

The Negomedia Plan

Chapter 1. Outline.

The Negomedia Plan is designed to give you Maximum Output (MO) with the Minimum Possible Input (MPI). This means that:

- You get the most possible results (growing business = income)
- You input the least possible resources (money, time and effort).

Please do not misunderstand this MO / MPI concept. It is not intended to imply that you can make money out of nothing. That would be, quite plainly, a lie.

To make money you need to *Input* your talent, knowledge, time, effort and to some extent, money.

Our Plan is intended to help you use more of the talent / knowledge factor and less of the time / effort / money factor. The idea is to work in a more intelligent way instead of working harder.

We all know that work is a must if you want to Succeed (with a capital S). There is no success without working. No one, and I mean *no one* (no matter what you have read), is able to give you something for nothing. At least not in the long run. At least not in the real world.

What we can do is give you the tools to get better results for your effort.

- And we can give you those tools at an incredibly low price (and still do business).
- And we can help you to get the best out of those tools.
- And we can share our business results, so not only do you perform better in your current business or line of work, but you also Make Money with us!

There are a few concepts that will help you understand better the Plan:

1. A business requires Patience and Dedication.

You have heard “there is no such thing as a free lunch”. That is an absolute truth in business.

If you are really willing to make some money, a better than average income or dollars by the thousands, you need to be patient and you need to work for it. The more money you want to make, the more patient you need to be and the more you have to work for it. That is, unless you have a big capital to invest (in which case you wouldn't be reading this document). There are no shortcuts to build a business.

2. Business in the Internet is business in the real world.

In the real world there are no such things as “set and forget” business. Not even if you have good employees. The Internet is no exception. Please remember that, no matter

what they say, the Internet is part of the real world. Your customers are real people, and they have to take the money from their wallets to pay for your business offers.

You will only make any or much money if you are able to compete in the marketplace. And... guess what, the Internet Multi Level Marketing marketplace is a tough one because there is so much competition, there are so much “hot” offers, there are so much “proven systems”, there are so many “exposed secrets”, there are so many self proclaimed “experts” and “marketers” and “gurus”, and so on.

It is so easy to start a business in the Internet that you will face an awful lot of competition. And you know the statistics of people involved in the Internet MLM programs: 97% or so fail, just about 3% succeed.

3. Simple is better.

Have you seen all those programs and systems? Wow! Step by step... Complex.

An ages old Engineering Principle states that the most simple solution is usually the best one. That is absolutely true in business, too!

The Negomedia Plan is focused on finding the simplest possible way to run the business, to promote the services and to earn the money. I am sure it is unlikely that some other business makes it easier.

4. Understand your market.

The virtual places where you are moving (traffic exchanges, for instance) are full of people trying to sell products and services. Very few (if any) are actually buying customers. Get the picture?

Most to them are sincerely convinced that their offer is the best and that it will sell like “fresh, out of the oven bread”. Many end up disappointed when they see that hours and hours of hard work and maybe some (or much) invested money give near to zero results.

Let's imagine for a second a big, luxurious mall. You have the best stores, the most fashionable products... but there are no customers walking around. The doors are “closed” (so to speak) and only store owners are in there. The result? Every store owner is trying to sell something to the other store owners. Sporadically a few customers are able to get in and take a look at all those fantastic stores and products... and you have hundreds of store owners trying to sell something to the few customers who managed to get into the mall.

Our market is somehow like that. We have lots of sellers and few buyers. So, there is a niche there! “Sellers” (surfers, for instance) are our buyers! People looking for a way to make as much money as possible in the easiest possible way! Those are our customers!

Now you get it, right? We need to sell something that will appeal a seller, something that will be useful for her promotion efforts and that will help him to earn some money.

Our *niche market* is the seller of products and services in the Internet MLM marketplace.

5. More about your market.

Our niche market is also a bit more focused: those people that are struggling to sell something in the Internet and are not able or are not willing to invest much money into it.

We want to help the so called “little guy”. I do not particularly like the term “little guy”. Anyone who is brave enough to try to build a business is a “big guy”.

We also want to help the “newbie”. I get an awful feeling every time I know that someone has fallen for one after another “great” programs, invested lots of hard earned money and ended up in a big disappointment (let alone other troubles like credit card debt).

6. Back to Patience and Dedication.

A simple message: don't quit. The business will work sooner or later (in our case, with our business project and commissions plan, it is sooner).

7. Bottom line.

We have designed a program that is:

- **Affordable.**
- Not Free.
- Realistic.
- Useful.
- Helpful in promoting different business opportunities.
- Easy to make a profit (however small, a profit).
- **Possible to make a Big Profit!**

Please note that it clearly says: Not Free.

Why? Almost everybody offers “Free”!

The answer is: if we offer “Free”, you will not be making money!

- Do you want to build a huge Team full of Free members? It might be useful to generate some traffic or a contact list, but... as a business? Usually Free members will not be paying members in your other opportunities either...
- If we had a Free option we would have to charge five times our current fee to the Upgraded or Paying Members... see?
- Your downline may not grow as fast, but each and every customer will earn you monthly residual income! Back to Patience and Dedication.
- With our current payplan, your first four direct referrals pay for your service.
- Your second four direct referrals will let you double your investment (small, but double!).
- If you are able to attract four customers per month, you will be earning in excess of \$ 50.00 dollars per month (more than ten times your fee, but still won't pay the bills). And this is supposing none of them gets other customers. If they do you will be *in the hundreds or maybe the thousands* (I am not kidding, that is the power of a real and well managed MLM).
- A full three by three nine level team (payplan will be explained in another chapter) is able to put into your pocket more than \$ 15,000.00 dollars per month! Of course this is not an easy task, but again, this is the power of a well managed MLM. But... surprise! This number is calculated assuming that you only referred the first three directly! If you get more customers, the number is quite bigger! Or you can reach it a lot earlier!
 - Please note: I am not kidding. It is not easy, but it is quite possible!
- Our payplan places referrals into Members' teams (some rules apply) meaning that almost everyone is making more or less money. Of course, those who get the new customers are the ones that make the more money!
- We attain less desertion rates, since it is very easy to cover your fee with commissions and fairly easy to be in profit. Who would leave a useful service that is in profit or at least not costing?

So, with Patience and Dedication you can really build:

- A monthly recurring income.
- A real and useful contact list for your other business.
- A Team to work with you for our mutual benefit and success!

Chapter 2 explains the payplan and team building rules.

The rest of the Chapters and other documents are Exclusive, Members Only materials that we will be publishing in the Members Area to help you build and grow your business.