized, but not too big! And at a minimum, I would never pick a keyword with LESS than 5,000 monthly searches.

Once you find a good keyword that meets this screening criteria, it will be your site concept for your entire website. In other words, every page of your website will be directly or indirectly related to the word, mangosteen (as per our example).

Once you find a good keyword for your site concept, you want to find 50-200 keywords that support it (or more). The more keywords you can find the better.

Try to look for keywords with at least 250 searches per month. These keywords will be your web pages. For the mangosteen example just mentioned, here are some other keywords you could use to build web pages for.

1. Mangosteen juice
2. Mangosteen fruit
3. Mangosteen extract
4. Benefits of mangosteen
5. Mangosteen capsules
6. Mangosteen benefits
7. Mangosteen tree
8. Mangosteen supplement
9. Mangosteen Side Effects
10. Where to buy mangosteen
11. Mangosteen products
12. Health mangosteen
13. What is mangosteen
14. Mangosteen juice benefits
15. Organic mangosteen juice
16. Organic mangosteen
17. Health benefits of mangosteen
18. Diabetes mangosteen
19. Exotic fruit mangosteen
20. Mangosteen research
21. Mangosteen business
22. Mangosteen fruit juice
23. Pure Mangosteen
24. Mangosteen Juice for Health Benefits
25. Mangosteen Powder
26. Mangosteen health
27. Mangosteen plant
28. Mangosteen Cancer
29. Mangosteen Seed
30. Drink Mangosteen
31. Mangosteen Supplements
32. Benefit fruit mangosteen
33. Mangosteen distributor
34. Buy mangosteen fruit
35. Buy mangosteen
36. Affordable Mangosteen

37. Mangosteen Drink
38. Mangosteen Experience
39. Mangosteen Nutrition
40. Mangosteen arthritis
41. Mangosteen buy
42. Mangosteen testimonials
43. Mangosteen products
44. Mangosteen exotic fruit
45. Mangosteen capsule
46. Mangosteen Pill
47. Mangosteen Information
48. Mangosteen Journal
49. Mangosteen Liquid
50. Mangosteen Blog

Please note that these are just the first decent 50 keywords I found. There are many more to choose from. For the purpose of this eBook I want to keep it simple.

Once you have a list of at least 50 keywords, your next job is to organize them in a logical manner. This will become your site blueprint. I've organized a sample of the 50 keywords mentioned above into the following categories.

Mangosteen Juice

- Mangosteen juice benefits
- Organic mangosteen juice
- Mangosteen Drink
- Mangosteen fruit juice
- Mangosteen Juice for Health Benefits
- Drink Mangosteen

Mangosteen Fruit

- Exotic fruit mangosteen
- Benefit fruit mangosteen
- Buy mangosteen fruit
- Mangosteen exotic fruit

Mangosteen Nutrition

- Benefits of mangosteen
- Mangosteen capsules
- Mangosteen benefits

As I mentioned above, this is just a sample of the keywords I found.

You must organize your website into the proper tier structure. All successful websites have a three-tier structure.

Your first tier is your home page. This is the overall concept of your website, or your primary keyword (mangosteen). The second tier is the pages that appear on your navigation bar. Your third tier is pages that your tier 2 pages link to.

Each tier 3 page is closely related to its tier 2 page. In the example above, you will see how I organized the words into a simple site structure. You will want to do the same thing with your keywords.

Ideally, you want to find 50-300 keywords with a good amount of demand and a very limited supply. Take the time and do this **BEFORE** you create your website. Spend a day or two and do the proper planning. It will save you time, money and frustration later on down the road.

Once you come up with a list of potential keywords, you will want to build a webpage for each keyword. If you do your research first, before you build your website, you will know exactly what pages you need to create. **I HIGHLY RECOMMEND you research your keywords before you start building a website.**

Once you have your site concept and keyword list, you must choose between a website or blog. I started with a website, but eventually switched to a WordPress blog.

There is no right or wrong answer here. I simply prefer WordPress because it is easy to use. You can build or blog or website with WordPress.

After you choose between a blog or website, it's time to get started. This is where the rubber meets the road. I recommend you spend your first 3-6 months doing nothing but writing lots of great content for your website.

You will want to build your website as fast as you can! At a minimum, you want to get to 50-100 pages built in your first three to six months. This will help create momentum with the search engines. After that, you can follow the steady pace wins the race method.

When it comes to creating good content for your website, you **DO NOT** have to do everything yourself. By all means, hire a good freelance writer to help you out if you can afford it.

Whatever you do, **your content should be engaging, unique and high quality.** You want to give your visitors more than they asked for. Use original, eye appealing photos, videos and make each post at least 1,000 to 2,000 words.

Once you surpass the 50-100 pages of content, it's time to start making money with your website! We'll cover more on that in the next chapter.

Conclusion

The most important thing to remember in this chapter is that you want to build a website or blog geared around your company's product line, or the benefits of the product line. That way you have less competition amongst other network marketers.

In addition, you want to research keywords to find a good site concept for your website. Next, you must research keywords to find 50-300 (or more) keywords for your site. Each keyword will be a different page or post on your website.

You also want to arrange your keywords so they are in an organized manner. This is known as your site blueprint. Once you do that, you want to create high quality, original content as quickly as possible. At a minimum, you want to get your site to 50-100 pages in the first three to six months. This will start sending you free traffic from the search engines. At this point, you can start making money.

Chapter 4: How to Make Money with Your Website

The ultimate goal of any business is to make a profit for its owners. NEVER forget that. What I love most about owning a website is that I have multiple streams of income.

I make money whether people [join my business opportunity](#) or not. That eliminates a lot of pressure. What's great about owning a website is "once you have a good amount of traffic, you can choose any monetization model." You can test out different monetization models to see what produces the greatest results.

Just to give you an idea of what is possible, I'll share some of my CURRENT income streams with you. I have over 40 income streams, but these are my best ones.

My Primary MLM Company

I'm proud to be partnered with a natural and organic product MLM Company. This company has been around for approximately 11-years now. They have their own postcard marketing system. You even get free capture pages and an auto-responder. There are currently about 40 different products to choose from. There is no yearly membership fee. There is no auto-ship requirement. Plus, the compensation plan is absolutely killer. [Learn more about the company I work with right here.](#)

Turnkey Mail Order Business

If you're looking for a different way to make money, other than network marketing, I highly suggest you check out this turnkey mail order system. You can earn up to \$345 per sale, plus ongoing monthly commissions. You can also get paid on three levels of referrals. All you do is mail postcards and the system does the rest for you. This is the most exciting direct mail opportunity I have ever seen. [Learn more here.](#)

Start Your Own Website or Blog

Quite perhaps the best way to make money online is to have your own website, just like I do. This service walks you through the process, step-by-step, and teaches you how to build a website, pick a niche, research keywords, monetize it and make money online. It's free to join and it's an all-in-one service to build a SUCCESSFUL website. I give it a 10 of 10. [Take a free tour here.](#)

My Marketing System

This marketing system has allowed me to personally recruit over 200 reps in less than 2-years. It comes with capture pages, autoresponders and gives you a powerful marketing system for your business. [Learn more here.](#)

Auto-Responder Service

Whether you are building your network marketing business online or offline, you need an auto-responder for your business. It's mandatory, as I see it. This lets you build a list, send out emails automatically, leverage yourself, free up your time and work smart. Best of all, it can provide you with multiple streams of income.

My auto-responder is like a little ATM machine. Whenever I send out an email to my list, I make money. The only auto-responder I use and recommend is Aweber. For less than \$20 per month, you can create a distribution channel that becomes a valuable asset to you. No matter what type of business you own, you need to build your list. [Try out Aweber.](#)

Herculist

This might be the most important "lead generation" resource I share on my website. If you are trying to build up your own email list, or get more leads for your business, this is the only advertising resource you will need. It's called **Herculist**. This is a safelist, which is a membership site where people agree to send and receive emails from each other.

For about \$50 per year, and sometimes it goes on sale for about half that price, you can email up to 80,000 people, once per day, seven days per week. With most emails I send out, I generate about five to ten new leads. If you did that every day for a year, you could generate anywhere from 2,000 to 4,000 leads (individual results will vary).

Let me tell you, that is a great deal for the \$50 yearly membership. You can also purchase solo ads from them at a very affordable price. I try to purchase 2-4 additional solo ads per month from Herculist. Normally, they double or triple your order when you buy solo ads, at no extra charge.

Whether you are promoting a network marketing company, system, affiliate offer, your services, crypto-currency, or anything else, this is a very valuable resource. I will tell you this though. It's a waste of time if you go with their free membership or PRO membership. Invest in the GOLD membership so you get the maximum benefit. If you can't afford that, I wouldn't use this service at all.

Once again, it's only about \$50 for a yearly GOLD membership. They also have an amazing affiliate program where you can earn up to 50% of everyone you refer to them. [Learn more about it here.](#)

MLM Gateway

MLM Gateway connects those who are in network marketing and provides leads. It is a combination of a membership site, forum, article directory, and lead generation center. You can connect with other people about your opportunity, write articles to promote your

opportunity, do paid advertising on their site and countless other things. You can have a free account or paid account. I became a paid member and really, really enjoy it. [Take a tour and create your free account.](#)

Udimi

If you are looking for a quick, and fairly inexpensive way to build your email list fast, and get more leads, you should definitely consider Udimi. They specialize in solo ads. A solo ad is when someone with a large email list sends your email to their list for you. You pay them a fee for doing so. Because they have an email list that likes them, knows them and trusts them, this method is normally very effective for generating leads. Other than Herculist (mentioned earlier) I get all of my solo ads from one single source: Udimi. There are nearly 1,000 vendors to choose from within Udimi. I think of it as a solo ad agency, where you can shop around, price shop, and find a vendor that is a good fit for your offer. If you'd like to learn more about Udimi, [check out this link.](#)

Power-leg Prospects

My only regret with this program is not learning about it sooner. It helps you build a list quickly. You are part of a power-leg. Within 2-days of joining, there were more than 600 people in my power leg, and I was still a free member. These are people you can contact about your business, capture page or affiliate offer. There are free and paid options. I see this as becoming one of my best lead sources and income streams in the months to come. [Take a free tour.](#)

Promote Any Website & Get Paid

This is a great service to get tons of leads and promote any website online. There are free and paid options. You can earn credits for reading emails. You can send solo ads to more than 35,000 members. You can promote banner ads and links. You can even build a website here. Plus, you can have a second income stream while you promote your business at the same time. [Take a free tour here.](#)

Training Courses

- [Free Attraction Marketing Boot Camp](#)
- [LinkedIn Recruiting Course](#)
- [Social Media Training Course](#)

Services

I sell coaching. I help people build websites. I help people create business plans and marketing plans.

Information Products

I sell my own eBooks, special reports and downloadable products.

Amazon Affiliate

I utilize Amazon's affiliate program to make money.

Final Thoughts

These are just a few of my income streams with my website. Depending on your niche, you will have different options. I shared this list with you just to give you an idea of what is possible.

As your website grows and gains popularity, you might get presented with new opportunities, such as consulting, speaking or possibly a book deal. And if you ever decide to leave your MLM Company, you still have a business. You still have an asset. I think that's a win-win situation.

Chapter 5: Getting Started with Your Theme Based Site

If you decide this strategy is for you (and I hope you do), here is the action plan I suggest you follow to get started.

1 Evaluate Your Current MLM Company

The first thing you need to do is evaluate your current MLM Company. You need to re-read the distributor agreement to familiarize yourself with the company's online policies. If you are happy with your current company and can see yourself with them for the long haul, by all means stick it out with them. If you decide you need a different company (for whatever reason) do your due diligence and find a good company to partner up with.

2 Make a List of Your Company's Product Lines

The next thing you need to do is make a list of all the product lines your company has. Some companies only have one product line, while others have many. Just take out a sheet of paper and write them all down. For example, someone in Amway® might write down:

- Weight Loss
- Energy Drinks
- Vitamins
- Beauty and Makeup
- Bath & Beauty
- Home Care

Just get it all down on paper.

3 Pick the Product Line You Are Most Excited About

Your next step is to rank the product lines by how much they interest you. This is really important because you want a topic you are passionate about, or you will run out of ideas to write about and eventually get bored and quit.

4 Do Your Keyword Research

Your next step is to do your keyword research. Go to the Google Keyword tool and find out how many searches a month each product lines gets. Eliminate any keywords that don't get at least 5,000 monthly searches. Of the remaining product lines or topics on your list, pick the one you are most interested in.

5 Pick & Domain Name and Register It

Once you do your keyword research, your next objective is to pick your domain and register it. I suggest you keep your domain to 2-3 words, use your keyword in it, and try to get a .com if possible. Try to come up with something that is catchy and easy to remember. Get input from others. Picking the wrong domain name is a costly mistake. Spend a few days comparing your choices and brainstorming additional ideas to find the right fit. It's time well spent.

6 Create Your Site Blue Print

Once you have your domain registered, it's time to create your site blueprint. We talked about how to do that earlier in this book. You want to take your list of keywords that support your site concept keyword. Try to come up with 100 to 300 keywords in the beginning and then organize those keywords into similar subjects.

Remember, your site has three tiers. Your home page is the first tier, your pages on the navigation bar are the second tier and the pages your other pages link to are your third tier. You will eventually write a page or post about each keyword that you have in your site blueprint.

7 Choose Between a Blog or Website

Once your blueprint is complete, your next step is to choose between a blog or website. I started out with a website and converted it to a blog. I HIGHLY recommend blogs over websites. You can use WordPress for either option.

8 Get Hosting

Once you choose between a blog or website you need to get your hosting taken care of. Your hosting is what keeps your website on the internet.

9 Get a Custom Design or Theme

Spend a few days and get someone to design you a custom WordPress theme or a custom theme for your website. Do not use a cookie cutter theme that everyone else is using. You want a professional looking blog and website.

Make sure it is easy to navigate, professionally designed and gives the image you want. You can get a custom theme for \$50 to \$500 depending upon what you want.

10 Get an Auto-Responder and Start Building a List

Once your blog or website is formatted and uploaded you want to [get an auto-responder](#) so you can start building an email list. This will be the single greatest asset in your business, so get it right. Add a popup to your website and an opt-in form to every page, just like I do on my websites. Your list will be the greatest asset in your business, so start building it from day one. Offer a free giveaway to get people to subscribe to your list.

11 Write 50-100 Pages of Content as Quickly as You Can

Once your blog or website is up and running, your next step is to create your content as quickly as possible. Your site needs a few basic pages such as a home page, about me page, contact me page, and FAQ page. Once those pages are done you need to start writing content about your keywords that are outlined in your site blueprint. You want to get 50-100 pages done in your first three to six months.

12 Add Three to Four Income Streams

Once you have 50 to 100 pages published, you want to look for three to five good income streams to incorporate into your site. We talked about your different options earlier, but I would start with AdSense®, Amazon® Affiliate, your MLM Company, and some Clickbank® products.

13 Create a Posting Schedule

Now that you have these steps done, it's time to develop a posting schedule. You need to add fresh, unique content to your website each week. I suggest you post new content 2-3 times per week, and minimum once per week.

The search engines like websites that update often, and so do your website visitors. Just find something that works for you and stick with it. Don't feel obligated to post daily. Post as often as you want, but make sure it is ALWAYS high-quality content.

14 Develop Your Business Plan

Once you have all this done, it's time to develop your business plan for your website. The 13 steps you did before this step were much harder. Your business plan will cover what you need to do on a daily, weekly, and monthly basis to keep growing your site. Here's an [example business plan](#) to get you started.

15 Set Goals

After you've established your business plan for your website, you still need goals. I recommend setting monthly goals on the first day of the month every month. Determine how many pages you will publish, how many links you will get, what you will do for advertising, etc.

I've found that if you break things down into bite-sized chunks it will be much more manageable. I've been using written monthly goals for my websites from day one and that is a big part of my success.

16 Track Your Progress

I suggest you come up with a simple Excel® Spreadsheet that allows you to track the progress of your website on a monthly basis. Your spreadsheet could include revenue, unique visitors, total page views, inbound links, total pages on site and whatever other categories you deem relevant. This lets you see the progression of your website every month. It's very motivating to see your site progress!

17 STAY THE COURSE!

This is the most important step on this list. You must stay the course. Your website won't succeed overnight. It will probably take a year of part-time effort to get up to 200-300 unique visitors per day.

You must be persistent and disciplined. Rome was not built in a day. Don't give up too soon, just because you aren't getting rich quick. You have to remember that your business (website) is an asset.

Think of it as building equity, not just income. At some point, it can provide a full-time income or stay as a nice part-time income. And best of all, you can sell it if you want to.

Everything in One Place

If these steps make sense to you, but it sounds overwhelming and complicated, I highly recommend you [join Wealthy Affiliate](#). This is a service that teaches you EVERYTHING I covered in this eBook.

It will teach you how to pick a domain, find keywords, write good articles, find affiliate products, get traffic, etc. Following their training can definitely shorten your learning curve.

I would be your teacher within Wealthy Affiliate. You could ask me questions and get help from me, along with another 1.4 million members. [Join Wealthy Affiliate today!](#)

Conclusion

This is the exact step-by-step formula I would follow if I was going to build myself a new theme-based website. I hope the information helps and I look forward to hearing your success story.

Final Thoughts

You've done it. You've finished reading my eBook. What do you think? I've found that most people in this industry are looking for the secret. Guess what? There is no secret.

If you want to make it big in network marketing, you need a solid game-plan, a laser-like focus, a strong work ethic, a mentor, discipline, and the ability to think long-term. That's the common thread you will find when you evaluate most of the top earners in our industry.

Unfortunately, most people are looking for the "quick and easy way to riches" so they jump around from opportunity to opportunity or system to system, only to find out that anything worth achieving is hard work. I never told you this would be easy. It is simple though.

I honestly believe that the best way to build an MLM business online is to follow the MLM theme-based website strategy outlined in this book. If you build a theme-based website, you will have very little competition.

Best of all, you will have a real business that produces multiple streams of income, and helps you make money whether people join your business opportunity or not. I think that's the ideal situation.

Your website will be an asset. If you get bored one day, you can sell it! I'm not sure why you would do that if you are making good cash flow each month, but it is nice to have options.

If you need help getting this done, I suggest you [join Wealthy Affiliate](#). They can teach you the ropes!

About the Author

My name is **Charles Holmes**. My friends call me Chuck. I hope you will do the same thing.

I love our industry. Many people will not understand that, but I know a few of you will.

What I love most about this industry is helping others, the personal development, the ability to be your own boss and call your own shots, working from a laptop anywhere in the world, and the residual income.



I joined this great industry in March 2002. I was 24-years old at the time and was serving as a First Lieutenant in the Army at Fort Carson, Colorado.

My first network marketing company was [Amway](#) (known as Quixtar at the time). When I first saw the circles drawn on the dry erase board I was hooked. I didn't sleep well for several days. I was so excited about what this industry offers ordinary people.

If anything, I was angry that no one had ever taught me about residual income, time freedom, leverage or network marketing before that. **Now, more than 17-years later I still feel the same way about our industry.**

My experience in this industry is similar to most people. It has not been easy for me. It has been a constant, up-hill challenge. I mentally quit thousands of times. I even physically quit a few times.

Despite the difficulty I had for many years, the industry has always been appealing to me. It's always drawn me back in. It's like a disease I couldn't get rid of. I truly believe that once you learn about, and understand residual income, it never leaves your blood. You will spend the rest of your life trying to create it, and rightfully so.

I knew that if I stuck with it, I would eventually figure out how succeed in network marketing. My journey to success took longer than most, but I am so glad I stuck it out.

When you really stop and think about it, how many businesses offer you the following things:

1. Residual income (this one thing alone makes our industry a no brainer)
2. Leverage without employees or money
3. A three to five-year plan to complete financial freedom
4. Low start-up costs, less than a few hundred dollars
5. Work from anywhere in the world
6. Free mentor

7. Personal development plan
8. No need to source or inventory products
9. No accounts receivable
10. No paperwork
11. No need to collect payment or deliver products
12. No territories
13. Recognition and Praise
14. Travel
15. No need to research and develop products
16. The company does the customer service, deliveries, refunds, product development and sends you a check each month

Seriously... stop and think about this for a minute! Try to name even one other business model that offers all of these things.

At the time of updating this page (MAR 2019), I have been in the industry more than 17 YEARS.

Let me start by telling you that I am NOT rich. I don't have 840,000 people on my team (but, I'm working on that). I'm not a guru, although I am quite knowledgeable about the industry. I am simply an average, hard-working, determined, committed person who made the decision to get started and make this my profession.

When I first joined the industry, I had a lot of baggage to overcome (more than most). I had a horrible self-image; bad attitude and I was a jerk. Thank goodness for the personal development! I am now a totally new person.

After committing about two and a half years to my first company (Amway) I decided to take a short break from the industry. I had a nice team going and was making some money, but I was burnt out and going through a painful divorce. I left the business for personal reasons.

During the next TEN YEARS, I bounced around too many different network marketing companies. **I wasn't really committed to ANY of those companies.** I was one foot in, but never all in. I'd dabble with each company for three to nine months and then be off to the next [shiny object](#).

I never found a company I was REALLY passionate about, nor did I ever put in the work it takes to succeed (in a big way). **My failure, or lack of results, was my own fault.** In other words, I never even gave myself a fair chance to succeed. Can you relate? Once again, **my problem was me.** I simply did not have the skills, mindset or commitment it took to succeed.

MY MISTAKES

I've made more mistakes than most people in this industry. I'm not proud of that, but I did learn from each mistake and became a better leader, network marketer and entrepreneur in the process. The biggest mistakes I've made in this industry in the past were:

- Not committing to one company for the long haul
- Picking the wrong company
- Only having one foot in, not being "all in"
- Not taking massive action consistently
- Trying to create multiple streams of income before I built one solid income stream
- Not using my own talents and abilities to build the business in a way that works for me
- Chasing money rather than finding a company with a product line I am passionate about
- Not having a clear [daily mode of operation](#) for my business
- Not being [persistent and consistent](#) with my business day in and day out
- Not being coachable
- Reinventing the wheel and trying to do everything my own way

While it's embarrassing to put these down in this book for everyone to read, my hope is that you can learn from what I did wrong so you don't make the same mistakes that I did.

While I made a lot of mistakes during those early years, there is one thing I did right. **I worked on my personal development.** I took the time to develop the right skill-set and mind-set. I worked on my attitude, my leadership skills, my communication skills, my marketing skills, and my network marketing skills. Now, I am enjoying the benefits of doing that.

It wasn't until 2014 that I became a network marketing professional. Basically, I was an amateur for 12+ years. My advice to you is "don't wait that long to become a network marketing professional."

Make a decision you will succeed, act as if you have one million dollars invested in your business, put in the work, and work on your personal development. Do those things and you WILL succeed!

ABOUT CHARLES HOLMES

Here are a few other things about me that you might find interesting.

- Both my wife and I work from home (in our pajamas) full-time with my business (I did not join the business to wear a suit and tie or go to meetings!)
- I am 41 years young (as of MAR 2019)
- I grew up in small town Skowhegan, Maine and have loving [parents](#)
- I am a [Red personality, with a touch of blue and green](#)

- I am extremely competitive and focused
- I enjoy going to yard sales, flea markets and thrift stores with my wife
- I'm the author of approximately 20 books and numerous audio training programs
- I have a Master's Degree in Management
- I am a Certified Small Business Coach
- I've been selling on eBay for about 15 years; we maintain about 5,000 items for sale at any given time
- I own three websites that I update almost every day, this one, a make money online website and my military website
- I spent just over 15 years in the Army and Army National Guard; resigning as an Army Major
- Combat veteran of Operation Iraqi Freedom and Kosovo, awarded the Bronze Star
- I enjoy reading, exercising, treasure hunting, writing and watching funny movies
- I live in Homosassa, FL with my wife Rachel
- I have a 16-year old son, Devant
- I am a NIGHT OWL, never call me before 11 a.m. in the morning (LOL)

WHAT I'M DOING NOW

I'm really focused on building a monster team in my primary company. I'm proud to be partnered with a natural and organic product MLM Company that also has CBD Oil products. This company has been around for about 11-years now. They have their own postcard marketing system. You even get free capture pages and auto-responders.

There are currently about 40 different products to choose from. There is no yearly membership fee or website fees. There is no auto-ship requirement. Plus, the compensation plan is absolutely killer (especially for the part-timer).

I've been with this company since December 2016 and have sponsored approximately 225 people and have a great team.

We are growing quickly and my goal is to make the company a household name within the next five years. We are attracting lots of quality leaders. I hope you will be our next one! [Learn more!](#)

Why Do Business with Me?

I'm a nice, honest guy. I enjoy helping people reach their goals. I strive to be a servant leader and create win-win relationships with everyone I do business with. I am also one of the few trainers still in the trenches.