

**Having Trouble  
Recruiting New  
Distributors?**

**Legtricity**

**Stretch  
Your  
Legs..  
And  
Grow  
Massive  
Downlines**

***"Build Stronger, Deeper Legs!"***

Build Profitable  
Relationships  
and generate  
more revenue with...  
**The Legtricity™ Instant  
Message, Fear of Loss  
Marketing System**

**[www.legtricity.com](http://www.legtricity.com)**



# SPAM AND SPAM



**GOT  
YOU  
DOWN?**

# BLOCKERS

**Q**uick, name the four letter word that e-mail users find more offensive than any other. That's right, the word is **"SPAM"**.

**"SPAM is Unwanted and Offensive"**

Unsolicited bulk e-mail, or spam, was once the vehicle of choice for online marketers who were intent on spreading their message to the world. Overindulgent pursuit of using the medium caused a severe backlash within the online community.

Those being targeted by online marketers became disillusioned with the dozens and even hundreds of unsolicited communications that would land in their Inbox each day. Reaction to the problem of spam was threefold.

First, e-mail users learned to simply ignore the messages. Second, regulatory movements and the counter-technology they developed to fight spam began to identify and eliminate unwanted e-mail. Finally, and most importantly with respect

to this discussion, legitimate and wanted e-mail communications began to be disrupted by technology that inadvertently labeled the communications as spam and disposed of them accordingly.

Hit particularly hard within the network marketing community were the "Fear of Loss" systems that were widely prevalent until just a couple of short years ago. These "Opt-in" Fear of Loss systems allowed someone interested in a company to "pre-enroll" and then observe the numbers of others entering the company before making a final decision themselves on whether or not to join the opportunity. The caveat was that if you enroll as a full member of the company "today", any new pre-enrollees that upgrade "tomorrow" will be placed in your Downline.

These systems were labeled as "Fear of Loss" because as a pre-enrollee saw others joining, he or she was motivated to enroll in the MLM opportunity for fear of losing any others that would be part of his or her Downline. Join today to keep from losing any others tomorrow!

**"Unsolicited bulk e-mail (spam), was once the vehicle of choice for online marketers"**





# ***"Fear of Loss"***

[www.legtricity.com](http://www.legtricity.com)

***"Fear of Loss systems run afoul of automated spam regulations"***

Because Fear of Loss systems used e-mail as the primary communication tool for alerting pre-enrollees of activity, they soon ran afoul of automated spam regulation programs – even though pre-enrollees had requested information and the communications were not being sent unsolicited. Unfortunately, because of the volume of e-mail being sent, Fear of Loss systems were identified as spammers by the regulatory bodies and blacklisted, resulting in some cases where whole URL's were blocked causing irreversible damage to network marketing companies who used their own web domain for their Fear of Loss system.

This undermined the viability of the Fear of Loss systems and led to their near extinction.

Legtricity recognized the power of the Fear of Loss concept and, like a phoenix rising from the ashes, innovated a way to restore its efficacy. Ingenious in nature, but simple in design, we completely eliminated problem e-mail from Fear of Loss

and replaced it with a unique desktop notification tool (IN).

This industry first Fear of Loss notification tool works similar to popular Instant Messengers in that it allows you to receive communication on your computer's desktop without having to check e-mail. Just as Fear of Loss notifications were once sent via e-mail, they are now sent through the desktop tool. Using a desktop tool of this nature has restored the power to the formidable Fear of Loss concept.

The good news is that distributors can even turn the notification system on or off at will, and, because the system is not e-mail based, the important Fear of Loss communications are not targeted and eliminated by spam regulators!

This innovative new "Fear of Loss" tool is named "Legtricity™".

***Legtricity Packs  
the Power  
you Need!***

Legtricity includes the online facilities that its Fear of Loss predecessors did as well as new never before seen features – chief amongst them the elimination of the Achilles Heel, using e-mail as the primary communication conduit.

***Ready to  
Provide a  
Jolt of Life  
to your  
Downline?***

One of the ways to get prospects to buy into an opportunity is by tapping into their "fear of loss". Marketing into a prospect's fear of losing something is a lot more effective than marketing to their opportunity of gaining something.

Most people have it drummed into their heads, either from themselves, or from others in their environment, that you've simply got to hang on to everything you worked "so hard for" -- whether it's true or not.



# What is “Fear of Loss” and how does it work?

(1) A Flash presentation is designed specifically for a network marketing company that is using Legtricity:

The Flash presentation contains strong sales copy that tells the prospect why he or she wants to opt in to receive additional free information on the opportunity. The best way to do this is to offer a high value free report in exchange for their contact information.

(2) The client can replace our supplied Flash presentation with their own (we recommend no more than 10 to 15 seconds in length):

The presentation should be highly informative. It must explain the benefits of joining the your marketing organization as an independent distributor and must focus on the support and resources available to the new recruit should he or she choose to move forward with a distributorship.

Your company’s products and compensation plan, testimonials could be used as they are an extremely powerful sales conversion tool.

(3) Follow through with a notification system:

There must also be a follow up system that continually markets the program to the prospect and works in conjunction with the free report.

Most prospects do not act immediately on the offer and must be marketed to several times before they take action (e.g. it takes 8 “no’s” to get one “yes”). The follow up system must have strongly worded sales copy.

(4) Continue feedback via the Fear of Loss system:

Along with the follow up system there must be a feedback component that alerts the prospect when others join in full ahead of them. This process must constantly remind the prospect that if the next individual in line upgrades to a paid position before he or she does, then he/she will forever lose the prospective Downline and any resulting commissions. This is an extremely powerful psychological tool.



## Data driven Notification System

A Fear of Loss marketing system, or F.O.L., is a data driven notification tool that sends notifications based on when members join, when they upgrade, when they are about to be compressed, when they are about to be removed, when new members join their organization and when new members upgrade in their organization.

a. Pre-enrollees accept an invitation and join absolutely FREE of charge! Then, after receiving enough time to evaluate the opportunity, if they do not upgrade to full distributor status by a certain date they will be removed from Legtricity.

b. The reason for upgrading is that as a member an individual is able to see other new distributors joining “below” in his/her organization.

c. As those distributors pre-enroll and then subsequently upgrade to member status, the notification system is triggered into action.

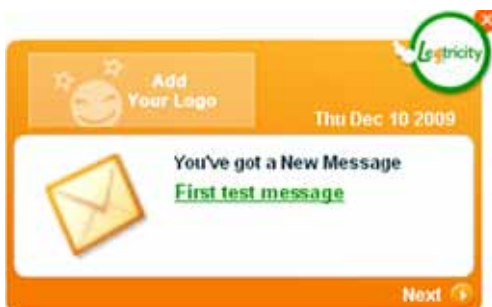
d. The “fear” is that if a pre-enrollee does not upgrade to member first, he or she will lose the money generated by the distributors below them. In other words, the individual will lose commissions that would have been his or her own had the simple action of upgrading to full member status been undertaken.

## Instant Notification

Our unique Instant Notification (“IN”) system replaces the typical SMTP (port 25) e-mail (spam) with a desktop notification system that interfaces with a web service that then delivers the alerts and notifications via a web based system alert/notification reader, similar to other popular notification systems used today.

Instead of e-mail (spam) being sent, pop up system alerts (“IN’s”) are issued at pre-determined intervals. The intervals are flexible to your choosing. Examples would be:

- a. Instantly
- b. Every 15 minutes
- c. Every hour



## Desktop Application

Members who join Legtricity install a desktop application on their home computer or laptop. The desktop application, similar to an Instant Messaging program, notifies the member each time a determined event occurs.

The desktop application:

- a. Auto-launches the program.
- b. Installs an icon in the user's System Tray that stops, starts and closes the application.
- c. Installs an icon on the user's desktop that launches the program.
- d. At the time of installation, individuals input their user name and password, the same user name and password they use for accessing the system via the web site. Supplying the user name and password authenticates who the user is.
- e. At the time of installation, the individual sets the system to send a notification of new events every “X” minutes or “Y” hours... the member has the freedom to choose his or her own notification schedule.

Similar to how logging into MSN Instant Messenger notifies users of how much e-mail they have in their Hot-mail account, this application notifies them of how many system alerts they have in Legtricity. The desktop application also shows members the types of system alerts that are currently available for viewing.

Further, the desktop application that notifies members of system alerts as well as the web site from which they receive the alerts can be fully branded to your company.

## Web Services

Legtricity generates a user name and password unique to each member via a web service. The web service then authenticates the user name and password from the desktop application and, upon verification, logs the member into the web based system alert and notification reader.

The desktop application interfaces with a SQL database for account verification purposes to ensure that the right messages are delivered to the right members.

System alerts and notifications are handled via a web based application that notifies members with respect to how many messages are waiting for them. Members can then click on them in order to automatically view their messages online.



## Web Application & Notification Reader

The web based system alert and notification reader appears as a pop up, similar to Google Mail, Hotmail, Yahoo Mail, etc.

It is important to note that the system alert cannot be forwarded to anyone, such as with standard e-mail. Alert communications are treated and held as private and confidential information for the party for whom they are intended.

The system alert and notification reader:

- a. Allows members to create folders, move system alerts and notifications from the main folder to other folders.
- b. Delete alerts and periods.
- c. Sort alerts by date or subject.
- d. Select the number of alerts to show per page (10, 25, 50 or 100).

There is also functionality in place that allows members to log directly into the web based system alert reader without the need of the desktop notification application. This permits members who are traveling or do not have access to their normal computer to log directly into the alert notification reading area from any Internet connection worldwide.

## Overview of System Functionality

The Legtricity system was developed for companies, distributors, marketers and advertisers to continue their method of communication without concern of losing their e-mail, being blacklisted by ISPs or being labeled as a spammer or bulk eMailer.

**Spam and bulk e-mailing, are felonious activities that can lead to huge fines and jail time!**

Legtricity was built with the latest Microsoft Internet technology. The system is based on .NET web services so that with an API it can communicate with virtually any:

### 3rd Party

#### MLM Software vendor's software

At its heart, Legtricity is three software components that seamlessly work together to accomplish the following tasks:

Marketing Web site with Enrollment and Back Office Management.

- a. Marketing web sites can be completely branded to the client as their requirements deem necessary.

## Our IN System (Instant Notification)

### Completely eliminates spam

- a. The desktop IN, including the installer, can be completely branded to the client. Clients can also sell and generate revenue from advertising that can appear on the desktop IN.
- b. The desktop IN supports foreign languages, custom IN time settings, custom IN sound, music notifications and more.

Web Based IN Reader; accessible directly from the desktop IN or standard web browser.

- a. The web based IN reader seamlessly integrates login from the desktop through a web service, thus providing convenient user access while at the same time protecting sensitive data such as user names and passwords.
- b. The web based IN reader can be skinned and re-branded on a client to client basis.

## Legtricity functions as follows:

### (1) Lead Insertion Management.

- Distributors in the MLM business opportunity generate leads.
- Leads are directed to visit the marketing web site to pre-enroll into a business opportunity for a free trial period.

### (2) Slam Spam Communication.

- Once the lead accepts and joins the business opportunity, he/she downloads and installs the Legtricity proprietary IN (Instant Notification) system on the desktop. The Legtricity IN system is similar to IM (Instant Message) systems such as Yahoo, Google, ICQ and MSN Messenger. Messaging systems of this nature have gained widespread popularity over the past several years and are now embraced by advertisers worldwide.

### (3) Fear of Loss Marketing.

- The Legtricity system will count-down a predetermined number of days, such as 7 (one week) or 30 (one month), at which time the new pre-enrollee will be removed from the system if he or she has not upgraded to member status by the appointed time.
- Each time a new pre-enrollee enters the system, the following INs are automatically delivered to the user's desktop:

- Pre-enrollee welcome IN.
- Pre-enrollee sponsor IN.
- IN to Upline pre-enrollees.
- IN to Upline members.

### (4) Purge and Compression Management.

- During the free trial period, pre-enrollees in the system will receive INs periodically on their computer desktop notifying them of:

- How many paid members have come in after them.
- How many other pre-enrollees are below them.
- Date on which failure to upgrade to full member will cause them to be purged from the system and lose the possibility to receive credit for paid members.
- And any other notices you wish to define.

### (5) Lead Upgrade Management.

- The fear of loss to upgrade from pre-enrollee to member is extremely strong when pre-enrollees see their organization growing virally below them. If they do not take the initiative to upgrade, they will “lose” the organization. When the pre-enrollee upgrades to member, the following INs are automatically delivered to each user's computer desktop:

**Traditional  
Fear of Loss  
systems  
are**

**SPAM!**

**Legtricity solves  
all of your  
“Fear of Loss”  
problems!**





Stretch Your Legs...  
And Grow a Massive Downline

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# Legtricity



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## Got Distributors?

Leggy Can



See How Legtricity Manages:

[Lead Insertion](#) [No-Spam Communication](#) [Feedback](#)

### Build Massive Downlines!

#### Here are some of the benefits:

- You'll receive a replicated web site that can be used to maintain and manage all of your contacts and leads.
- The Legtricity™ system makes it easy to maintain contact information on your referrals and to keep track of your communications with them.
- AutoTrigger™ also alerts upline distributors when someone upgrades to full member status as well as when a new person joins the system as a prospect.
- LinearBuilderLine™ is always viewable through your back office where you watch in real-time as pre-enrollees upgrade to members and new members are moved into the LinearBuilderLine™ structure.
- When a member upgrades their status, he or she will occupy the top of the LinearBuilderLine™ and existing members are moved down accordingly.
- Legtricity™ allows you to maintain a contact database of members, giving you a convenient location for information on your members.

**Call Today: (239) 945-6433**

