

PDN: Professional Direct Networker

The skillsets, tactics and strategies of a modern Web 2.0 professional direct networker

About Direct Networking

Direct Networking is just one of MANY MANY terms being bandied about in the maelstrom of change that is the ultimate and inevitable MELDING of several different marketing disciplines.

The CATALYST for this REALLY UNIQUE PERIOD in marketing history (all civilized society marketing during the past 5,000 years) is the Internet, and very recently, the explosion among social marketing web site communities. I'll go one step further. It is largely the radical penetration of BROADBAND technologies worldwide that has sparked all this change. Up until 5 years ago, there simply WASN'T enough affordable bandwidth for hundreds of millions of people around the planet to comfortably upload Youtube videos, or CONSUME those same videos when posted on Facebook or MySpace, or download large scale audio and video training courseware in order to figure out how to DO all this cool stuff. The broadband explosion HAD to precede the advent of the social marketing web community.

Much of the foundational thinking and writing regarding modern Direct Networking happened as far back as 2002, when a relatively obscure book (an e-book) hit the streets called "Direct Networking 2" otherwise affectionately known as simply DN2. A man by the name of Matt Gagnon, who owned Mazu Publishing, a highly successful Internet Marketing operation based in Portland, OR, wrote it. The book was an excellent first attempt (ok, second attempt - the "2" stands for version 2) at defining how NETWORK MARKETING could morph into a TOTALLY DIFFERENT BUSINESS MODEL if and when it was combined with modern INTERNET MARKETING. Matt also raced WAY WAY ahead of his time by noting the importance of Direct Response (as he was an old advertising guy, anyway) and USING MAIL ORDER to supply a complete marketing solution. Bear in mind that this book PREDATES, to a large extent, professional blogging, professional article marketing, professional product launch technology, and was written a good 5 years before Facebook, MySpace and Twitter were glimmers in their creator's eyes.

Then, just a couple of years ago, as the social marketing sites were JUST getting off the ground, and Twitter was still in development, a lady by the name of Ann Sieg created another breakthrough product when she released a TOTALLY FREE e-book she titled "The 7 Lies of Network Marketing" and launched her "Renegade Marketing" recruiting technology. She also just happened to be among the very first of a new breed of network marketers - as she represented a SHOVEL-SELLING Internet service that could appeal to ALL MARKETERS, offline, online, Internet or Network, and also gave those in possession of her business model the opportunity to EASILY RECRUIT OTHER NETWORK MARKETERS. This was a watershed moment in Direct Networking history that is STILL, TO THIS DAY largely gone unnoticed among almost all marketers in the world. It is a sea change in the ball game. It drops UNBELIEVABLE AMOUNTS of unfair advantage on the participants who command and deploy it. When combined with modern professional direct networking assets, tactics, strategies, and toolsets, it is a LICENSE TO PRINT MONEY. Period.

The Secret to a hunter (read: a DN) surviving in a farmer's world is:

FARMING!

No, NOT THAT KIND OF FARMING. This is radically different.

It's actually hunting DISGUISED AS FARMING. How, you might ask?

Pretty simple, really.

Farming on the Internet is a term that describe large-scale asset deployment

Some examples:

Server Farms (large scale deployment of database and web servers)

Blog Farms (extensive arrays of themed, professional blogs are deployed, linked, and monetized)

Forum Farms (highly inter-related and niche subject-matter forums are developed, cross-linked and integrated into the professional direct networker's arsenal of marketing weaponry)

Article Directory Farms (an advanced strategy and skillset whereby large numbers of article directories (most often NICHE article directories) are created and deployed.

Wiki Farms (in which MediaWiki, the site architecture that runs underneath wikipedia, wikihow, and wiktionary, among others is designed and deployed)

Flirt Farms - entire groups of special interest web communities and other web-based electronic assets are architected as sentinels that sit on the outer reaches of the sales funnel

It ALL begins with a SOIL STRUCTURE

Unless the aspiring marketer is blessed with a SOIL STRUCTURED asset in his/her camp, they are right back to the drawing board - Square one as it were. The SOIL STRUCTURE is the ENTIRE BALLGAME, as it provides the proper SEPARATE AND DISTINCT ARCHITECTURE upon which a professional direct networker can properly architect their business model.

What is this SOIL STRUCTURE stuff then?

SOIL stands for Sphere Of Influence Leverage.

While almost 100% of all marketers online are going about their routines on what I term a onesy/twosy basis (recruiting one associate, while looking for the next one to approach), the marketer in possession of SOIL STRUCTURE TECHNOLOGY is no longer burdened with grubbing in the dirt for a few people that week or month. They are off in the long boats, embarking on the 21st century Internet version of WHALE HUNTING. Not satisfied with hunting for an individual, these enlightened professional direct networkers are LOADED FOR BEAR and trolling for SOIL whales - ie. those who have MASSIVE Sphere of Influence and the ability to LEVERAGE that influence by simply shifting from 4th gear into OVERDRIVE, thus doubling or even TRIPLING their earnings....almost overnight!

Social Marketing Network Domination

Modern DNs are seldom prone to sit around on their hands and wait for the other guy to show them how it's done. They MIX THINGS UP. They LOVE TO FAIL at new tactics and methods, so they can learn what DOESN'T work and move on to things that DO WORK. It's standard Entrepreneur 101 stuff, but when applied to professional direct networking, the GAP that is created between them and EVERYONE ELSE in the industry is astonishing.

Dominating the social marketing networks sounds like a tall order, but drop a few advanced critical thinkers into a mainstream MASTERMIND ALLIANCE, supply them with the proper tools for collaborative research and development, and be prepared to see some FIREWORKS. I find it positively SCARY to observe the kinds of tactics and strategies that bubble up to the surface in a super-heated mastermind cauldron of this sort.

All you have to do to validate what I'm talking about is peel back the curtain on the top (oh, I don't know) 500 people on Twitter or Facebook, and ASK THEM if or when they were involved in their last mastermind alliance or group peer-to-peer mentoring community. You would be AMAZED at how many HAVE BEEN... and RECENTLY! In fact, I'd wager MOST of them are CURRENTLY in something LIKE what I'm discussing here.

Oh, and remember - I am NOT talking about the "kings" of Twitter who (largely thanks to their pretty face, or MEDIA EXPOSURE) have hundreds of thousands of screaming fans, ready to click any mouseclick or control button associated with their namesake. NO! I'm referring to the people who have BUILT large followings, over a period of time, the OLD FASHIONED WAY - by practicing relationship marketing at a MASTER level.

Viral Marketing At It's Best

Professional direct networkers carry a LOT of hats in many cases. Some are less "jack-of-all-trades" than others, of course. But many, many Pro DN's have their finger plopped STRAIGHT into the soup of a DOZEN or more different methodologies and tactics. It's just too powerful a business opportunity environment for a professional DN to IGNORE entire sub-categories of their potential marketing arsenal.

One such category is Viral Marketing. This ONE VARIANT of modern Internet Marketing and Professional Direct Networking is one of the very FEW skillsets that could earn you a spot on that island in the sun almost OVERNIGHT, and with LITTLE OTHER EFFORT outside of your viral activities. It's THAT efficient and powerful.

If you take NOTHING ELSE AWAY FROM THIS SIMPLE BOOK, treat the information about Viral marketing with as much reverence and respect as you are currently able to muster. That ATTITUDE about viral marketing, viral assets, and viral tactical maneuvers will serve you well FOR THE REST OF YOUR LIFE. Please don't overlook it. PLEASE!!

Some strategies that are currently practiced by the professional direct networker in the VIRAL arena are:

- Viral e-book development
- Viral permission-based email marketing assets
- Viral Video Production and Marketing
- Viral Article Marketing
- Viral Farming (scope of this monster - see above farmer discussion) WAY beyond this e-book)

Of IFM, WIIFM and Tweet Flirting

The CORE BEHAVIORS of an advanced professional direct networker tend to revolve around FLIRTING. All three of these advanced concepts: IFM (Internet Flirt Marketing), WIIFM (What's In It For Me?), which is the FUNDAMENTAL knowledge and skillset possessed by ALL GREAT COPYWRITERS, and Tweet Flirting, which is really just a sub-specialty of IFM, applied to the Twittersphere are found in the Pro DN's arsenal. The more fully-formed they all are, and the LONGER they have been at work on behalf of the Pro DN, the bigger that DN's bank account and organizational structure is likely to be. Pretty simple, really.

Lifestyle Marketing As the End Game

For MANY in the professional Direct Networking field, LSM (Life Style Marketing) represents the pinnacle - the statement that the marketer HAS ARRIVED, and is rarely, if ever burdened by the NOISE and BLATHER of day-to-day living. These people simply LIVE DIFFERENTLY than the rest of humanity, and, as the Internet has begun to provide them with the ability to SHOWCASE HOW RADICALLY DIFFERENT THEIR LIFESTYLE IS, the entire Lifestyle Marketing toolkit has received a GIGANTIC shot in the arm. Expect to see a LOT MORE OF THIS as new connectivity methodologies allow for a marketer to be rolling across the Serengeti, filming elephants and

giraffes, and beaming the signal IN REAL TIME to their organizations back home, who are stuck in traffic, yet again. LSM is an extreme weapon, and one that should NOT be wielded without considerable thought. But it's time has come, and the world is going to see a LOT of it in the next decade...

The Whole L-E-R Paradigm

I remain UNCONVINCED that there are ANY cross-sections of modern human society who have adopted the L-E-R philosophy on as broad a scale and across as high a percentage as has the professional direct networking crowd.

L-E-R stands for LEARN - EARN - RETURN - and professional DN's are not just master students and teachers. They are not just a bunch of people who earn SILLY amounts of money on a daily basis. They are MASTER RETURNERS. They give BACK to society, in a myriad of ways, not the least of which is CLONING THEMSELVES through their outreach, their teaching, and their PAY-IT-FORWARD approach across their entire business model. Professional DNs build things, invent things, CHANGE THINGS FOR THE BETTER, in many cases everywhere they go.

Wrapping It All Up With A Bow

So, there you have it. That wasn't so bad, was it? Not exactly Tolstoy's War and Peace, eh?

But, please don't let the LENGTH and the SIMPLICITY of this material LULL you into a sense of complacency or CAUSE YOU TO IGNORE it's raw power. This stuff is MIND-CHANGING and LIFE-ALTERING in ways that few who stumble upon it comprehend initially. It's a THRILL RIDE, and an extraordinary one at that. My advice? Give it your best attention and PUT ON YOUR THINKING CAP for a bit. Print this thing out - DOUBLE SPACE IT if you like! Take a couple of pens (a yellow or fav color highlighter and a good pen to make notes in the margins). Go find a HIDING PLACE away from well-meaning friends, family, co-workers, and ESPECIALLY your significant other - sometimes this stuff is just SO FAR BEYOND their current thinking that you would be doing them a DISSERVICE to let them in on it. So, DON'T DO IT! Get a couple of passes under your belt (there should also be a AUDIO version of this lurking somewhere)

Get back to the person who thought enough of you to pass along this document. It may be as simple as their LINK at the end, or you may know them already. At the end of the day it's the TMA people who rule the marketing world (and for that matter, the REST of the world as well) TMA - TAKE MASSIVE ACTION. A great mantra.