



# E-BIZ JOURNAL

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**E-BIZ JOURNAL**

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E-Biz Journal Number 5/December 2006



# E-BIZ Journal wishes to our readers

by Marco Mancinelli – Publishing Director – [press.mark@email.it](mailto:press.mark@email.it)



Dear readers,  
E-BIZ Journal arrived to number 5 for giving you all a special Christmas gift: interesting contents, useful articles and new professional inputs to get.

This new issue is not so wide as the other numbers you read, but we realized to be with you in this particular period of the year: 2006 is about to end, it's time of relax (yes, too), of new plans, of considerations about what we all did during the last 12 months. How could E-BIZ Journal miss this occasion to get close to its readers?

Today, my first intention is to thank you all for the great interest and appreciation about our publishing product. In this month, from several readers we received nice wishes and compliments that encourage us to give E-BIZ Journal more and more professional force, innovation spirit and, why not, a strong personality.

The 2007 will be a so important year for our editorial staff: me, Phil J. Garrick and our experts wish ultimately to make E-BIZ Journal fly. Yes, "fly", you read right: we'll tell you considerable marketing and communication events that will take place in various parts of planet.

It's a promise and a new engage we get for offering you all a particular panorama about the trend of our sector.

You can trust us.

So, what else?...

Enjoy your e-magazine and don't miss the new issue on February!

**Merry Christmastime and Happy 2007,  
full of Joy, Satisfactions, Peace and Good Readings  
(...with us!).**

**M**\_\_\_\_\_



# The simple key to success in the MLM industry

by Devon Brown - Marketing Expert



## ABOUT DEVON BROWN

*Devon Brown (a.k. a The Success Renegade) Is one of the fastest up and coming superstars in the Network Marketing Industry. Devon is showing the Network Marketing world why the MLM companies and Gurus have it all wrong!*

*Learn more about Devon and take advantage of a FREE "No BS" Audio by visiting:*

*[www.RenegadeMlmSuccess.com](http://www.RenegadeMlmSuccess.com)*

*Selected from:*

*<http://articlecodex.com/Articles/Business/Marketing/The-Simple-Key-To-Success-in-The-MLM-Industry-20673.htm>*

Ok...so saying that "duplication is key in our industry" is not a very profound statement, but, if that's the case, then why does everyone seem to forget this?

Instead of focusing on everything else under the sun why can't the CEO's of network-marketing companies just remember that the basic idea or concept behind MLM is a very simple one: just recruit 3 people (or however many) who get 3, who get 3, and so on and so on.

So if this concept is so simple why is it that 95%+ of the people involved never make a dime... or even worse...lose a lot of money?

In all honesty I would have to say that there are 2 main answers to this question. (I'll tell you the answers later)

For right now I need you to just keep the following in mind.

Getting someone to join our opportunity is in fact a process.

This process goes as follows:

1. The person must be exposed to an opportunity
2. The person must be "sold" on the opportunity (while they're hot)
3. The person then joins the opportunity

The problem in our industry is that most companies do not have a simple /effective system for getting this process completed.

Many companies claim to have a system.

And while this may be true, their systems are never simple (or should I say EASY) and therefore are not easily duplicated/replicated.

For now I will simply make the following argument. Nowhere in the rule book does it say that you have to talk to, explain (via your own mouth), chase people down, cold call, etc... in order to "expose" and "sell" someone on an opportunity. As a matter of fact, if you can expose and sell others without having to jump through a bunch of hoops then the chances of DUPLICATION actually occurring skyrockets!!!

Now, please don't get me wrong, if you like inviting, telling, selling, explaining things to people then by all means do so...(besides, that kind of recruiting is usually free).

But the reality is that most of us don't want to do stuff like that. And if we don't want to do it then we are not going to. And if we aren't going to do it then the results we are looking for will NEVER occur! Just do yourself a favour and sleep on this...

The concept of "Just get 3 people" is simple...but the question really is:

How do we make it easy?

This is the question that mlm companies should ask themselves!

# Calendars as a promotional item

by Charmaine Joy Caro - Advertising Expert



## ABOUT CHARMAINE JOY CARO

*Charmaine Joy Caro developed her passion for writing when she joined essay writing contests during her elementary years. Her writing skills were made even more improved when she took up the course Bachelor of Arts Major in English.*

*Please visit Los Angeles Printing Service for more information on [Calendar Printing](http://www.losangelesprintingservice.com/services/Calendar-Printing.html) ( <http://www.losangelesprintingservice.com/services/Calendar-Printing.html> ) , [Presentation Folder Printing](http://www.losangelesprintingservice.com/presentation-folder-printing.html) ( <http://www.losangelesprintingservice.com/presentation-folder-printing.html> ) and for comments and inquiries regarding this article.*

**Selected from:**

<http://articlecodex.com/Articles/Business/Advertising/Calendars-as-a-Promotional-Item-20329.htm>

A calendar has been a very helpful tool in the society. It offers an easier means to keep track of a person's day to day life. It is also used for historical, scientific and religious purposes. But these aren't only the good things about calendars.

Today, the calendars are being used as promotional gifts by some business persons in the industry. This has been the trend for those who wish to be creative while marketing their business.

If you're looking for something unique and useful in marketing your business, why not use promotional calendars. Calendars are perfect as gifts and promotional giveaways. In view of that, there are so many marketers now that recognize the marketing potential of a calendar in terms of advertising a business and product branding.

Making a calendar isn't hard for there are several printing companies that offer special calendar printing services.

In fact there is an extensive display of calendar printing options for you to choose from.

If you want something personal, you can create the calendars in custom format by utilizing the custom printing services of the printing company.

Put some personal touches on your calendars using the capabilities of an expert calendar printing company.

Most of the services that are offered are intended for customizing the calendar prints.

There are also some printable calendar templates on the house.

You must take advantage of the calendar printing services that are available through some online printing firms.

Make your calendar look distinctive. The printable calendar templates are designed to give you the convenience you need for printing calendars that can help you get noticed. There's a wide variety of calendar templates so you get the right stuff that you need.

The type of calendar pages may vary depending on your custom specifications. You are given the option to print the calendar whether in coloured print features or in simple designs.

You can also customize the calendar using the most important days or times of your life and your own photographs.

Hence, at present there are numerous ways on how you can get a hold of your dream calendar.

There is some software at hand which you can use to be unique and creative in printing your promotional calendars.

With lots of printing companies at hand, for sure you'll be able to produce the calendar that will provide you with great return on investment. Keep in mind only that you must be careful in choosing the printing service.



# The Halifax First Time Buyer Annual Review

by Tony Lander - Advertising Consultant



New Halifax research shows that the average house price paid by a first time buyer pushed through the GBP 150,000 barrier for the first time in 2006.

The Halifax First Time Buyer Annual Review 2007 tracks housing affordability in 516 post towns across the UK.

The review is based on data from Halifax's own extensive housing statistics database, along with the Council of Mortgage Lenders, the Office for National Statistics and the Department for Communities and Local Government.

For further information:

<http://www.halifax.co.uk>

## Outside of Biz, Inside the World

**\* Creativity, Art, Travels, Life Style \***

by Marco Mancinelli – Publishing Director – [press.mark@email.it](mailto:press.mark@email.it)



**- WORLDS AND MUSIC TO REMEMBER...**

*"...Words are flowing out like  
endless rain into a paper cup,  
they slither wildly as they slip  
away across the universe..."*

*"Across The Universe", by The Beatles, musicians*

**- ART AND COLOURS TO ADMIRE...**



**In Monza Park**

**Photo by Martano Capitini, Italy - [martanocapitini@alice.it](mailto:martanocapitini@alice.it)**

"Lo Scrittore"

"The Writer"

by

Giancarlo Neri

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