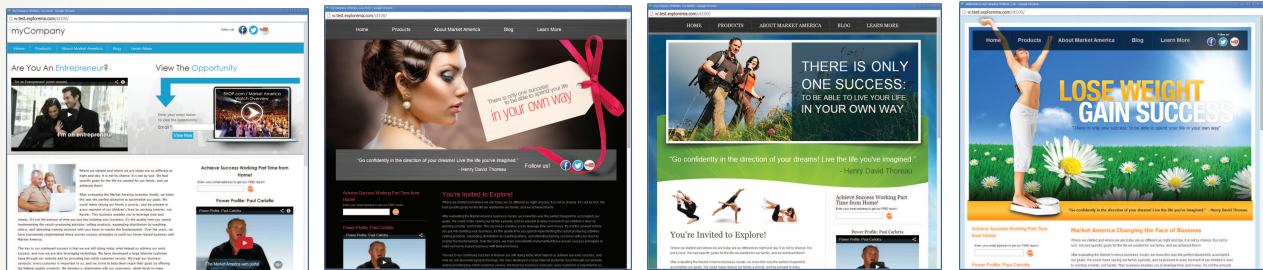


Explore **ma**

Getting Started

3

Phase 2: Expand your DRS over time



Your new Distributor Recruiting Site is preloaded with clear, proven content that you can and should use!!! The existing content is great for getting your DRS started, but after a little while, there's incredible potential for improvement.

At first, don't worry about redesigning your entire DRS site. You might consider simply replacing the images to make your DRS more personalized.

- As you develop your DRS, start adding your own personal content. Think about your specialty, your personality, the area where you live, and other factors that make your DRS unique.
- Think about what your audience wants to see. They want to know your name, your story, how to get in touch with you on the phone, via email or on social media. Make things clear and easy for your audience.
- Other content suggestions include Quick Company Facts, links to MarketAmerica.com, and a form to request more information about the opportunity from YOU.
- Above all remember people are busy with life and work and family, and have limited time. Sometimes less is more. So keep it simple!!!

Continued on next page

Images are hugely important!!! Here are some more suggestions on how to use images on your DRS site:

- Keep some of the preloaded images such as products, logos, and events. These have been effective in the past.
- Consider replacing stock images of people with photos of yourself. It gives your DRS a personal and customized look and feel.
- Add photos to your DRS that reflect lifestyles, business activities, and events where people gather.

Video is also incredibly popular these days, as evidenced by the success of YouTube and other Web sites. Fortunately, you can easily integrate video into your DRS.

- Your DRS features a MarketAmerica video library with preloaded videos. There are videos focusing on products, the business plan, power profiles, events, and other short clips.
- Check out the "I'm an Entrepreneur" video or the "22-minute Plan" video.
- Adding videos is just as easy as adding images. Just drag and drop.
- A simple folder and icon system makes it easy to upload and organize videos.
- Add new videos as they become available.

Don't forget the power of blogs. Blogging allows you to engage users and improves your search results. Did you know:

- Blogging generates interest in YOU, your business, products and services. And blogging drives traffic to your DRS.
- Studies show blogging leads to 55 percent more Web traffic.
- Business-to-business companies that blog generate 67 percent more leads a month.
- Business-to-consumer companies that blog generate 88 percent more leads a month.
- Businesses that blog get an astounding 434 percent more indexed pages that show up on search engines.

Set up a schedule to keep your site fresh and updated. For example, make a promise to yourself to add a new page every two weeks. Even if you do not add a new page, your DRS site will offer new content through links to your social media sites and blogs.

