

6 Step FoolProof Myspace Profile Formula worksheet

This worksheet is designed to walk you through the steps of creating your Myspace profile. This is the most important part of your entire Myspace marketing. There is a right way to do this and a wrong way to do this like we talked about in the video. Don't let that scare you though...if you follow these steps there is NO way you can do it wrong. All of our testing and market research has led to this Myspace formula and we find that when used it produces the best results for you and your business.

I personally get overwhelmed whenever I create things so I need things broken down for me in steps and that's what this worksheet is for. Just fill out each part...add them together and you got your Myspace profile that captivates and attracts prospects to your business instead of you chasing them! So just sit down, get your favorite beverage, get some music to pump you up and let's get after it...

The MySpace Profile Formula is:

1. Personal Pictures (Helps grab your reader's attention.)
2. Personal Background (Helps you make a connection / helps people to relate with you / helps build rapport with your reader and draws them further into your story to keeps them interested to want to learn more about you.)
3. Personal Problem (Here you paint your own personal frustrations, challenges, or problems that caused you to look for a solution or a different alternative to what you're already doing right now that just doesn't work for you.)
4. Solution (Here, you tell your *STORY* on how you got introduced to the solution... and what kind of experience you've had with it.)
5. Call to Action (Finally, you invite your reader to either call you, send you a message, or tell them to subscribe to your newsletter list or blog.)
6. Describe exactly who you'd love to work with. What characteristic traits would you absolutely love to see in your perfect business partner. Kind of like an employer lists exactly what their looking for when they put up a job posting... you want to describe exactly what you're looking for in the right prospect who is looking for what your product, service, or opportunity offers.

1. Pictures

You've heard it 1.4 billion times..."a picture is worth a thousand words." Pictures are amazing. They convey certain things that words just can't do. Pictures have an energy to them and the people who see the pictures pick up the energy off of them. If you show somebody a picture of you with a big smile at the beach...they feel how you felt in that moment and instantly they feel connected to you. So what better way to start off your MySpace profile than with pictures.



Here is picture of me while I'm vacationing with my girlfriend in Italy. This just grabs you in doesn't it? Forget the fact that I'm incredibly good looking and just feel the energy of the picture.

What you are going to do is take 10 or so pictures and create a slideshow just like you see at www.MySpace.com/mlmgoldmine

So find about 10 pictures of you where in that moment of the picture you were just having so much fun. Silly ones are great too. These pictures say "Hey, I am a real person and I love having fun." You DO NOT want businessy type pictures on MySpace...they turn people off.

IF you have them on your computer in digital format that's great. If not, take the pictures over to Kinkos and have them scan them into digital files for you. I know Walmart has a photo center that will do this for you too.

Once you have them in digital format go over to Slide.com and create a slideshow. It couldn't be easier. Just go there, upload your photos pick a few options and it gives you a little html code. All you do is just copy that code and paste it into your "About Me" section in your MySpace back office. This goes above all your other text.

The screenshot shows the MySpace website interface. At the top, there is a navigation bar with links for Home, Browse, Search, Invite, Film, Mail, Blog, Favorites, Forum, Groups, Events, Videos, Music, Comedy, and Classifieds. Below this is a search bar powered by Google. The main content area is titled "Profile Edit - Interests & Personality". It includes a sidebar with links for "View My Profile", "Account Settings", "Safe Edit Mode", and "Edit Comments". The main section has a breadcrumb trail: "Interests & Personality | Name | Basic Info | Background & Lifestyle | Schools | Companies | Networking | Song & Video on Profile". Below this, there is a warning: "To disable clickable links in Interests / Music / Movies / Television / Books / Heroes, put a <Z> anywhere in the box." There are two buttons: "Save All Changes" and "Preview Profile". The "Headline:" field is empty. The "About Me:" field contains the text: "Copy and paste the code that slide.com gives you here." A blue box on the left provides instructions: "You may enter HTML/DHTML or CSS in any text field. Javascript is not allowed. Do not use HTML/CSS to cover MySpace advertisements. To disable clickable links in Interests / Music / Movies / Television / Books / Heroes, put a <Z> anywhere in the box."

1.5. Opening Statement.

After you wow them with your pictures, and they see how unbelievable good looking you are, we use what we call an opening statement. It's just real quick statement that introduces you and helps to establish you as an "AUTHORITY" or an "EXPERT".

The easiest way to do this is to use a simple opening line like, "Hi, my name is (INSERT NAME HERE) and I am the creator and author of (INSERT YOUR NON REPLICATED SITE HERE)."

You see Dennis starts out his MySpace profile with "Hi, my name is Dennis Karganilla and I am the author and creator of MLMGoldMine.com"

We use this line a lot because instantly within seconds, in your readers mind, you have just become an "AUTHORITY" or an "EXPERT"... right from the very beginning. Anytime you can say that you are an "AUTHOR" of a book, website, special report, or whatever... the "AUTHOR" title gives you instant credibility and instant authority.

It's one of the secrets of "PERSUASION" I've always used in the past. It will help you position yourself and the "instant guru" right from the very beginning. So I recommend

you use these tactic to help you “POSITION” yourself and to answer your prospects question as to “Why Should I Listen To You?”.

If you don’t already have your own website yet, here’s a quick and easy way to create “instant credibility” and “instant authority” to help you position yourself as an expert.

#1) Send us a testimonial of your experience, or excitement, or your results after learning the techniques that we are teaching you here at www.MLMGoldMine.com. What we will do is feature your testimonial / story on our home page... and now you can open up your MySpace profile by saying...

“Hi, my name is _____, and I’m a contributing author of www.MLMGoldMine.com.”

(Make sure you send them to your affiliate link so that you get the credit for the referral. Don’t just same them to the MLMGoldMine.com home page... send them to your affiliate link so that if they decide to join, and you’re an upgraded reseller, you’ll make the money if they decide to order as well.)

#2) If you share anything on any of our conference calls... whether you share your experience with the training, or you just have questions, or anything to contribute to the calls... then right there... you can also say that you’re a contributing author of MLMGoldMine.com.

#3) The very best way to do it is to go through this “My Story Marketing” process, develop a total “Kick-Butt” story that will *ROCK* other peoples worlds... create a video using the software we give you... and then send it over to us so that we can feature your video on our home page at MLMGoldMine.com.

If you do that... that will paint the picture in your prospects minds that you are definitely an “EXPERT” and you gain instant credibility and instant “AUTHORITY” that will actually give you an “ATTRACTIVE” persona where people will be automatically drawn towards you and will practically beg you to let them work with you.

(Just do 5% more than anyone else... and you will “ATTRACT” more prospects than you will know what to do with. I promise you... this process right here is the stepping stone to help you get started.)

Next you want to quickly just create some interest for them to keep reading. Here you can use an “IF” statement.

It can say something like “If you are anything like me...you love the internet and making money. I’ll explain a little about how I combined the 2 and changed my life but first let me tell you a little about myself.”

It’s just a little teaser that introduces yourself but it intrigues them to keep reading on.

Another “ALTERNATIVE” that works really well for your opening is telling people the “REASON WHY” you started your MySpace profile or website. (I actually like this alternate method a little better than the “IF” statement.)

Let me show you an example of how the “REASON WHY” opening would look like:

“The reason why I started this MySpace profile is because I used to be so sick and tired of my 9-5 job working as a corporate executive for ACME Corporation. I just hated working for someone else because my boss used to always get on my nerves. And that’s why I started my own internet business online. And why I created this MySpace profile because I want to meet, network, and give back to other newbie entrepreneurs who are in the same situation just like I was... and hopefully my story can help inspire you to discover a better alternative just like I did when I started working from home, being my own boss, and making money online. But before I get into all of that... let me just tell you a little bit more about myself...”

That’s how I would use the “REASON WHY” opening... I’m sure you’ll agree, it really is that powerful if you use it and it will totally entice your reader to want to learn more about what you are doing.

Okay, now let’s do a quick re-cap...

The first thing your MySpace visitors would see when they come to your site is the slide show. Then they read the intro:

Then you just go into your background:

So real quickly let’s write your opening statement:

Hi my name is _____ and I am the creator and author / contributing author of _____.

If you are anything like me / The reason why I created this MySpace profile is because

You don’t have to use an IF statement or a “REASON WHY” statement if you don’t want to...just make sure to draw them in to where they would want to keep reading. Ok...let’s move on to part 2 of the myspace formula.

2. Background

Here is where we start MyStory Marketing.

After you have your pictures and give your opening statement go a little into about who you are.

Imagine going to a party and somebody said to you...”Tell me a little about yourself” What would you say back? Write down what you would say.

Here are some tips to help you out.

person on why your product, service, or opportunity is right for them. That's a total *WASTE* of time... and you don't want to do it.

Use your story and technology to "DIS-QUALIFY" all the "WRONG" people so that only the "RIGHT" people move to the next step.

When the "RIGHT" people hear your story, they will be thinking in their head:

- I have arthritis!
- I hate waking up to get out of bed because it hurts!
- I hate brushing my teeth and tying my shoes...it causes me pain!
- I want to play with my kids so bad but I can't because it's too painful!
- I have tried prescription drugs and had side effects too!
- I tried other natural methods!
- THIS LADY IS JUST LIKE ME!!! I HAVE FOUND MY LONG LOST TWIN AT LAST!!!!

The second way to establish your problem that you can use if you don't have a problem your product solved is to establish a financial problem that your MLM business can solve.

Even if you haven't made a dime in your business you can still use this. The key with this though is you need to make it *personable*. Try not to make it sound like a sales pitch with the typical hype. For instance DO NOT PUT:

"Are you tired of working from paycheck to paycheck? Are you ready to put yourself on the fast track to success? Bla Bla Bla". I'm getting sick just typing it.

You need to make it personable and tailor it to you. For instance a buddy of mine is a pilot. He is always talking about how much he hates his job and really goes into it. He doesn't say "Hey Jimmy, I'm really tired of living paycheck to paycheck...I really feel the urge to get on the fast track to financial success."

If I was writing his MySpace page I would state the problem like this:

"Right now I am currently working as a pilot for Some Boring Airline and I gotta tell you it sucks! Let me paint you a picture. I get up to the most annoying alarm clock in the world. I think the person who made my alarm clock had the intention of really ruining somebody's day and used that sound to accomplish his goal. I get up and shower and put on the most ridiculous uniform ever. I can't help but laugh everytime I see myself in the mirror with my outfit and funny hat on. Then I have to get in my car and sit in wall to wall traffic to get to work. I live about 3 miles from the airport but it takes me 45 min to get to work. When I get there I have to go through security to get even though I'm a pilot. This takes forever! The whole process takes about an extra 40 mins. So right there with the security and driving to and from work wastes about almost an hour and a half out of my day EACH day. After security I have to go my preflight routine....yada yada yada."

4. Solution

This is where you talk about how your product, service, or opportunity saved the day and solved your problem. They are reading your story, hearing your problem and they are relating to it. **YOU GOT THEM RIGHT WHERE YOU WANT THEM!!!**

They are nodding along agreeing with your problem. They are feeling what you are feeling. They are thinking to themselves man I feel sorry for both of us because we have this problem and then they read something like:

“All of that changed when I discovered (INSERT SOLUTION HERE).”

(Again, to make this work the best... you should tell your personal story on how you discovered your product, service, or opportunity.)

Here’s an example of how I would tell Jimmy’s story... (this is Dennis here right now just proof-reading Jimmy’s work and adding a little finishing touches... sorry Jimmy but I just couldn’t help it! ;-)

So the story would go something like this...

Like when I first told Jimmy about how to use MySpace to generate *FREE* leads for his business... he didn’t believe. He put it off. Just thought I wasn’t serious and thought it would never work for him. But then after I continued to persist and nag him... finally he said okay just to get me off his back.

And the results were nothing short of amazing!

Within the first 24-hours of him putting up his MySpace page and promoting it to the targeted list I told him to target... Jimmy made more sales for his business in a single day than he had ever made in any other single 24-hour period since he’s been promoting his business online for the last 2-years!

(Okay... now back to Jimmy! – dk)

They are thinking wait...”You mean to tell me you found something to fix this problem of ours?!?!?!? Halleluiah!”

Then you go on to talk about your product or business and how it saved your day/changed your life.

If your problem was something your product fixed...talk about your own personal experience with the product or service....and really sell this part too. If the acai berry you are selling cured your arthritis talk about how you started taking it and go into detail of how it impacted your life. You can play with your kids again. You can brush your teeth...you can finally sleep pain free.

After you have created your slide show and filled out this worksheet just add all the parts together in order and you have your MySpace profile! You are now a MySpace profile expert!

One last thing I want to leave you with is this. There are over 100 million people on MySpace. Over 200,000 new people sign up a day. You can attract anybody you want to. Doesn't it make sense to attract people who you can relate to and would love to work with? So don't be afraid to really get personable and tell your story. Don't paint yourself to be some kind of bigshot. JUST BE YOU!!!!!!!

And when you do that you will attract the right people you need for your business.

That's about it for our 6-Step MySpace Profile Formula. It's really that easy. If you guys have any trouble feel free to give me a call at 206-202-3617 and I would be glad to help you out.

Until next time my friends...

Jimmy Davis

P.S. This is Dennis again adding this PS right here... Jimmy did a great job didn't he? I mean, man... I wish I could sign my own name to this training manual because it really is that good. But I'll let Jimmy take the credit for this one.

The only other thing I would probably add as well is to make sure you put up some inspirational books, or movies, or talk about your heroes as well. Because if you say you like movies like "The Secret"... some of your prospects will say... I love that movie too!

If you talk about being mentored by someone like for me I said "Joe Schroeder"... I had a guy named John contact me from Australia who said he was studying Joe Schroeder too! (You see... it just builds commonality... and it creates a connection... and then your prospect will be more open to listening to what you have to offer.)

So put this special report and this MySpace formula into good use... and then we'll look forward to hearing your story soon so we can feature you on our Home Page and give you "instant credibility" and "instant authority" so you too can become an "Instant Expert" and close more sales in your business almost practically overnight! – take care!