

Getting Started

The Ei42 Quick Start Manual

“Helping You Grow Your Ei42 Business, **Faster!**”

This manual should be read alongside the videos and information you will find at www.MyFreeBiz.co.uk/members which give you more free training and advice.

Congratulations!

You've just joined one of the most exciting, rewarding and fastest growing home based businesses in the world – and the best bit? It's all **TOTALLY FREE!**

There are two main ways you make money with Ei42

- **Saving money** on your own shopping
- Helping other people **save money** on their shopping

Everyone wins with Ei42 and you should be proud of this great business.

If you haven't registered for your own free Ei42 business website yet, please get in touch with the person who introduced you to Ei42 and register at **their** Ei42 site.

If you **don't know** introduced you then register at www.MyFreeBiz.co.uk/join/?ref=adnet

A Little background to “MyFreeBiz”.

MyFreeBiz has been created by myself, Paul Hardingham, as an extra tool to help you grow your Ei42 business into a full time income generating business (if that's what you want).

This guide, my training website and other materials should in no way be seen as an alternative to the official company produced materials, but purely as an extra bonus to you for joining my team.

Who is Paul Hardingham?

I've not included this section for any glory seeking or anything, but purely to help you understand a little more of the background to myself and why I am keen to help you reach your goals with Ei42, whatever they might be. The easiest way to find out a little more about myself is to visit my website at www.paulhardingham.co.uk



Quick Start Guide Version 1.2 produced and copyright Paul Hardingham, www.MyFreeBiz.co.uk/members. Please note, this manual has not been reviewed or endorsed by Ei42 Ltd, Coventry, UK and is for your own personal use only.

The four main websites to help you grow your Ei42 business.

As a member of my team, you have 4 websites (plus others being developed and added all the time!) that will help you build and grow your Ei42 business into a long term substantial income.

Your official Ei42 site.

This is broken down into 3 main sections:

- 1) Your personal shopping site – www.ei42.com/username
- 2) Your “business opportunity” page – www.ei42.com/username/info
- 3) Your Ei42 Members back office – www.ei42.com/friends

(replace “username” with your own Ei42 username)

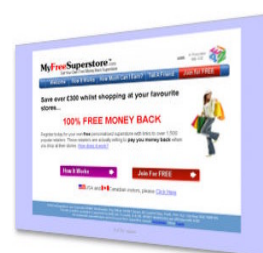


The MyFreeSuperstore.com site

This site is created by myself to help focus your promotion on the savings people can make on their everyday shopping. It has very little detail about the business opportunity. I believe you should bring people into this business **one step at a time**, and the first step is to help them save money on their own shopping.

The address to refer people too is:

www.MyFreeSuperstore.com/?ref=username



The MyFreeBiz.co.uk Site

This is the site I've created to help you promote Ei42 to people who are interested in the business opportunity. By directing them to this site, they will automatically get follow up emails and training direct from myself. This will help you maintain your focus and efforts on finding new business partners and save you the effort of having to train and teach. This in turn should speed up the growth of your business.

You should invited business opportunity seekers to visit:

www.MyFreeBiz.co.uk/join/?ref=username

And, of course the members training section is contained within this site too at:

www.MyFreeBiz.co.uk/members



The Talk42.co.uk Chat Forum

Having run my own business from home full time since 2001, I am fully aware how lonely and “isolated” you can feel. Many times you will feel like you’re the only person in Ei42 doing any work. Hence, I’ve created the Talk42 chat forum. It’s an **unofficial** chat forum ideal for chatting with fellow Ei42 members and sharing tips and ideas.

Here’s the link: www.talk42.co.uk



Quick Start Guide Version 1.2 produced and copyright Paul Hardingham,
www.MyFreeBiz.co.uk/members. Please note, this manual has not been reviewed or endorsed by Ei42 Ltd, Coventry, UK and is for your own personal use only.

First things first....

The first thing you should do when you join Ei42 is familiarise yourself with the members back office at www.Ei42.com/friends. You should jot down your username and password somewhere just in case you have a calamitous disaster with your PC. By writing down this information, you will also be making more of a commitment to yourself.

I'd also recommend you print off this quick start manual as a reminder to yourself to take this business seriously. It's very early days but remember you're starting at exactly the same place everyone starts with zero referrals, but the reason 90%+ fail to make the larger incomes is simply because they give up too soon.

Make a commitment to yourself

Make a commitment to yourself. You are in this business for yourself, but not by yourself. Commit to learning some new skills and **promote** your Ei42 business for **at least 6 months** before deciding whether or not to carry on.

A BIG mistake to avoid...

Do NOT just ask your friends and family if they think this is business will work. If they are not successful business people, it's highly unlikely their judgement will count for anything (sorry it's harsh, but it's true). In market research terms, friends and family is way too small a sample to come to a good and sensible conclusion about the viability of what is essentially, **your business**.

Shop at your own site

Now you have your very own personal shopping superstore, you need to **remember to use it**. TIP: If you use firefox as your internet browser, open a new tab and store your Ei42 shop (www.ei42.com/username) as your home page on that tab.

If you're like me (forgetful) it will take a little time to remember to use your shopping site for **all** your shopping. However, once you've developed the **habit**, you will automatically start using Ei42 as your first destination when shopping online.

By using your Ei42 store for your own shopping you will rapidly gain confidence and conviction that Ei42 really is a great way to save money. That in turn will help you realise the very real potential to help others save money.

The more your confidence grows, the more motivated you will become. Lots of people say how motivated they become when they receive their first payment from Ei42, especially when it hasn't cost them anything! So, the sooner you can get your first payment, the faster your business will grow.

Make sure all your family members use your Ei42 store for their shopping too.

Planning your time and setting up your business.

When you first join Ei42 one of the most important steps you must take is to immediately create a workspace within your home or business whichever place you'll be working your new Ei42 business. It's important to "set up shop" (excuse the pun) as soon as you can (i.e. right away!)

Most of the time you'll be building your business using your computer so make sure your family know this is your new business' workspace.

Your MAIN objective.

With Ei42, your **main objective** should be to **help other people save money**.

Many people are introduced to Ei42 primarily to save money on **their** shopping, and personally I believe that's exactly how it should be.

When a new member starts to use their Ei42 store and sees the savings they are making, they grow in confidence and want to recommend their friends and family, naturally.

Invite your friends to save money on their shopping.

This is one of those very rare business opportunities where there is **NO** risk to your friends and family. It costs them nothing and if they use it, it **WILL** save them money. There are very few business opportunities where I would recommend you invite your friends and family, but Ei42 is definite an exception.

Hence one of the first actions you ought to do is create a list of all family, friends and business associates names and email addresses.

Next, and very simply, invite them to save money on their everyday shopping by giving them a link to the "MyFreeSuperstore.com" website. You should **NOT** try to sell this to anyone. It should be a natural referral. All you are asking people to do is look at a website and save money, at **NO RISK**.

It really is easy to refer other people you already know. You can either use the "invite friends" option in the members back office, or you can just copy and paste the following text in an email (don't forget to replace "username" with your own Ei42 username)

Hi NAME, I've just found a superb new shopping site that can save you lots of money when you shop at stores such as M&S, Comet, eBay, Amazon, John Lewis, Halfords, etc.

Take a look, it's FREE: www.myfreesuperstore.com/?ref=username

Happy shopping! YOURNAME

Having just joined Ei42 and become very excited about the potential, you may be surprised how many people say "no thanks". Don't worry about this – this is absolutely to be expected.

In fact, I would guess you should expect probably 9 out of 10 people to not register.

As long as you realise that, you won't be disappointed and can move forward (which is what you need to do).

It may be helpful to remember than each "no" is one step closer to a "yes" and so in that sense, even a "no thanks" is a positive result. Some people build teams of thousands with Ei42 – the reason is, they don't give up just because the first 5 people they spoke to said "no thanks".

Advertising your Ei42 business

Once you've invited all your friends to save money, check out the advertising options (there's lots of free ways to advertise your business too) in the members' area at www.MyFreeBiz.co.uk/members

Using the methods there, you will soon be able to start inviting **lots** of people to visit your shopping site (MyFreeSuperstore.com) and your business opportunity site (MyFreeBiz.co.uk/join) and those sites will do everything else for you.

Quick Start Guide Version 1.2 produced and copyright Paul Hardingham, www.MyFreeBiz.co.uk/members. Please note, this manual has not been reviewed or endorsed by Ei42 Ltd, Coventry, UK and is for your own personal use only.

Buy yourself a couple of domain names.

I recommend you purchase at least two domain names to use with your advertising.

It's far easier to advertise a domain name such as www.PaulsShop.com and www.PaulsBusiness.com than it is <http://www.MyFreeSuperstore.com/?ref=ABC1234> and it's also far easier for people to remember and looks more professional.

I recommend www.GoDaddy.com and/or www.UKReg.com for buying domain names. GoDaddy is the cheaper option and gives "privacy" automatically, but if you prefer to deal with a UK company (especially if you go for a .co.uk domain name rather than a .com) then UKReg is my recommendation. UKReg are not the cheapest, but in my opinion it's worth paying a little bit more for a reliable and reputable supplier.

Once you've bought your domain names, just set up "web forwarding" or "web redirect" (both GoDaddy and UKReg allow you to do this free of charge) to automatically redirect any visitors to your web site i.e. either MyFreeSuperstore.com/?ref=yourusername or MyFreeBiz.co.uk/join/?ref=yourusername

There are tutorials at GoDaddy and UKReg showing you how to set up redirection.

Following Up!

Every time someone registers as a member of Ei42, try to get into the habit of sending a personal welcome email. You will want to build a relationship with these people.

This business is all about people and if you show you're a real person just like them, they are far more likely to become fully involved and active in promoting it to their friends.

Avoid the temptation of trying to be someone you're not (for example a salesperson), just be yourself. People "do business" with people they trust and like and soon spot a "fraud".

I'd recommend you download skype and suggest they do the same so you can keep in touch more easily (and reliably) than email. You can download skype for free at www.skype.com

Are they interested in the business?

Remember, you shouldn't have even spoken to your new Ei42 member about the business opportunity until after they sign up as a "customer". So, when you do follow up and introduce yourself, that is the time to ask them if they would be interested in making money as well as saving money.

If they are interested in making money, invite them to visit www.MyFreeBiz.co.uk/members (and recommend they join the mailing list for more help and advice).

Here's a possible email you could use....

"Hello NAME

I'm the person who introduced you to Ei42 and I thought I'd send you a personal email to say "Hi" and introduce myself. If you've got any questions, just ask.

As you know, Ei42 can save you a lot of money on your shopping, but you may not be aware you can also **make** money by simply others to **save** money on their everyday shopping.

You've joined a great team and we've got some superb tools which will help you. Of course, just like everything with Ei42, it's totally free and entirely optional.

If you'd like more details, just let me know.

Best regards,

YOUR NAME

Your Contact details."

Other things you MUST do:

- Watch the “quick start” tutorials at www.MyFreeBiz.co.uk/members
- Join the training mailing list at www.MyFreeBiz.co.uk/members
- Join the chat forum at www.talk42.co.uk – and make a few posts. The more we help each other, the better it is for the company which is ultimately good news for everyone!
- Set yourself some easy to achieve goals and **make a commitment!** For example, “I will find 2 new Ei42 members each week, make 10 forum postings each week and place 3 free adverts” etc.
- Set yourself progressively more ambitious targets (but still be realistic) as you gain experience and confidence.
- Consider re-investing 33% of your earnings back into your business to generate more fresh leads.
- Define your medium and long term goals with Ei42 (whilst still being realistic). A word of caution here - if you don't have a **really strong reason** for doing this (ideally write your “reason” down), experience suggests you will almost certainly fail.
- Understand that if you treat this business (your business) like a professional you are far more likely to receive a professional income. Treat it as a hobby and you will receive a hobby income.
- Do not expect to earn a life changing income overnight! It will take many months and may a few years to earn a LARGE income. Just like any other genuine business.
- Realise that you will NOT have ALL the skills required to promote your Ei42 business as fast as you want, but the great thing about skills is that they CAN be learnt.
- Dedicate yourself to continually learning new skills – particularly marketing.
- Make sure you give your business exposure – if no one knows your business exists, they cannot join it!
- Enjoy yourself
- Get the work/life balance right – don't lose sleep and especially don't lose friends!

Thanks, and I look forward to helping you build a successful Ei42 business.

Paul Hardingham