



## DirectMATCHES Fast Track Training Part 2

By Raymond Sahley

### Direct Response Email System

The Direct Response Email System has several advantages to other advertising:

- It provides you with unlimited highly targeted free leads
- It can be accomplished on any schedule
- It is highly effective.

The Direct Response Email System is a tool that was made to get a response from someone as you inquire about their free classified advertising and how it is working.

When the person answers your inquiry you send them an invitation for a free profile in DirectMATCHES.

This is how a great many people are enrolled into this online business community.

The first thing to do is go to an obscure advertising site... some sites have been heavily trafficked by DirectMATCHES Reps, and the response rate is low.

Go to any search engine, type into the search bar "free classified ads" or my favorite – "free global classified ads". Look deep into the pages and choose an obscure ad site. Once you arrive at an advertising site you will need to choose a category to surf, go with "business opportunity" or "mlm" or even "health" for nutritional marketers.

**Send this first email to the people advertising there, it is your inquiry...**

You'll want to be sure to change my contact information to yours in all letters before sending them.

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Subject: More Info

Hello,  
I am requesting more info on your business ad and how it works. Is an investment required?  
Looking forward to hearing more.

Raymond Sahley  
770.579.6271  
[Raymond@freeleadshq.com](mailto:Raymond@freeleadshq.com)

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**When a reply comes in, be sure to check it out.**

Look for the person's name at the bottom of the response and personalize the name in the Second Letter. Also look for signs in the email that may let you know how experienced they are. The second email is your Invitation to your opportunity!  
Please change the contact information and the target persons name as it applies.  
Also find a quote you want to use because people LOVE quotes!

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Subject: Re:

Hello Kenny,  
Thank you for the email.  
I am screening people who have home businesses that would like free advertising in what is the "My Space" for business people.

I am associated with many thousands of networking professionals that may also be interested in your offer. You are invited to post a free profile on my site. And I will send some business contacts your way. Many serious entrepreneurs, from around the world, will view your contact and business information.

<http://www.directmatches.com/rsahley>

Join for free... Advertise for free in The Business Directory.  
"As relationships mature, incomes grow."

Raymond Sahley  
770.579.6271  
[Raymond@freeleadshq.com](mailto:Raymond@freeleadshq.com)

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That's it on the contact emails.

You will probably want to save these 2 emails in the "Drafts" folder of your email program.

They are very simple, but effective.

If you are organized you can easily use "Copy & Paste" will allow you to send much more emails in less time.

Store the emails under titles or as filenames that you can easily tell which one is first and second.

You can even title them Inquiry, and Invitation, whatever way works for you. I recommend saving all of these emails – in order to be used, in your drafts folder.

Store them under easy to sort names. I personally have 18 email letters saved and need to add at least 3, each is designed to use in different circumstances and some are alterations.

Sometimes there will be a follow up by your contact in the form of a thank you or a question of what to do and this is easily covered as well.

In that instance here are a few response letters that work well...

If someone asks... "Where do I sign up at? Or "I clicked the orange button and it said I need a password and username..."

**Send this email to help them...**

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Subject: DirectMatches Help

Hello Kenny,

Go to <http://www.directmatches.com/rsahley>

Look to the center-right side of the screen for an orange button that reads "Sign Up" – click that and you go to a page where you choose your username and password.

This registers you as a free member.

Then follow the prompts to make your free profile page go active.

Then you will have a free business profile page, in our global online business community.

We would love to have you!

I'm here to help.

If you have questions or need assistance, feel free to contact me.

I wish you the best in all you do,

Raymond Sahley

770.579.6271

[Raymond@freeleadshq.com](mailto:Raymond@freeleadshq.com)

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**If someone says "Thank you, I'll check this out."  
Send this...**

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Hello Kenny,

We would love to have you. I'm here to help.

If you need assistance or have questions, feel free to contact me.

I wish you the best in all you do,

Raymond Sahley

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**Other invitations you might want to send**

**If you have a response from an ad that is for an obvious "brick and mortar" business...  
Send this...**

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Subject: Re:

Hello Kenny,

I saw your ad posted and I see that you are looking to pick up more clients.

I definitely can introduce you to plenty of people.

You should post your business profile on DirectMatches.

It is just like "my space" only DirectMatches is the "business space".

Free advertising in the yellow pages, free events, free classified ads, and you can create a free 30 second commercial about your business.

The tool that you will really enjoy... that you can do a free networking search and pull up members in different areas all over the world who are looking for an opportunity.

Post your free business profile at:

<http://www.directmatches.com/rsahley>

I wish you the best in all you do,

Raymond Sahley

770.579.6271

[Raymond@freeleadshq.com](mailto:Raymond@freeleadshq.com)

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**I have a mentor, who has altered this letter and is currently using it as a second follow up "reminder" and has gotten some great response from that.**

**Check out the alteration, you can insert and alter things as you wish, but a word of caution is that these emails have been tested and proven effective.**

**My mother always said that "If something isn't broken, then don't fix it!"**

**Take a look at this slight alteration from the letter above- it is effective.**

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Subject: Re:

Hello Kenny,

I remember that you expressed interest in picking up more clients. I definitely can introduce you to plenty of people.

You should post your business profile on DirectMatches. It is just like "MySpace" only DirectMatches is the "business space".

Free advertising in the yellow pages, free events, free classified ads, and you can create a free 30 second commercial about your business.

The tool that you will really enjoy... that you can do a free networking search and pull up members in different areas all over the world who are looking for an opportunity.

Post your free business profile at:  
<http://www.directmatches.com/rsahley>

I wish you the best in all you do,

Raymond Sahley  
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[Raymond@freeleadshq.com](mailto:Raymond@freeleadshq.com)

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**There are infinite ways to market something. What you want is something easy, inexpensive, effective, and duplicable – The Direct Response Email System Delivers!**

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**Sometimes when you click reply to someone's response you will be in for a surprise. A variety of email addresses will come up. This is a mass email list - that you can borrow and send this message to...**

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Hello,  
Have you heard of DirectMatches?

I am screening people who have home businesses that would like free advertising for their business in what is the "MySpace" for business people.

I am associated with many thousands of networking professionals that may also be interested in your offer.

You are invited to post a free profile on my site.

And I will send some business contacts your way.

If you aren't currently in a business, take a free test drive of this, it's easy to do on any schedule, inexpensive, pays weekly commissions and infinity residuals.

Many serious entrepreneurs, from around the world,

will view your contact information.

Join for free... Advertise for free in The Business Directory.

Post your free business profile at:

<http://www.directmatches.com/rsahley>

I wish you the best in all you do,

Raymond Sahley

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### **Personal Follow-Up Emails**

**The DirectMATCHES system has an automated follow-up system - that informs your personally enrolled down line of the number of people that are coming into their down line and prompts them to look in their "back office".**

**At DirectMATCHES the auto follow up system runs at regular intervals and more often if you have consistent sign ups.**

**Personal follow-ups are not necessary to get upgrades and to build a check.**

**I would strongly suggest that anyone wanting to be a successful network marketer learn to follow up with any prospects.**

**Effective follow up is where the relationship building begins and upgrades happen.**

**So if you've invited a person to join and they did, you really want to follow up with them and begin a dialog or at the very least let them know you are there for them.**

### **The Personalized Welcome**

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Subject: Welcome!

Hi, this is Raymond Sahley here.

Thanks for joining DirectMATCHES, Business and Social Networking at its best.

I am your enroller, if you need assistance or have questions, feel free to email or phone me.

My contact information is below.

Please accept as my gift, this Free Marketing and Leadership Course

#### Free Marketing and Leadership Course

**IMPORTANT:** Just a note to remind you, when you have some time, log into your back office and click on the binary tree tab, on the left, and count the number of people you have in your organization. You may be pleasantly surprised.

Also just launched, Power pay plus – Every upgrade pays you 50% on top of building your long term residual.

DirectMATCHES is a social and business community where you can network, learn from others, promote your business, have fun, earn a huge income and the company does the selling.

The MRM System --- Multi-Referral-Marketing --- networking with a pay plan.

Many people are earning incomes, with DirectMATCHES that, previously, never had much success and here is the reason.

The MRM System allows people with ordinary, everyday, conversation skills, to duplicate like never before.

Anyone can invite people in for free and earn income, as a result.

If you're promoting another business you can pick up some valuable information and marketing tips from people all over the world. I say hello, nice to meet you, or nice profile and the dialog just flows.

People want to be noticed and there are quite a few very interesting people involved with DirectMATCHES.

Do a quick search. It is exciting to see some of the nice people joining DirectMATCHES every day.

Professionals from all over the world, promoting just about everything under the sun.

I am learning from them and apply their experience to my DirectMATCHES business.

I spend part of my day saying hello to people all over the world.

I have never had so much fun with any company I have ever been involved with. Now with much more to offer, Europe and Asia have recently been added to the list of continents available for sponsoring paid members and business partners.

We literally are a worldwide opportunity.

You can also find lots of free training and free marketing material in your back office.

This is information to benefit those striving for success in marketing from home, and can apply to any business and industry.

There are opportunity calls to support Team Builders.

These calls are live and are designed to assist you in your recruiting efforts.

There is also an Information (sizzle) call with a recorded message from the company top earners.

Invite your friends.

To enroll others use your link:

[www.directmatches.com/yourusername](http://www.directmatches.com/yourusername)

Please drop me a note and give me your professional opinion of the DirectMATCHES site and business concept.

Due to the membership of DirectMATCHES now reaching over 100,000 – and a few very aggressive marketers within that number.

I will inform you now of a feature in your DirectMATCHES "My Mail"...

Just above your inbox there are links to the different features of your "My Mail".

Choose the one that reads "MY Mail Opt-Out Options".

That link carries you to a page with check boxes to select/unselect the types of mail you receive.

You can select to receive mail from your personal contacts only, among other options.

Also there are a few marketers who are putting advertisements into the "Contacts Comments" section of profiles.

In your Contact Comments box of your profile control page there is the word "manage" – click on that.

That takes you to a place where you can disable your contacts ability to place ads on your profile page.

My apologies for the inconveniences of the aggressive marketers who make up a minority of the DirectMATCHES Community.

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### **Profile Review Letters**

**This is an extra personal service to provide to your personally enrolled member – the more value you show in yourself as a businessperson, the easier the upgrades will come.**

**Be ready to assist and support.**

**Go to your "Back Office" click the link that reads "personally enrolled".**

**Go to the people who you haven't reviewed and copy the usernames and paste them over to your "word" document program... Print this list.**

**Then go to your profile page and click the white tab at the top of the page that reads "Search" and you go to a page with links on the left of the page.**

**Click the second link that reads "username search" any profile that you review that comes up – request to be a contact.**

**I will make notes beside of each name as I review each profile.**

**Then I will go back to the personally enrolled link in the back office and send an email to each person about the review and offer assistance...**

**If a profile looks great, click the link that allows you to request them to accept you as a contact - when you review (do this with every viewable/active profile).**

**Then send an email to their email address in the "personally enrolled" link page... the emails are hyper linked there.**

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Hello Kenny,  
My name is Raymond Sahley.  
I am a DirectMATCHES Executive and your Sponsor.  
I am here to assist you.

I like to research new profiles to find out what kind of business a person is in and what their interests might be.

I looked for your profile and it looks fantastic!

Many people have trouble putting one together, but it looks like you have things under control.

I would like to invite you to review my profile page.

I'm here to help and answer any questions that you might have.

Let me know if I can be of assistance.

I wish you the best in all you do,

Raymond Sahley  
770.579.6271  
[Raymond@freeleadshq.com](mailto:Raymond@freeleadshq.com)

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**Using these letters, you can place info to invite people to your profile, or the profile of other team leaders.**

**If you find a profile that looks good, but does not have a picture placed, send this...**

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Hello Kenny,  
My name is Raymond Sahley.  
I am a DirectMATCHES Executive and your Sponsor.  
I am here to assist you.

I like to research new profiles to find out what kind of business a person is in and what their interests might be.

I was reviewing your profile and wanted to say that it looks real good.

There are a lot of features available to Free Members like video that plays while people view your profile, and a news section and blog, and even a place to create your own free 30 second commercial !

The main thing you want is contacts, these are future customers and business partners, so make as many contacts as you can.

A picture helps for networking, if you are having difficulty placing your picture I can help.

My telephone number is under my signature.

If you do not have a picture of yourself, you can use a picture of anything that interests you – sunsets, puppies, some people use celebrity pictures.

I would like to invite you to review my profile page.

Let me know if I can be of assistance.

I wish you the best in all you do,

Raymond Sahley  
770.579.6271  
[Raymond@freeleadshq.com](mailto:Raymond@freeleadshq.com)

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**If a profile does not come up on your username search...  
Send This...**

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Hello Kenny,  
My name is Raymond Sahley.  
I am a DirectMATCHES Executive and your Sponsor.  
I am here to assist you.

I like to research new profiles to find out what kind of business a person is in and what their interests might be.

I looked for your profile and it didn't come up.

I've seen this before.

Many times it's because a section of the profile is incomplete, or was completed but the "submit" button was not activated.

I can help you if you would like, you are in the system as a

free member, we just need to make sure things were detailed properly and that your free profile is "active".

I would like to invite you to review my profile page.

Let me know if I can be of assistance.

I wish you the best in all you do,

Raymond Sahley  
770.579.6271  
[Raymond@freeleadshq.com](mailto:Raymond@freeleadshq.com)

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**Usually a profile does not come up on a username search for one of two reasons and sometimes both.**

**Either the profile does not contain the minimum amount of letters (characters) in the "About Me" section – a minimum of 200 letters has to be entered there.**

**Or the person has not chosen a community to belong to.**

**In this case, instruct the person to go to the left side of the screen of their profile page and look for a series of links under the "company news" box.**

**The first link in that series is "Add a Community Profile" click that and choose the business community and then click the "submit" button.**

**You will need to correspond with the person to assess which one or both that it may be.**

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#### **Profit Stream Email**

**DirectMATCHES emails members regularly with reports of new members in down line, however it does not report total numbers, only recent sign ups.**

**A routine I use personally, that has proven to be effective is "Profit Streaming".**

**Do not begin to send profit stream letters until you have enrolled 100 people, and only send them to your top 80 people – the last person emailed should be offered 20 people in down line.**

**Send profit stream letters sparingly, and when a mass amount of 50 or more people have accumulated past that first 100.**

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Subject: Your Down line...

Hello Kenny,

My name is Raymond Sahley and I just wanted to let you know that I am a real person, and I'm here to assist you with anything that you might need. If you have questions, feel free to contact me and I will help.

I was reviewing your profile and wanted to say that it looks real good.

There are a lot of features available to free members like video that plays while people view your profile, and a news section and blog, and even a place to create your own free 30 second commercial!

The main thing you want is new contacts, these are future customers and business partners.

Make as many contacts as you can.

A picture helps for networking. It can be of yourself or anything that you are interested in - sunsets, puppies, some people even use celebrity pictures.

Keep an eye on your down line...  
DirectMATCHES has 50% commissions and a Binary Spillover Pay Plan.

So the way the commissions are paid is easy, the way the down line is built - your up line builds one leg for you, and you build the other.

The only problem there is if you have an inactive up line... then you have to build both legs yourself.

I can assure you that I am active. Go to your Back Office tab at the top of your profile page, in the back office, click on the link that reads "Binary Genealogy Tree".

I have enrolled over 123 people since beginning 2 months ago... 3 are working Executives. 2 are working Managers, and 6 Customers that may go towards your Residual check, if you were to upgrade.

Look around on your binary genealogy tree page, there is an accounting block that shows how many Representatives are under you.

Check this again in a few days, I'm expecting more upgrades below you. Want to go to the top with me?

If you have any questions about the features available to you, or how a DirectMATCHES business works, feel free to contact me.

I wish you the best in all you do,

Raymond Sahley  
770.579.6271  
[Raymond@freeleadshq.com](mailto:Raymond@freeleadshq.com)

## Welcoming Your Subscribers and Team

**As your team grows, you'll want to have a working relationship with key members, identify the key members by activity. When someone upgrades in your team, send him or her a nice welcome message.**

---

Subject: Welcome!

Congratulations Kenny on your decision to upgrade your subscription in DirectMATCHES!

My name is Raymond Sahley and I am your sponsor.

I'm here to help.

If you have questions or need assistance, feel free to contact me.

Stop by and say hi.

Keep an eye on your Back Office and the "Binary Genealogy Tree" that can be found there.

Rapid growth is occurring in this team.

Have a super time networking in DirectMATCHES!

I wish you the best in all you do,

Raymond Sahley  
770.579.6271  
[Raymond@freeleadshq.com](mailto:Raymond@freeleadshq.com)

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## For a Manager Upgrade

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Subject: Welcome Manager!

**CONGRATULATIONS KENNY ON BECOMING A MANAGER!!!!**

Congratulations on a wise decision that you made by joining DirectMATCHES as a Manager.

As a Manager you can earn anywhere from \$300 per week or more, WOW!

Your username is how you will be tracked in our system.

Be sure to send your prospects to your website:  
[www.directmatches.com/yourusername](http://www.directmatches.com/yourusername) whenever you are signing up new members.

This will insure that you will receive the proper credit.

You can also log into your website and click on the back office button to see how your business is growing.

I know this is a very exciting time for you and you have every right to be excited. You just started your own business, way to go!

The first benefit that you receive is the opportunity to network with business professionals all over the world and meet other positive people worldwide.

Set up your community profile first and post a picture if you have one.

Next invite 2 or more people to join as executive members, and we will teach your people to do exactly what you did!

Teach your team to duplicate these simple instructions and you will be on your way to earning \$6,000 per week.

The secret to having a successful business is utilizing the system that we have in place, it is very simple and it really works.

To be successful you must duplicate and teach your team to duplicate. Call your sponsor every day or every other day to keep open lines of communication and to create real motivation. You are part of something very special and what you choose to make of it is totally up to you.

Be sure you get on the weekly calls to learn how to grow your business.

I wish you the best in all you do,

Raymond Sahley  
770.579.6271  
[Raymond@freeleadshq.com](mailto:Raymond@freeleadshq.com)

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### **For an Executive Upgrade**

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Subject: Welcome Executive!

### **CONGRATULATIONS KENNY ON BECOMING AN EXECUTIVE!!!!**

Congratulations on a wise decision that you made by joining DirectMATCHES as an Executive member.

As an Executive you can earn anywhere from \$300 per week or more, WOW!

Your username is how you will be tracked in our system.  
Be sure to send your prospects to your website:  
[www.directmatches.com/yourusername](http://www.directmatches.com/yourusername) whenever you are  
signing up new members.

This will insure that you will receive the proper credit.  
You can also log into your website and click on the back office  
button to see how your business is growing.

I know this is a very exciting time for you and you have every  
right to be excited.

You just started your own business, way to go!

The first benefit that you receive is the opportunity to network  
with business professionals all over the world and meet other  
positive people worldwide.

Set up your community profile first and post a picture if you  
have one. Next invite 2 or more people to join as executive  
members, and we will teach your people to do exactly what  
you did!

Teach your team to duplicate these simple instructions and you  
will be on your way to earning \$12,000 per week.

The secret to having a successful business is utilizing the system  
that we have in place, it is very simple and it really works.

To be successful you must duplicate and teach your team to  
duplicate. Call your sponsor every day or every other day to keep  
open lines of communication and to create real motivation.

You are part of something very special and what you choose to make  
of it is totally up to you.

Be sure you get on the weekly calls to learn how to grow your business.

I wish you the best in all you do,

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## **Placing Yourself In Front Of The Prospect**

**There are numerous ways to place yourself in front of the prospect.**

**Rule #1 Don't contact your prospects unless you have something new to introduce to them in features or information.**

**Between profit streaming, new feature announcements/new info announcements, and automated follow up by the DM system – you will be in front of your down line prospects numerous times for value focused reasons.**

**Value and Focus is important.**

**Here is an example of an email I sent to my entire personally enrolled down line. It was an email designed to spark ideas for uses of the profiles and gain new free members.**

---

Subject: Got Friends?

Hi Kenny,  
Raymond Sahley here and I am your sponsor.

I hope that you are enjoying the DirectMATCHES Community and making the most of the features available for your business building.

If you have questions or need assistance, feel free to contact me. I'm here to help.

How's your networking?

Owning a free profile page is a great way to involve friends as well as attracting new customers and business partners.

Use your link [www.directmatches.com/your\\_username](http://www.directmatches.com/your_username)

And invite friends and down line to join you at DirectMATCHES as free profile members and your contacts in your down line – to invite into your training forums with your down line members.

Keep your contacts within your circle by giving away free profiles to them. Train your team using the forum and blog and news sections of your profile and invite your new contacts into your training.

Many people build business networks this way.

Provide and allow people to see value in your business and in yourself as a business partner.

If you have questions about using the DirectMatches features, or the "Strategy of Attraction" contact me and I will help.

We are glad to have you in our community, and are here to assist in your business building efforts.

I wish you the best in all you do,

Raymond Sahley  
770.579.6271  
[Raymond@freeleadshq.com](mailto:Raymond@freeleadshq.com)

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**Good luck to you and contact me when you have questions.**  
**Raymond Sahley 770.579.6271 [raymond@freeleadshq.com](mailto:raymond@freeleadshq.com)**