

LIVE

LIFE ON YOUR TERMS!

LOVE

WHAT YOU DO EVERY SINGLE DAY!

LAUGH

BECAUSE LIFE IS ONE BIG PARTY!

The following are some of the basic terms you might hear about when you are going through the training videos in the member area or ones I might create. They are not all inclusive of everything you need to know, though they cover a huge portion of what you will hear over and over again and are terms you will likely start using when you sponsor people and create content as well.

If you hear another term not on this list feel free to send me a message to add it to the list, or just do some research yourself on a site like Google and see what the term might mean.

The Now Lifestyle Marketing Dictionary

Term/Lingo	What it means
1 ad copy	This is the written content for an ad/advertisement/email/blog post
2 affiliate link	This is the link you share that has your username included to give you credit
3 All in professional	This is the highest level membership and includes all of the products
4 Autoresponder	This is the automatic system that sends out emails that are collected on capture pages
5 banner ad	This is an image you could place on a blog, social media or other outlet to attract clicks to your link
6 billing cycle	This is typically 30 days and the time between getting billed. Ex. \$50/month or \$50/30 days
7 binary matrix	This is the two leg growth of downline members where you work on placing people in the outside legs
8 bug	This is an issue with the software causing it to not function correctly...Submit a support ticket for this
9 capture page	This is where you send your traffic and is where people enter their email address to learn more
10 clicks	This is what happens when you buy traffic/advertising, someone clicks on a link and then ends up on your site

- 11 coach This is another name for your sponsor, the person who brought you in or attracted you through traffic
- 12 cold lead This is someone who randomly came to your site, or came through a solo ad who does not know you yet
- 13 cold market This is a large group of people who do not know you or the niche. For example selling Fitness to lawyers, versus athletes
- 14 commissions This is what you earn when you make a sale. Could be between 20-90% depending on your level
- 15 comp plan This is the description of how payments, commissions, bonuses etc. are laid out
- 16 CPA This stands for Cost Per Acquisition, or in other words, how much did it cost to get the lead, or make a sale
- 17 CPC This stands for Cost Per Click and is often associated with paid advertising like solo ads
- 18 CPV This stands for Cost Per View and sometimes listed as CPM and often used with Facebook ads to just show the ad, not click on it
- 19 cycling bonus This is what happens when you have a 2/4 or 4/2 ratio of active members in your downline legs each month paying into the system
- 20 dashboard This is the main page you log into inside your member area which has links to all the products and training
- 21 domain name This is the website address you could get that is easier to share than your affiliate link.
Example: TheDavidGardner.com
- 22 downline This is the collection of people below you in the matrix, both people you sponsored as well as sponsored/placed by others
- 23 downsell This is a reduced price offer someone might take after not taking an initial higher priced offer, usually with less product as well
- 24 ebook This is a digital version of a book, which you could read on your tablet, computer, smartphone etc.
- 25 follow up This is the series of emails you create that automatically go out through the autoresponder to follow up with your new leads
- 26 forwarded domain This is a domain name you use to point to another link but might not create a website with such as FreeFitWorkout.com

- 27 funnel This is the series of steps you would go through when you opted into a page, then saw a thank you page or offer to upgrade
- 28 GPS This stands for Guaranteed Paid Signups where you can pay for people to be added to your downline as enrolled members
- 29 HIIT This stands for High Intensity Interval Training and is associated with the Now Body 7 Minute workout. Short duration etc.
- 30 Hits This relates to the amount of people seeing your page and is often higher than unique hits as someone could look at your page many times.
- 31 hold back This is the amount of money held back each month to adjust the amount the merchant accounts charge and to offset refunds, though gets paid back later
- 32 html This is fancy language for the code that is used to create websites
- 33 Impressions This is when your banner ad gets shown on a website. It does not need to be clicked, just shown and you can spend a lot of money fast with this method
- 34 Lead capture page LCP This is also another name for where you send your traffic and is where people enter their email address to learn more
- 35 Lead capture system LCS This is the membership section where you would find your affiliate/promo links as well as be able to create messages to contact your leads
- 36 leaderboard This is the list showing who is making the most sales in the company each week/month and the ranking levels of members
- 37 leads This is a person who has gone to your capture page and left their email so that you can now follow up with them through the lead capture system
- 38 link shortener This is a software used to make your long affiliate link smaller, like Google Link shortener or bitly.com which hides your link
- 39 live chat This is where you can speak with support live to discuss an issue or bug you might be experiencing
- 40 matrix This is the downline system of left/right legs that continues to grow and people continue to join
- 41 membership area This is where you find your products, videos, training and more
- 42 mlm This stands for Multi level marketing, meaning you can earn commissions from many levels of your downline

- 43 network marketing This basically is the same thing as MLM, though it relates to marketing that is done with a lot of face to face contact and relationship building
- 44 NLS This is the abbreviation for Now Lifestyle
- 45 online marketing This is the process of being involved in marketing and sales using computers/smartphones/internet etc.
- 46 Opt in This is what a lead would do when they enter their email into the form on your capture page to find out more information
- 47 organic traffic This is random traffic that comes to your blog/social media posts based on how your titled it or keywords you used when they did a google search
- 48 OTO This stands for One Time Offer. After you opt in you would usually see an offer that is so good you will not see it again, so you have one chance to act on it
- 49 paid advertising This is where you spend money to advertise, though places like Facebook, media companies, solo ad providers, classifieds etc
- 50 post This is when you create a written piece of content that you place on your Facebook page, blog or similar location for others to see
- 51 promo link This is your affiliate link that you can use to promote a specific NLS page or opt in form
- 52 quickstart guide This is a guide you can print out or follow with step by step directions on what to do to get started quickly
- 53 referral This is someone you sponsor into NLS
- 54 SLO This is a Self liquidating offer, or an offer that pays for itself. For example you might pay \$10 to get a lead, who pays \$10 for an ebook you sell and you break even
- 55 social media This includes websites like Facebook, twitter, instagram and so forth where you can engage with others and be social
- 56 social share This is where you take someone else's content or post and share it to you your page or on a page you are connected to
- 57 Solo ad This is where you pay for someone else to send traffic to your offer. They might have a big list they mail to and will send clicks to your link
- 58 source code This is the html that you would add for your opt in form inside the autoresponder to be added to a third party site like your personal blog or clickfunnels
- 59 sponsor This is the person who referred you to NLS, they are your coach and you are their referral

- 60 submit a ticket This is how you get in touch with the company support when there is an issue that can not easily be resolved by yourself or answered in the Facebook group
- 61 subscriber This is someone who is a lead and has opted in at your lead capture page and is now getting your emails and follow ups. They are subscribed to your list
- 62 supplements This is what you would order inside of the Now Body tab in the member area and includes protein, fiber capsules, energy booster etc.
- 63 support ticket This is what you submit when you have an issue, also called submitting a ticket
- 64 testimonial This is what someone leaves when they have results to show proof that a system works. This could be a video, audio or written showing how the product helped them
- 65 Thank you page This is where your leads are taking immediately after they opt in, so that they can get the item, content or video that was promised to them on the capture page
- 66 traffic This is the flow of clicks to your site. Free traffic comes from your own efforts and posts on social media and takes time, though paid traffic like solo ads can come quicker
- 67 upline This is the series of people above you in the matrix, who can place people below you and help you grow your downline, but is not guaranteed to happen
- 68 Upsell This is an offer that someone sees after they make an original purchase. This could be for additional training, or a paid traffic package
- 69 URL This is another code for the website address you would use to send someone to see your capture page. Could be the domain name or the affiliate link
- 70 username This is the name you created that links YOU to the system. It's like your nickname and would be included in all your affiliate links as well as needed to log into the member area
- 71 warm lead This is a lead that comes from someone you already have a relationship with
- 72 warm market This is a group that is associated or familiar with the topic or product, for example, a guitar player might need new strings
- 73 Webinar This is a live online conference or chatting session through video (It's a seminar over the web...hence webinar)