



Explore **ma**

# Getting Started

2

Phase 1: **Launch your DRS**  
(So you can start using it right away)

## Launching a DRS site is quick and easy.



First, sign in, and review your design and theme.



Second, make edits to the text, keeping in mind your business and the kinds of prospects you are seeking.



Next, add images and videos. Remember, people today are attracted to concepts and ideas they can see. Images and videos raise interest and confidence.



You will definitely want to add links to your social media sites. Links to your Facebook, Twitter, LinkedIn, YouTube and Pinterest sites will increase the interactivity of your DRS.



Add even more interactivity to your DRS with your own blog. This is a key way to gain the interest of people, and engage your prospects.



Now just attach your domain name and launch your site!!!

**Continued on next page**



Now you're on a roll. You've discovered how powerful your DRS presence can be. Let's start thinking about the future.

- Remember all DRS sites have the ability to add a customizable domain name. All sites come with `http://explorema.com/[your_DRS_site_name_here]` as your Web address.
- A custom domain name is beneficial because it's easier to share, easier to remember, and it makes it simpler for the prospect to find your site.
- To purchase a custom domain name for your DRS, go to the Administration page, click "Manage your Domains & Email Accounts," and then click "Register New Domain."
- Once you've established a domain name, start thinking about email addresses. You have unlimited email addresses at your disposal.
- Keeping your professional email separate from your personal email shows people you are serious about your business.
- Email addresses are very easy to set up and maintain. Just go to the Administration page and click "Manage your Domains & Email Accounts."

Once you have launched your DRS, you'll find prospecting and recruiting will be more effective, efficient, professional, organized and personal.

Your next step is to think about ways to generate interest, including social media, MarketAmerica Web sites, Shop.com, university majors, and one-on-one consulting.

Now you're beginning to see how your DRS will become a powerful business tool.



- Your prospects will see you as a professional.
- Prospects will see a viable business opportunity with their own eyes.
- Prospects will see that you work with people who are looking to make extra money with a part-time effort without having to give up their current job.
- You now have an information-packed resource that prospects can view in a low-pressure way, on their own time.

Remember, your DRS can become your "catch net," which will capitalize on all of your prospecting and recruiting efforts.