


MAIN ST

MARKETING MACHINES 2.0

FUSION

ANSWERS
to your FAQ'S

The Fusion Package

 How is Fusion different from the first version of Main Street Marketing Machines?

Make sure you watch ALL the videos at www.MainStreetMarketingMachines.com.

Fusion includes many new features, including:

- **Money Maps** – These represent a quantum leap from anything we've ever offered in that everything is organized and systematized in easy-to-follow processes that you, or your Vas, will be able to grasp immediately.
- **All Star Mastery Training** – Insights and advice from the folks who were in your shoes just a short time ago. These successful Main Street Marketing All Stars have been there, done that and they share their knowledge and expertise for using this comprehensive program.
- **Networking Business Card Prospector App** – Capture contact information from the business cards you receive at conferences, networking events and trade shows using your iPhone, and subscribe them immediately to your automated MonsterFollowUp campaigns.
- **MBA in a Day Video Series** – This soup-to-nuts course on video production and editing includes the 10x10x4 campaign formula, equipment recommendations and how to use green-screen in your video productions.
- **Mini-Site Builder** – In 20 minutes or less, this tool walks you through the process of creating search engine-friendly lead capture Mini-Sites.
- **Influence Engines™ Service** – Includes the diagnostic report tool and access to the done-for you service that increases your client's online visibility and traffic. It also helps them monitor and manage their online reputation.
- **Review Incentive Programs for your clients** – With materials like a pre-written email and letter, as well as professionally-designed flyers, postcards and appointment cards, you can use the this program to help your clients elicit positive online reviews from customers.

 **The whole system is designed to get you up and running in as little as a day so you can get your first paying client quickly!**



Can I use Fusion for my own business?

Absolutely. Whether it's just for you, or for as many clients as you wish to take on, all of Fusion's systems, training, tools and materials are designed for helping businesses. Just make your own business the "client," and apply all the proven methods to increase your visibility, generate traffic, capture leads, build relationships and make sales.



Does Fusion work outside of the U.S.?

Yes. It works in every country that uses the A-Z alphabet.

The one exception is the Influence Engines service, which currently only works in U.S. We plan to make it available in Canada, in June, and Australia and New Zealand, in July.

Traffic Geysers is also setting up a development steering group with members in non-U.S. countries, in order to identify influence engines in those areas. In the meantime, we are creating a tool for members in non-U.S. countries to use for delivering a version of the diagnostic report.

But don't let that stop you - all the other tools work in every country in the world and you can use the Influence Engines STRATEGY to get paying clients anywhere in the world!

For now, Fusion includes three additional, slam-dunk, money-making, foot-in-the-door services you can use to get non-U.S. customers:

- Social Media Power Cluster
- Custom Web Presence, and
- Market Dominator Plan

Because so many businesses need help with social media marketing, the Social Media Power Cluster is a great introductory service, and one of the hottest topics in Internet marketing. This Money Map teaches you how to present social media marketing to prospective clients, set up their YouTube, Facebook and Twitter accounts, and manage their ongoing social network relationships.

The Custom Web Presence Money Map teaches you to set up a client's Web presence, including:

- Lead Capture Mini-Site with automated email and text follow-up
- Social Media Power Cluster: YouTube channel, Facebook page, Twitter feed, Google Places listing

The Market Dominator Plan Money Map teaches you how to present and deliver a comprehensive online marketing blueprint in order to sell it to clients. With this Money Map, you first build a plan for the client (and charge for it), and then help them implement it.

How much does Fusion cost?

The Fusion system is a one-time investment of \$2,997, or six payments of \$547, billed every 30 days until Saturday, April 23, 2011. After that, the price will double.

Beyond the \$2,997, what are the “start up costs” to get moving on this program?

That’s it: \$2,997. This investment covers all the tools mentioned above, and grants you the power to immediately start attracting, helping and getting paid by customers and clients in your area. The only additional expense is if you choose to use the Influence Engines service...and even then, you can make your money back by charging your clients a premium for the I.E. service.

Do I have to pay licenses or royalty fees?

No. There are no extra fees or royalties for using our services. If you bought a franchise like this you would easily pay \$100,000 or more, plus monthly royalties. This program is only \$2,997 right now, and includes no additional fees.

A done-for-you service—like the Influence Engines service—is something you can sell to your clients, and is a separate cost. In that case, you act as a reseller of sorts, charging your client what you deem fair, and then purchasing the service for us for a set price. The difference between what you pay us, and what you charge a client, becomes profit for you.

Are there ongoing fees? How much after the first year is over?

You get 12 months of access to all of the Fusion services Mike mentioned. It is then up to you to choose what services you want to continue with. You will have an opportunity to upgrade to the latest version, or renew your membership at a massively reduced rate—usually less than a fraction of what you will be charging one of your new clients.

Do I have to pay for printing to get brochures or marketing materials to land my first client?

No. We recommend saving some trees, and showing information on your computer screen, or projecting a Keynote or PowerPoint presentation.

If I’m already a Traffic Geyser, Social Media Marketing Machines or Main Street Marketing Machines member, do I get a discount?

Yes. If you have not received an email from us with a link to a special offer, email help@trafficgeyser.com and ask them for the link to your upgrade discount.

What is your refund policy/guarantee?

Your purchase of Fusion comes with a 30-day, 0% risk guarantee—try it out, if you don't like it return it, no questions asked. We just ask that when you do order Fusion, you start using it immediately so that you can see how impressive the training videos, tools and services are...you'll no doubt love it.

Can I buy this product after this offer ends?

Not at this price. Once the shopping cart closes, the price of Fusion will increase to \$5,997. This (\$2,997) is the best price you'll ever find for this program. By the way, the cart closes at midnight on Saturday, April 23rd.

What will I actually be doing and creating to make these local businesses money?

You will help small businesses establish and/or significantly increase their online visibility. You'll use Fusion to drive traffic, capture tons of leads, build excellent relationships over time with your clients' prospects and customers, establish their own credibility and authority as an expert in their areas, and build a business based on sustaining and supporting companies in your community.

You'll accomplish this by using these powerful tools to become an online marketing expert able to understand, create and/or use video campaigns like the 10x10x4, article marketing, blogs, social media, the Influence Engines and everything else you have access to throughout the Main Street Marketing Machines program.

There are four, standalone, introductory services you can provide your clients using our Money Maps, training, tools and materials:

- Influence Engines service
- Social Media Power Cluster
- Custom Web Presence set up and
- Market Dominator Plan

In addition, there's your Fireman Mike Blueprint Money Map—a “results in advance” campaign that you set up and use to get results before even having to sell.

Then there's your core, comprehensive package of services, which we call your “Bread & Butter Package.” This includes creating a free, special offer to capture leads, setting up a lead capture Mini-Site and follow-up campaigns, producing a full 10x10x4 video and article marketing campaign to establish your clients' presence, and then expanding their results, month after month after month.

You can become the “go-to” advisor and partner for local businesses, just like so many of our All Stars have done. You'll help companies grow and hire more people in your community.

Can you show me an example video from one of the Main Street Heroes discussing a company they've worked with? I want to see some concrete examples.

Unfortunately, not. We've learned our lesson from doing this in the past and here's why:

Imagine that you are a house painter working with a Main Street Marketer. You're seeing incredible success when, suddenly, you start receiving hundreds of calls from people who are not in your local area and not interested in your service. That's exactly what happens when we provide those concrete examples.

These business owners who are trying to run a business suddenly get 200-400 calls and fake web inquiries in a single day from people who want to become Main Street Marketers.

This situation has happened, and some people have been disrespectful and rude, damaging the business owners' relationships with their Main Street Marketers, thus we have discontinued this practice.

How would you like it if someone came to your house and wanted to see your refrigerator because they were interested in the same brand and had absolutely no interest in you?

How long will it take until I start making money?

Everyone is different. Some clients in as little as a day, others it can take a month or more—it depends on whether you take action. The big HOWEVER is, our new Money Maps make it easier for anyone—newbie or experienced marketer—to get started and make money quickly. If you go right through the first four Money Maps (what we call the Fastest Path to the Cash) you could conceivably be making money in a few days.

What if I don't know anything about online marketing?

Again—the Money Maps have organized everything in near foolproof, step-by-step processes so that inexperienced, as well as experienced, marketers can get results without being overwhelmed or confused. We've spent a lot of time and money developing the Money Map system, and it's all based on research we've done with our customers—including our All Stars. We have built the Money Maps on the stuff that works—the processes that produce successful results.

Does video marketing have longevity?

Most definitely; there's always an audience for quality, helpful information (which is what you should produce for clients). Unlike advertising in a phone book, newspaper or magazine, what goes on the Internet, stays on the Internet. We've seen customers post videos that stay in the top Google rankings for years. It's still a new marketing medium, and is only getting more popular.

Do I need to keep clients continuously topped up with videos, content, etc.?

Search engines (and those searching) love new content; the more you produce, the bigger and better you look to Yahoo, Bing and Google. You want to work with your clients to continually release new, quality content. Most companies will have plenty of things to teach & tell customers; talk to you clients for idea... sometimes, your most popular video will come out of left field.

What if I need help once I order the program? What kind of support do you offer? Do I need to purchase more coaching or additional programs to fully take advantage of Main Street Fusion?

We have more than 50 staff members, all U.S. based—best support team in the business, if we do say so ourselves! Plus, we offer access to our Certified Professionals Directory—the place for finding people you can tap for specific coaching and guidance. We also provide ongoing training webinars, teleseminars and a library of instructional videos. And don't forget our fantastic live event, June 3-5, 2011, in San Diego!

Money Maps:

What are “Money Maps?”

Money Maps are step-by-step instructions that walk you through the process of creating service packages, pricing them, presenting them, selling them and delivering them. In other words, they organize everything so that it's as easy as possible for even the most inexperienced newbie to make money. Each step contains the training, tools and materials needed to complete each step, so you don't have to search for the right video or the right tool. They're all right where you need them, when you need them.

There are eight core Money Maps included in Fusion:

1. Your Own Biz in a Day
2. Hot Lead Capture
3. Prospect Qualifier
4. Client Acquisition
5. Bread & Butter Package
6. Slam Dunk Money Makers
7. Social Media Power Cluster
8. Fireman Mike Blueprint

What does Your Own Biz in a Day Money Map do?

It walks you through the process of setting up your own search engine-friendly, lead capture Mini-Site, your own multi-channel (voice and text) lead capture and follow up system, and your business cards. Not only will you have your own business in less than a day—usually less than an hour—you will also build your own automatic lead capture systems at the same time.



What does my Lead Capture Mini-Site contain?

You get one free domain name credit for your own site, sample copy for all eight pages of your site and your blog, professional pre-made marketing videos embedded in your Home page and Sales page, a professionally-written free special report whitepaper, a pre-made coupon for a free marketing strategy session, a pre-written email follow-up campaign and a pre-written text message follow-up campaign. In addition, you get a multi-channel (voice and text) lead capture and follow up system in your MonsterFollowUp subscription, which allows you to capture leads through your Mini-Site and phone number.



What does the Hot Lead Capture Money Map do?

It walks you through the processes of:

- Choosing the business types you want to target
- Finding those businesses in your area
- Driving the owners or managers of those businesses to your lead capture systems
- Capturing their contact information and getting them to request a call from you

It uses a letter called the Gatekeeper Crusher, which allows you to get your message directly to the business decision maker, and drive him or her to your Mini-Site or phone number.



What does the Prospect Qualifier Money Map do?

It helps you determine whether the lead you captured is a potential “bread & butter” customer. First, you set up your Influence Engines account, then you run the diagnostic report on your lead and review the results.

Next, you call the lead and, using our Quick-Qualify tool, you follow the script we give you and set an appointment to present the diagnostic report to the prospect.



What does the Client Acquisition Money Map do?

It guides you through the steps of:

- Presenting the Influence Engines report
- Proposing the Influence Engines service
- Closing the sale, and
- Ordering the service for your new client and setting up their Influence Engines profile

It provides the training and materials needed, including a proposal document and service agreement that you can download, edit and brand with your own logo and company name.



What does the Bread & Butter Package Money Map do?

Every successful Main Street Marketer has a core service package that is their “bread and butter.” That’s the package they sell over and over to new clients—and it’s how they make most of their money.

Follow this Money Map to set up your Bread & Butter package:

- What services are in the Bread & Butter package
- What you should charge for these services
- How to present the services to a prospective client, and
- How to deliver the services once you’ve sold them

This Money Map includes a beautiful, professionally-designed sales presentation in three formats: Keynote (Mac), PowerPoint (PC) and a PDF version which you can email to the client after your meeting, or print off and leave behind.

What does the Slam Dunk Money Makers Money Map do?

Slam Dunk Money Makers are two introductory services you can use to get your foot in the door with clients:

1. The Custom Web Presence service is a “set up only” service. You’re establishing a presence in the local market for the client by setting up a Lead Capture Mini-Site, their Social Media Power Cluster and a Google Places listing.
2. The Market Dominator Plan is an online marketing plan for your client. Some clients want to understand the big picture before they take action. Others think they can do the implementation themselves. For them, you can create an online marketing blueprint or “Market Dominator Plan.”


All the steps, training, tools and materials are integrated for you in this Money Map so that you can easily sell and deliver these services to your clients—including sales presentations, proposals and videos that guide you through every step.

What does the Social Media Power Cluster Money Map do?

Social media marketing is a hot topic, and your prospective clients may express a strong interest in it. In that case, you can offer the Social Media Power Cluster service as your introductory service.

This Money Map takes you through the process of presenting and proposing the service, setting it up and providing ongoing relationship management for your clients—including access to tools such as the Social Power Publisher, MarketMeSuite for Facebook and Twitter, and the Like Generator for Facebook.






What does the Fireman Mike Blueprint Money Map do?

Fireman Mike himself walks you through his method for getting clients for your Bread & Butter package. It uses a strategy called “results in advance” to get prospective clients to call you and ask you to work for them.

All the training materials—like scripts, letters and tools such as the Lead Capture Mini-Site Builder and Coupon Maker—are from Fireman Mike, himself, and seamlessly integrated into this Money Map.


What is the Influence Engines service?



You get complete access to your own, branded Influence Engines account with your Fusion membership. This service is not available anywhere else. You use it to provide diagnostic information for prospective clients about their online visibility and traffic, and then you can subscribe them to a done-for-you service that dramatically improves their score and gives them powerful tools for monitoring, managing and improving their online reputations.

We’ve set it up so that when you run these incredible diagnostic reports—and subscribe your clients to the service—they will carry your brand and information, including all the automatic updates that will be sent to your client in your name.


How do you set up the Influence Engines account?



After signing into Fusion, click “Tools” and scroll to Influence Engines. Click to start setting up your account. Simply fill out your company name, address, info, and decide whether you want to name it “Influence Engines” or brand these reports with your own product name. Next, upload a 90 x 1000 pixel header that will print out on the reports you give to your clients. Your account info will be customized over the next 24-48 hours by the Traffic Geyser team, and you will receive an email letting you know you can now access your Influences Engines login interface. Additional video training can be found inside the I.E. area of Fusion.

Or simply go through the Money Maps as we prescribe: Your Own Biz in a Day first, then Hot Lead Capture, Prospect Qualifier and Client Acquisition. Setting up your Influence Engines account is Step 2 in the Prospect Qualifier Money Map.

How do you run the Influence Engines report?



Once you’ve set up your Influence Engines account, and you’ve captured a hot lead, you should run an I.E. report for that business. This is Step 3 in the Prospect Qualifier Money Map. The report has three valuable purposes:

1. To help you qualify a prospect.
2. To get you in their door.
3. To help you establish yourself as an online marketing expert so they want to work with you.

Inside the Influence Engines section of Fusion system, you’ll find step-by-step instructional videos for running these reports.

How do you present the Influence Engines report?

The Influence Engines report is your introduction, or “foot-in-the-door,” to a business owner who may pay you tens of thousands of dollars over time.

It’s really a “Business X-Ray” report that helps you educate the business owner about the things they could be doing to improve their bottom line, clearly defines the problem—and your solution—and positions you as the expert.

Presentation tips are presented in an instructional video format, found in the I.E. section of the Fusion system.

How do I order the Influence Engines service for my client?

The client has decided to order either the 3-month, or 12-month Influence Engines service and has paid you. Once the money is in your account, order the service for your client.

The cost to you is \$497 for the 3-month package, and \$1,797 for the 12-month package.

When you are ready,

1. Enter the Influence Engines service and select the “Prospects” tab.
2. Check the box next to the merchant you want to subscribe, and click the “Subscribe” button.
3. Click the “Subscribe” tab, and click on the client’s name to access their profile.
4. Complete the profile information making sure all the data is accurate.
5. Set the notifications by clicking the “Edit” button under the “Settings” area in the client’s profile. (This allows you to get notified when services are done for the client, and when new reviews are posted by customers.)
6. Now help the client get positive reviews by having them institute an incentive program that rewards customers with a small gift or discount when they go online to rate and review the client.

Additional video training can be found in the I.E. section of Fusion.

How much does the Influence Engines service cost?

Your investment is \$497 for the 3-month package, or \$1,797 for the 12-month package. However, it’s up to you how much you want to charge your client, because whatever price you agree on, the difference is profit for you. We give you some examples of what others have charged inside Fusion.

Why does the Influence Engines require an additional investment?

The “additional investment” is made by your client when they purchase the done-for-you service of correcting and dramatically improving their Influence Engines score.

In order for it to appear that your company (not ours) is providing the service, you collect payment from your client first then subscribe them to the service.

When you subscribe them, you pay the “reseller” price and keep the difference between that and what you charge the client as your profit. For example, if you charge the client \$1,000 for the three-month Influence Engines service package and you pay \$497 for it, you keep \$503 in profit. You can charge whatever you want for the service.

What do my clients get for subscribing to the Influence Engines service?

In other words, why would they buy it? Here’s what they get:

- Immediately, real human beings (not machines) go to work building out your client’s influence online—attacking the top 5 action items that will have the greatest impact on their visibility and traffic each month. These 5 action steps are calculated scientifically using algorithms that weigh the influence of each directory, service and data point in the influence engines. Each month, these U.S. based editors—all are experts in the Influence Engines—complete the top 5 action items on behalf of you, for your client. In other words, they are working in your name for your client.
- The most comprehensive, accurate profile of their business—which you will set up for them once they subscribe—available to the editors when they build their directory listings and set them up across the engines.
- Syndicated reviews to their Twitter feed and Facebook page. The Influence Engines service will automatically syndicate any positive reviews (you set the parameters) to your client’s Twitter and Facebook channels.
- Powerful reputation monitoring and management tools. Every time a new rating or review is created online for your client the Influence Engines service will automatically email and/or text it to you and/or your client. They will get excited when they get positive reviews and—perhaps even more important—be able to respond immediately and correct customer dissatisfaction when bad reviews appear.
- Every month on the anniversary of their subscription, the Influence Engines service will automatically run a new report and email it to you and your client so you can see the progress they are making.

Is Influence Engines available for clients outside the U.S.?

Currently, Influence Engines is available only for U.S. businesses. We plan to launch it in Canada, in June, and Australia and New Zealand, in July. We are also setting up a steering committee with members in non-U.S. countries, so that we can identify influence engines in these other geographic areas. In the meantime, we are developing a tool that members in non-U.S. countries can use to deliver a version of the diagnostic report.

LIVE Event

When is the LIVE event? How much does it cost?

Our extraordinary training and networking event will be held June 3-5, 2011, in San Diego. Friday, June 3 is a half-day Newbie session with a networking party at night. Saturday and Sunday are full days (9:00am – 6:00pm) filled with training, Q&A sessions, presentations and more...don't miss this!

When you purchase Fusion, you receive two free tickets to the event, but you'll have to put down a \$97 refundable deposit to reserve each seat. We return your deposit when you attend the event, but we need a solid commitment from each attendee so that we can accurately predict how many seats we'll need.

Where is the LIVE event being held?

The Main Street Marketing Machines 2.0: Fusion LIVE event will be held at Paradise Point Resort & Spa—a private, 44-acre island tucked away on Mission Bay. Minutes from downtown San Diego, and adjacent to the famous SeaWorld Adventure Park, this luxury resort features comfortable, California beach bungalow-style guest rooms amidst lush, tropical gardens and meandering lagoons. Fancy!

Is there a schedule posted? Who is speaking?

You'll receive the schedule a couple weeks before the event. Many of the speakers are Main Street Marketers who have started and built their businesses in a few weeks to a few months and will be sharing their best strategies and tips!

Is food, coffee, lunch included?

No, food is not provided from Traffic Geyser for this event. There will be water stations in the room and lunch breaks each day. The resort has several restaurants and coffee carts on site, and many restaurants are just minutes away in Mission Beach, Ocean Beach or Pacific Beach.

Is Internet provided during the LIVE event?

Please note: Traffic Geyser will not be providing internet access in the meeting space, so bring your broadband card if you plan to be online during the seminars. For those staying at Paradise Point, internet access is available in your room or in the common areas for a charge of \$10 per day.

What topics are being covered?

The LIVE event is going to encompass multiple strategies and tactics for using Fusion to become a highly-paid online marketing consultant and/or expert, including:

- Your Core Service Offerings - What Are You Selling
- Setting up and Promoting your Business
- How to make money creating Traffic Geyser and Social Media campaigns for other businesses
- Creating Multiple Streams of Residual Income
- Niche Marketing and Staffing
- Easy Video Creation Strategies
- Surefire Strategies to Sky Rocket your Sales
- Overcoming Objections
- Pricing your Services
- Follow Up Services you Can Provide Your Clients
- Outsourcing and Crowdsourcing
- How to land 6-figure clients
- Mobile Marketing
- Google Places
- Influence Engines
- Delivering services and fulfillment
- Social Media Power Clusters
- Hot Seat and All Star case study panels
- And so much more



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