

Money Maker's Monthly presents...

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COMPANY OF THE MONTH

Lightyear

Get ahead of the trends; timing is everything!



Lightyear Building - 80,000 square foot office campus full of Lightyear Employees

Just a couple of years ago only 14 percent of cell phone service was on a no-contract basis. Now, 65 percent of all new cell phone services activated are on a no-contract basis. Yet, the phone business is still creating some of the longest residual income flows. Lightyear has Independent Sales Representatives who sold business services in the 1990s, still earning monthly residuals from sales made in 1993. People are switching to purchasing their cell service from wholesalers like Lightyear. Lightyear is a wholesaler for one of the nation's largest wireless networks. More and more people are doing away with their hard telephone lines at home. They are using their cell phones exclusively. It is almost impossible to exist in our society without a cell phone.

Nothing has ever been easier

Cell phones have become a central part of our lives. As many as 292 million people have a cell phone today and are spending over \$202.6 billion using them. You don't have to convince people they need one. They don't have to spend more money than they are already spending or do anything new. In fact they will save money, starting with their own service. You can have unlimited talk, texting and Web for just \$59.99 per month. They can also save by purchasing their next cell phone at wholesale. Lightyear offers

phones almost at cost! There are no long-term service contracts. It is easy. Just refer a couple of friends and they can virtually be getting their phone service for free. Sign a few more or recruit a couple of representatives who do and you could earn a few hundred to a few thousand dollars quickly. Want to make more, keep building your business. There is no limit on how much you can earn. And remember, phone service is known for creating the longest residual incomes. Lightyear has the fastest and highest paying compensation plan of all phone service companies. So making a large income in Lightyear is really easy.

Even in a poor economy, people are still purchasing cell phones and service at a record pace. People line up hours before a store opens for the latest phones. You can get in ahead of the trend with Lightyear. There has never been an easier business to be in.

Why customers are choosing prepaid

For 20 years, wireless companies in the United States have been telling us how to use our service. They've made us sign two-year contracts, dictated how many minutes we get, when we can use those minutes and have decided whether or not our credit was good enough for phone discounts.

Over the past 12 months there has been

a drastic change in the wireless industry! According to ABC News, in October, November and December 2009, 65 percent of all new wireless customers activated "no contract wireless service."

USA TODAY reported that Verizon, the nation's largest wireless company, activated 423,000 contract wireless customers and 1.3 million "no contract wireless" customers in January, February and March 2010. Consumers are choosing "no contract wireless" because of the cost savings and overall change for the better in the quality of service that "no contract service" offers.

In the past, "no contract wireless service" or "prepaid" meant you paid *more* and received *less*. Now, "no contract wireless service" means you pay *less* and get *more*! That's why consumers are choosing "no contract wireless."

Lightyear ready to become network marketing industry leader

Lightyear has spent the last seven years learning what it takes to be successful as a company and as a distributor in the network marketing industry. Lightyear understands that "the reps" are the customers and that they are putting their relationships on the line for Lightyear to help get more customers.

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Research shows that contacting new leads on nights and weekends increases sales effectiveness

New research from Leads360 identifies the optimal days and times when consumers are most reachable and receptive - nights and weekends.

In a study of several million consumer inquiries, results indicated that leads generated and contacted during nights and weekends have an 11 percent higher conversion rate than average, with leads generated and contacted on Saturdays in particular showing a 10 percent higher conversion rate than average. This data suggests that sales teams contacting prospects outside the classic 9 to 5 workday provides the best opportunity for organizations to close leads. Organizations that more efficiently respond to leads outside of the typical workweek will be able to leverage a significant strategic advantage over their competitors.

Traditionally, many organizations follow the belief that consumers don't like to be called on nights or weekends, according to Jeff Solomon, founder and senior vice president of Leads360. "Our research shows otherwise. Leads generated and contacted at night or during the weekend actually have a higher rate of con-

version than leads generated and contacted during the workday. Responding to leads promptly at all times ensures the best experience for the consumer and the best results for the organization."

Regardless of the day or time the lead is generated, this study underscores the importance of contacting leads immediately after receiving the inquiry and builds upon previous Leads360 research that demonstrates how speed-to-call is the single largest driver of lead conversion, as well the importance of optimizing contact attempts.

Founded in 2004 and headquartered in Los Angeles, Calif., Leads360 develops software as a service (SaaS) solution for managing sales leads. Distinguished by its focus on solutions that address the unique needs of businesses who sell to consumers, Leads360 is recognized as a market and technology leader, managing more than 25 million leads for over 5,000 clients. With a suite of solutions scaled for small to enterprise organizations, the company offers the industry's most comprehensive and configurable lead management platform.

INSIDE

Publisher's Perspective

Matrices and illegal pyramid schemes



Laggos

It may be the leading certified legal expert witness for direct sales and network marketing. Industry attorneys request my advice, most recently on matrices (plural of matrix).

See page 3

New Kid on the Block

True Bellamora Story provides explosive pre-launch growth



Bellamora International Group (B.I.G.) is on track to have one of the largest pre-launches in recorded history of ...

See page 3

How To

Recession-proof your business: Publicity is the key



Lontos

If you're thinking of cutting your business' publicity during these tough economic times, think again. It's times like this that you have to get your company's name out there more than ever.

See page 5

Executive's Corner

Is the Internet the best thing to ever happen to MLM?

At the time, I was a 16-year veteran union newspaper printer. I also owned a martial arts and bodybuilding studio and jumped out of perfectly good airplanes on weekends. Because of that I also read all ...

See page 6

Legal Section

Paper-less sign up



Nehra

With so much business being done with faxes and electronic mail, the signed contract seems to be going the way of the ...

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