

When to Open New Doors to Wealth

The international markets are ripe, the money out there is good but without a good content support provider, you cannot hope to overcome the competition

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1100 words | 4 pages



How do you create global wealth?

This is a great question and with the help of the internet, you can create global wealth that is residual. The internet is the best tool to build up a domestic and international business. Your website is the gateway between your retail consumers and your company. If you have an outdated website, marketing campaign or other factors that prohibit you from achieving your goals. It is time to fix them or revamp the system.

You need to reach out to the retail base with every possible method that you can think of. This means that you cannot have a lapsed account for your email marketing, sales copy or other digital items that are user heavy.

Your ability to build streams of income on an international level has to be reflected in your tools that you use on a regular basis.

These tools need maintenance, most business owners do not realize that content has an expiry date. This means that sales copy, web content and etc. may lose its effectiveness over time and replacing it should be a priority.

How do you tell if your content is stale? When your website has more bounces than a bounce house it is time to replace the content. If your

message is unclear, hazy or misleading it is time to replace the forbidden content with something fresh and more effective. New content can help reduce bounce rates if it meets the needs of your audience. The time spent on your website should be informative and user friendly. The content from your videos, blogs and articles cannot and should not be full of filler stuff such as long winded stories that go nowhere but to a sales pitch.

The best form of writing will entertain, inform and capture the mind of the reader and allow them to purchase or subscribe to the website.

This can be done effectively without wasting words, dig deep into the message that you want to share, design a solid story with information that caters to a primary problem. Waste not a word of value but give your point clearly, like a sharpened sword. You have to be unique on the international front. How can you help them solve health problems or other industrial related items?

Open the doors to the international market, when you can create the right mood and situation to fit the needs of the audience. It is important that you are ready to handle the needs of your consumers. Do cater to their problems but keep in mind that you can evolve your content to roll with the times. The international markets are ripe, the money out there is good but without a good content support provider, you cannot hope to overcome the competition. Keep an eye out on your market share, improve it with the right content, take a moment and study the trends involving your products. Yes, this means personal time loss for research or hires a researcher to do it for you.

You have to create a solid background in the industry so that you can release relevant information for that particular area.



David L. Feinstein has been published by Pro-Publishing Company of California, for a series on Leadership books.

Exposure to business at an early age along with cultivation of artistic talent in writing is the background that David Feinstein brings to his business associates, prospective candidates and audiences alike. His experience throughout his career in sales and marketing and having owned and operated his own international accounting & financial management services company, is a key success factor in helping develop his international notoriety in the network marketing industry.

David and his wife, Ann have been significantly involved in direct marketing and direct sales for 21 years, serving as a distributor (team member), speaker, trainer, Top Leader, and author in the industry on a worldwide basis. Working together, they coach, mentor and train those seeking empowerment, greater self esteem and branding image, and training people seeking financial success and personal life freedom. David and Ann have grown their business that today spans over 40 countries with over 65,000 team members.

For more information go to: www.AnnandDavidFeinstein.com

David & Ann's personal passion of "showing people there's a better way" to market their business lays the foundation for the inspiring and motivating topics they speak and teach on.

Innovative, creative, interactive and dynamic, David & Ann speak on topics in marketing and sales that most professionals find difficult or challenging to understand. Applying their unique and visionary approach easily, safely and comfortably draws audiences in from the beginning and keeps them engaged until the end. Their extensive knowledge in marketing and sales makes these topics easy for audiences to understand, as they address and speak from their personal experience and with authority and passion.

Mr. John Fogg of MLM/Network Marketing, author of *“The Greatest Networker in the World”* has said the following about myself and wife/partner Ann:

“It’s been a looonnngg journey from their “weird” first exposure to network marketing where Ann— a Park Avenue Research Consultant, and David— the owner of an entertainment management firm handling the careers of rock stars such as (the early) Rolling Stones, Led Zeppelin, Michael Bolton, Cyndi Lauper, Phil Collins, and other famous others, found themselves at a meeting full of strange “new agers” from Sunrider— that was 21 years ago— to where they are today: Significant six-figure income earners with Agel Enterprises leading an organization of more than 65,000 people in 40+ countries around the world.

Above all else, Ann & David are focused on mentoring and leadership. Their combined expertise in recruiting, coaching, training and international development has made Ann & David much sought after direct sales business experts.

The Feinstein’s approach marries both classic MLM and the technology advances of the Internet and social media. The first people they have their new people speak with are family and friends, they do meetings, build for and around events and David even unabashedly asks people, “Do you keep your business options open.”

They meet new people through weblogs, electronic newsletters, Twitter and Facebook leveraging their time and global reach. The business is all about relationships and giving value for Ann & David Feinstein... and consistently building their brand.”