

# “MLM Domain Secrets”

By Mike Dillard

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[www.GetMLMResults.com](http://www.GetMLMResults.com)



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Sincerely,



Mike Dillard

# **“MLM Domain Secrets”**

## **Introduction:**

Owning your own domain name is the fastest, easiest, and cheapest way to increase the professionalism of you and your business, virtually over-night.

Understand that in network marketing, or any business for that matter, you are selling yourself.

In actuality, people are much more concerned with YOU, than they are about your business opportunity. I don't care if you have the greatest business in the world. If you don't successfully position yourself as a leader in the eyes of your prospects, you will go no where.

With this in mind, understand that you are constantly being judged... Sized up, measured, and compared to other potential upline partners.

People want to work with winners. They are attracted to leaders. It's a survival instinct that is a part of our very DNA, and you cannot escape it... But you can also use this to your advantage!

So what does all of this have to do with registering a little domain name?

Well it's simple... It's all about professionalism. If you don't even know how to register a simple domain name, how can you possibly expect other people follow you to “financial freedom?”

But there is much more to it than that...

Having your own domain name is crucial for self-branding, tracking your advertising results, and ensuring that your prospects successfully make it to your site instead of someone else's, but after writing this guide, I realized there is much to this process than meets the eye.

Personally, I'll spend hours and even days selecting the perfect domain name that meets all 5 of my exclusive criteria which allows me to find a domain that protects my brand from competition, pulls in maximum traffic from advertising, and gets listed in the top search engine results... (Just to name a few of the considerations I put into play).

Ok, enough of my soap-box chit-chat. I'm glad you're here because we're going to completely change the image of your business in about 30 minutes, so let's get started!

## Chapter 1:

# Understanding the Advantages A Domain Will Bring to Your Business.

(NOTE: All links are for illustrative purposes only and may or may not be an actual working link).

95% of network marketers who actually register a domain name put very little thought into the actual domain selection process.

Not me.

I'll spend hours or even days selecting the right domain name because I'm always thinking five steps ahead of the average business owner, and that's what I'm going to teach you how to do as well...

### Three Reasons You Need to Own At Least One Domain Name:

First is the increased professionalism it gives to you.

Having your own domain names doesn't necessarily put points in your professionalism column because it is an expected practice today. But NOT having one, will definitely HURT your image... *Again, because having one is an expected practice today.*

Let's say that you were one of my cold market prospects and you didn't know anything about me at all. I have your contact information, so I decide to send you a quick introductory email from my address which is:

[bigboymike4287@aol.com](mailto:bigboymike4287@aol.com) (Not a real email address)

What would your first impression be? Do I sound like a professional business owner? A successful CEO? A leader?

Or do you picture some big college dropout making \$8.00 delivering pizzas?

The truth is irrelevant. I might be a millionaire but it wouldn't matter because I'm being judged by that email address the instant it arrives in someone's inbox.

On the other hand, how would your perception change if my email address was:

[Mike@idealtrends.com](mailto:Mike@idealtrends.com) or [Mike@MagneticSponsoring.com](mailto:Mike@MagneticSponsoring.com)?

Now you're left with two options. The impression you get is going to be either positive due to the professional nature of the name, or neutral because the actual domain names themselves are neutral in meaning.

Idealtrends.com, and MagneticSponsoring.com don't really mean anything. You can't associate them to a company, product, or person. They are GENERIC.

The second advantage to having your own domain name is that you can now have a personal email address that is not dependant upon a 3<sup>rd</sup> part provider like AOL, Yahoo, Hotmail, Excite, or GMail.

We both know that it's impossible to get an email address like [mike@yahoo.com](mailto:mike@yahoo.com) or [mike@hotmail.com](mailto:mike@hotmail.com).

They were picked up long ago.

But if you have your own domain name, you can choose any address you'd like:

[Mike@idealtrends.com](mailto:Mike@idealtrends.com), [support@idealtrends.com](mailto:support@idealtrends.com), [help@idealtrends.com](mailto:help@idealtrends.com), [owner@idealtrends.com](mailto:owner@idealtrends.com), [ceo@idealtrends.com](mailto:ceo@idealtrends.com), etc...

The choice is yours.

Finally, the third advantage to owning a domain name is that you can use what's called a "redirect."

In network marketing, we often use replicated website addresses or affiliate links in our businesses.

These are usually fairly long web addresses that are difficult to give out over the phone, or place in advertising pieces.

For example, the address for an affiliate of Magnetic Sponsoring would look like this: [http://www.\(UserName\).magneticsponsoring.com](http://www.(UserName).magneticsponsoring.com)

Or <http://www.mike.magneticsponsoring.com>

(NOTE: Using lower case or upper case letters when typing a domain name make no difference at all. Each letter in the alphabet simply corresponds to a specific number, and that number is the same whether the letter is capitalized or not).

Your company might give you a replicated site and the address probably looks something like this: <http://www.YourCompanyName.com/123452> (where 123452 would be your company ID number).

If you're promoting products or services through an affiliate program, you would have an Affiliate looks something like this: <http://www.shoppingcart.com/app/aftrack.asp?afid=586781>

The bottom line is that in each of these cases above, you are LOSING business just because of the web link itself.

Let me count the ways this will cost you...

**1:** Anytime you give someone a link with "additional" information in it like a user name or ID number, people will automatically erase the extra part and go straight to the primary domain name just out of curiosity.

For example, if this is your link: <http://www.YourCompanyName.com/123452>, people will leave out, or erase the 123452 portion and just head straight to [www.YourCompanyName.com](http://www.YourCompanyName.com). It happens all the time and I'm sure you've even done it yourself.

The bottom line is that you stand to lose out on that business.

**2:** You can't put an address like <http://www.YourCompanyName.com/123452> in an advertisement of any kind. It means DEATH to your results.

Why?

**A:** People aren't going to remember the number at the end of your address.

**B:** Not only will people do exactly what I stated in #1 and leave your ID number off so they can go to the primary site, but anyone who actually spends money on an advertisement, and doesn't even bother to set up a real domain name with a redirect obviously doesn't have a clue as to what they are doing, which means you will only attract leads who are even less savvy and less professional than the person who placed it.

When I see an ad with a full link like <http://www.YourCompanyName.com/123452>, or <http://www.mike.magneticsponsoringonline.com>, only one word comes to mind: "Amateur." – Which means I wouldn't even bother responding to that ad for that reason alone.

**3:** You're just asking for trouble if you try and give out a long link like these to a prospect over the phone. Chances are they're going to spell it wrong or leave a piece out.

Try giving out a link like this on a conference call and you're going to lose professionalism along with all of the listeners who couldn't write it down correctly no matter how many times you were asked to repeat it.

## **“URL Redirects”**

So like I said, the third advantage to owning your own domain name is that you can use what is called a “URL redirect”, or “domain forwarding.”

This simply means that you can instruct the company that is hosting your domain name to “redirect” all traffic coming to your domain (A), to site (B).

This is like telling the post office to forward all of your mail to a new address because you just moved to a new home.

Let's go through a quick example and say that I have an affiliate product I want to promote.

Instead of sending out this link:  
<http://www.shoppingcart.com/app/aftrack.asp?afid=586781>,

I would instruct my hosting company to take all traffic coming to my domain name: [www.idealtrends.com](http://www.idealtrends.com), and have them redirected to <http://www.shoppingcart.com/app/aftrack.asp?afid=586781>

This means, that instead of using <http://www.shoppingcart.com/app/aftrack.asp?afid=586781> in my ads, in my emails, and on the phone, all I have to do is use [www.idealtrends.com](http://www.idealtrends.com).

Anyone who types in [www.idealtrends.com](http://www.idealtrends.com) will automatically be redirected to that long affiliate link.

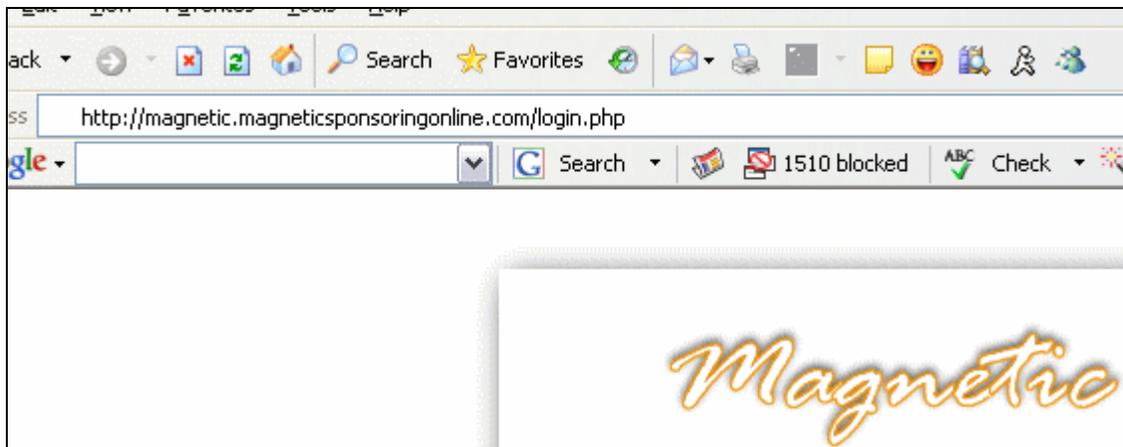
## “URL Masking”

Masking is a very useful feature when setting up a re-direct.

Essentially, it will “mask” or hide, the destination web address in your browser window, and keep your original domain in its place. It’s a little hard for me to explain, so let me show you instead.

I’m going to set up a redirect for this address: [www.live5star.com](http://www.live5star.com). It’s going to forward anyone who goes to that website straight to my replicated site: [www.magnetic.magneticsponsoringonline.com](http://www.magnetic.magneticsponsoringonline.com)

What I want you to notice is that the new replicated site address is now visible at the top of my browser window:



Now I’ll log back into GoDaddy.com and select the “Masking” option in the Domain Forwarding menu.

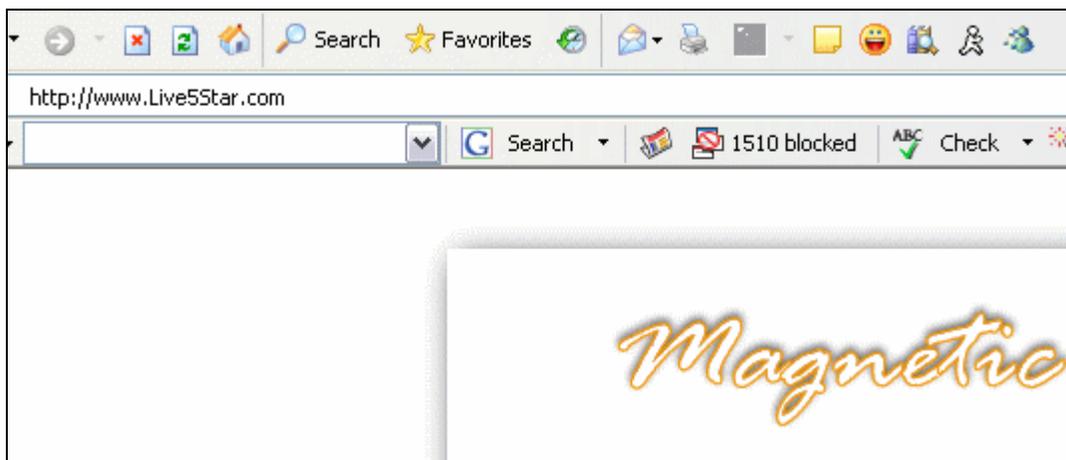
<b>Status:</b> Active
<b>Forward To:</b> <input type="text" value="http://www.magnetic.magneticsponsoringo"/> * <i>ex. (http://www.anotherdomain.com)</i> Last Updated: 1/7/2006
<b>Mask Domain:</b> <input checked="" type="checkbox"/>
<b>Masked Title:</b> <input type="text" value="www.Live5Star.com"/>

What this masking does, is “hide” the destination web address from the surfer. Instead, it will keep the original domain address in its place. (This is easier to show you than to describe).

When I set up my masking option in Godaddy.com I told the system to use [www.Live5Star.com](http://www.Live5Star.com) as the title. This means that [www.Live5Star.com](http://www.Live5Star.com) will now appear in the address bar at the top of my visitor’s browser instead of [www.magnetic.magneticsponsoringonline.com](http://www.magnetic.magneticsponsoringonline.com)

Now that masking has been put in place, let’s try it out. I’m going to type [www.Live5Star.com](http://www.Live5Star.com) into my browser.

It’s going to redirect me to [www.magnetic.magneticsponsoringonline.com](http://www.magnetic.magneticsponsoringonline.com), but as you’ll notice in the graphic below, my browser still says [www.Live5Star.com](http://www.Live5Star.com) in the address bar.



**CAUTION!: DO NOT USE MASKING ON AFFILIATE LINKS.**

MASKING will throw off the tracking system used by affiliate links and it will cause you to lose up to 50% of your sales!

Use Re-directs ONLY.

## Chapter 2:

### Choosing a Domain Name

Ok, it's time to get this process started, so let's take a look at some of the considerations you're going to need to make as we move forward.

Personally, I use [www.GoDaddy.com](http://www.GoDaddy.com) for registration and hosting. Their prices are some of the best in the industry. You can pick up a ".com" name for \$9.00 a year, and hosting for less than \$4.00/mo, but best of all, their 24/7 phone support is excellent.

If you're not a very tech savvy person, then this free phone support will definitely come in handy the first time you go through this process and set up a re-direct.

#### Mike's Domain Registration Rules:

##### Rule #1: Keep it Simple.

You want to find a domain name that is:

- 1: Easy to say.
- 2: Easy to spell.
- 3: Easy to remember.

This is not optional. If you can't find an address that fits all three of these qualifications, keep looking.

If you're giving your website address to someone over the phone or to a group on a conference call, there can be no room for misinterpretation or spelling errors which means you need to follow the next piece of advice...

##### Rule #2: Register Plural and Hyphenated Versions.

You want to register all plural and hyphenated versions of your domain name of choice in order to capture anyone who might misspell the name, and to protect yourself from competition who will intentionally register any domains similar to yours.

Now this isn't going to matter much if you're just a tiny fish in the big internet pond and you're aren't promoting yourself in a massive way, but if you ever start to brand yourself and that domain name, then you need to follow these suggestions.

I recently started a project on creating lead generating capture pages, so the very first thing I did was register several possible domain names for it.

Following my own advice, I registered [www.mlmcapturepage.com](http://www.mlmcapturepage.com) and [www.mlmcapturepages.com](http://www.mlmcapturepages.com). I also registered [www.mlm-capture-page.com](http://www.mlm-capture-page.com), and [www.mlm-capture-pages.com](http://www.mlm-capture-pages.com). (The hyphenated and plural versions of each name).

Not only do you want to do this so you don't lose any unnecessary traffic, but to protect yourself from competition. Do not leave a door wide open for a competitor to leech visitors and customers through a similar domain name.

You can bet that if I hadn't registered [www.Magnetic-Sponsoring.com](http://www.Magnetic-Sponsoring.com) right after registering [www.MagneticSponsoring.com](http://www.MagneticSponsoring.com) – I'd have a cyber-squatter sitting on a very valuable piece of internet real-estate... (And he'd probably have a law-suit on his hands).

Always remember that entrepreneurs are opportunistic people by nature.

Just do it right the first time and you won't have to worry about any of these issues.

### **Rule #3: Use The Top “Key Words” In The Domain Itself.**

(But not every time. I'll explain why in Rule #5).

Search engines give high relevance to sites with top key words in the domain name itself, and a higher relevance for .com names over any of the other extensions like .net .biz . org or .info.

So how do you find the right key words to use?

Head to [www.overture.com](http://www.overture.com). Go to the Resources page for current advertisers, and click on the link for Key Word Selector Tool.

Type in a common search term for your category or product or service.

Example: If I type “capture pages”, it brings back the following results:

**Get suggestions for:** (may take up to 30 seconds)

**Note:** All suggested search terms are subject to our standard editorial review process.

Searches done in October 2005	
Count	Search Term
291	lead capture pages
121	web page capture
63	capture pages
50	automatic responder with lead capture pages
45	capture page and automatic responder
36	capture creating lead own page
27	capture image page search web
25	capture jaunes page

The top result is “lead capture pages”, so I would want to try and register something with the words “lead” and “capture”, right in the domain name itself.

... Kind of like [www.MLMCapturePages.com](http://www.MLMCapturePages.com) or [www.EasyCapturePages.com](http://www.EasyCapturePages.com)

NOTE: If the .com version of your preferred domain is unavailable, choose another. You want to have the .com address, because that is what your visitors will automatically type in when going by memory.

And if they don't, many will type it in just out of curiosity, and if it is owned by a competitor, you're in trouble.

### **Rule #4: Pay Attention To Phonics.**

Try not to use numbers unless you can purchase both the numerical and alphabetical names.

If you were on a conference call and you told the listeners to, “head to www dot live five star dot com”, they wouldn't know whether or not to go to [www.Live5Star.com](http://www.Live5Star.com) or [www.LiveFiveStar.com](http://www.LiveFiveStar.com)!

If you're going to buy [www.EZcapturepages.com](http://www.EZcapturepages.com), you had better own [www.EasyCapturepages.com](http://www.EasyCapturepages.com) as well.

If you can find a domain name with both listings available, then go for it.

### **Rule #5: Register a “generic” domain name that can be used to promote anything now and in the future.**

The very first domain name I purchased was [www.IdealTrends.com](http://www.IdealTrends.com) because I could use that domain to promote any kind of business or product I would ever want to.

[www.GetMLMResults.com](http://www.GetMLMResults.com), [www.InstantMLMProfits](http://www.InstantMLMProfits), and [www.MLMSurgery](http://www.MLMSurgery) are three more great example of domains that have a lot of built in flexibility.

Choosing a generic domain name can be very important when generating leads if you are a network marketer. 99% of the time, you do NOT want to have the name of your company or product in the domain name because your capture page is NOT going to be promoting your company, but we'll get into that in more detail in another chapter.

So if your company is Amway, then you do not want to register a name like [www.AmwayRocks.com](http://www.AmwayRocks.com), to use for your capture page.

You'll notice that my two primary email addresses are [mike@idealtrends.com](mailto:mike@idealtrends.com) and [mike@getmlmresults.com](mailto:mike@getmlmresults.com).

You can type both domain names into your browser ([www.ideal Trends.com](http://www.ideal Trends.com) and [www.getmlmresults.com](http://www.getmlmresults.com)), and you'll notice that NEITHER of these sites contain information about my opportunity.

Why?

Because I want to keep control of what my prospects see and when. I want to keep control of the presentation of my business and the timeline in which it takes place.

My prospect doesn't know what company I'm with until I tell them. They can't look at my opportunity website until I give it to them.

Most networkers will register a domain name with their company name in it like [www.AmwayRocks.com](http://www.AmwayRocks.com) and their email address would be [mike@amwayrocks.com](mailto:mike@amwayrocks.com) which is the primary email address they use for all correspondence.

Well as soon as you send an email to your prospect from [mike@amwayrocks.com](mailto:mike@amwayrocks.com), they are instantly going to head to [www.AmwayRocks.com](http://www.AmwayRocks.com) out of curiosity, which means you lost all control of the presentation process.

Now what if you change companies? What if you leave Amway and head to Herbalife? What are you going to do with an email address (that everyone now has) like [mike@amwayrocks.com](mailto:mike@amwayrocks.com)?

That's why you **ALWAYS** register a generic domain name to use for your email correspondence that you can keep forever, no matter what kind of business you decide to build.

I chose [www.Idealtrends.com](http://www.Idealtrends.com) specifically for this reason.

Once you have a generic domain, you can always register another one for your specific opportunity that you can give to your prospects when the time is right.

I have purchased over 100 domains in the last year alone. It's like owning cyber real-estate.

## **Suggestions For Great Generic Domain Names:**

This is probably going to be a very frustrating process for you if this is your first time registering a domain name. Why? Because you will soon find out that 19 out of 20 names you think of will already be taken.

Coming up with something generic is pretty easy though.

Here are a few ideas...

1: Use your name in combination with an extension.

[www.AndersonInc.com](http://www.AndersonInc.com)  
[www.JohnSmithInc.com](http://www.JohnSmithInc.com)  
[www.JohnSmithPartners.com](http://www.JohnSmithPartners.com)  
[www.JohnSmithLLC.com](http://www.JohnSmithLLC.com)  
[www.JohnSmithCompany.com](http://www.JohnSmithCompany.com)  
[www.WhoIsJohnSmith.com](http://www.WhoIsJohnSmith.com)  
[www.JohnSmithMarketing.com](http://www.JohnSmithMarketing.com)

2: Think of a company name, or “Doing Business As”, name.

[www.Idealtrends.com](http://www.Idealtrends.com)

[www.Live5Star.com](http://www.Live5Star.com)

[www.GetMLMResults.com](http://www.GetMLMResults.com)

[www.IdealIndustries.com](http://www.IdealIndustries.com)

[www.MagneticSponsoring.com](http://www.MagneticSponsoring.com)

**Once again, keep these three rules in mind:**

1: Easy to say.

2: Easy to spell.

3: Easy to remember.

If your last name happens to be Leibowitz, then pick something else!

## Chapter 3:

### Purchasing Your Domain Name:

**Rule #6:** You want to buy the .com, net, and .biz versions of each domain you choose. When coming out with a new product like Magnetic Sponsoring, I might end up buying a total of 15 a domain names:

[www.magneticsponsoring.com](http://www.magneticsponsoring.com)  
[www.magneticsponsoring.net](http://www.magneticsponsoring.net)  
[www.magneticsponsoring.biz](http://www.magneticsponsoring.biz)

[www.magnetic-sponsoring.com](http://www.magnetic-sponsoring.com)  
[www.magnetic-sponsoring.net](http://www.magnetic-sponsoring.net)  
[www.magnetic-sponsoring.biz](http://www.magnetic-sponsoring.biz)

[www.getmagneticsponsoring.com](http://www.getmagneticsponsoring.com)  
[www.getmagneticsponsoring.net](http://www.getmagneticsponsoring.net)  
[www.getmagneticsponsoring.biz](http://www.getmagneticsponsoring.biz)

...You get the idea.

Purchasing this many domain names for one project is not necessary, just recommended.

So go ahead and make your purchase, but DO NOT buy any of the other services your registration company will want to sell you like traffic generation, search engine submission, etc. You don't need those.

All you need are the domain names, and a basic hosting account which you can set up for \$3.95 a month at [www.GoDaddy.com](http://www.GoDaddy.com)

**1:** Start with the domain search box. You will get to know this one well as you search for a name that is actually available.

Continue to search until you find a name that meets all of the criteria we've discussed today.

The screenshot shows the GoDaddy website interface. On the left is a login section with fields for 'Customer # or Login name' and 'Password', a 'Secure Login' button, and links for 'Forgot your password?' and 'NEW! Assign an AccountExec!'. Below this is a 'Radio-GoDaddy' logo and a countdown timer for a 'Next show' in 4 days, 20 hours, and 12 minutes. The main content area features a promotional banner for domain registration with a woman's image, advertising 'Domains \$8.95/yr\* & lower' and '.COM Transfers \$6.95/yr\*' with a 'FREE 1-year extension!'. It also mentions '\$1.99 with any new, non-domain purchase' and 'FREE with every domain' including hosting and email. At the bottom of the banner is a domain search bar with a 'GO!' button and a list of domain extensions (.com, .us, .biz, etc.).

Once you find a name that works, choose to register the .com, .biz, and .info names.

**2:** Go ahead and start the check out process.

**3:** Skip ALL of the extra services they will try and sell you. You DO NOT need them.

**4:** I only register my domains for 1 year at a time to keep costs down. They will automatically renew each year as long as your credit card on file is current. If it's not, GoDaddy will notify you.

Congrats! You now own your very first domain name!

**5:** When you're ready to set up a re-direct or set up an email address for your new domain, click the Support button for GoDaddy and call their 1-800 number.

Have one of their associates walk you through each process.

If you have any questions, you can always give me a ring...

To your success,

*Mike Dillard*

Mike Dillard  
[www.MagneticSponsoring.com](http://www.MagneticSponsoring.com)