



WORDS: THE EDITOR

i-SPY...a fantastic portable business opportunity!



I-Spy 360° is a business you can literally take anywhere. i-Spy 360° is a UK based organisation specialising in the creation of 360°

panorama virtual tours for the benefit of almost any business in existence. This service has proved to be a great sales aid in the USA, especially with estate agents. This product can be used to enhance the saleability of houses, lettings, hotel rooms, holidays, vehicles, pretty much anything! The target audience is certainly wide open.

When I was asked to try this opportunity out for myself, I particularly wanted to see how complex the equipment was and how much of a problematic concept it would be to sell to the end user. A representative of i-spy arrived at our offices with just a laptop and a small bag, reminiscent of a kit bag that would carry no more than a rolled up towel, shorts, vest and showering accessories. This bag, in fact, carried everything that is required to perform a virtual tour. After a cup of tea and a brief greeting it was time to test it out.

I have never seen an opportunity that is so straight forward and easy to not only conceive but to actually put into practice. A child could operate this business. The technology is very high quality and very easy to use. You simply open and extend the tripod, clip the camera into the holder, attach a lens and then your ready to rock and roll. The image taken is stored on a special memory card in the camera, you can either send the card itself to HQ for them to construct the tour or



SOFTWARE PROVIDED

if your savvy enough, you can transfer the file to a computer and send it by e-mail; thus freeing up space for 10's of tours every day.

Now available as a business opportunity, i-spy 360° is ideal for anyone looking to start their own business without the risk of overheads. This business benefits from an open market and no further expenditure after purchasing the actual opportunity. All equipment is supplied with the package, a top of the range digital SLR camera, a 360degree high quality lens and a specially adapted tripod. All that is required of you is; to set the equipment, take the photograph(s), send the

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training is included within the package as well as all or the necessary equipment. Considering an earning potential of £40,000 per annum, you would be very obtuse not to consider this as your next move. This opportunity gets a thumbs up from me and benefits from no gimmicks, no surfing on chairs, complete freedom, no ongoing fees, a high end product/



Macworld
BEST OF SHOW
iDROPS

360 One VR

images) to i-spy HQ (they will supply the completed files for you), and then finally collect payment from your client. Virtual tour prices range from £100-£300+, the only thing that is required of you is your time (1-2 hrs) and travelling costs, the rest is simply profit. To further enhance the saleability of this service, every agent benefits from their own agent portfolio, which is hosted on i-spy's own server. This can be accessed from anywhere in the world to show prospective clients examples of work. Every project carried out can be added to supplement your personal portfolio.



With a globally developed consumer driven marketplace,



this truly is the opportunity to get involved in. With little skills or knowledge required to provide such cutting edge technology, you'll be sure to earn a hefty packet with the i-Spy business opportunity.

Finding Targeted MLM Leads.



The objective of multi-level marketing (MLM) is to sell the product or service and to encourage the client to become an independent distributor, who then sells the service or product as well. Leads are vital for any business to grow, and in order for the business owner to have the greatest success, the leads must be curious enough in the business opportunity to have expressed an interest. The prospects that have expressed an interest in becoming distributors are known as Targeted MLM Leads.

To find targeted MLM leads, business owners must first have ample knowledge of their target market. Are they self-starters? Do they have the commitment necessary to be part of a network? Business owners must also understand the product or service, the company mission statement, and its goals and objectives well enough to offer a good sales presentation. Delivering a presentation, however compelling, to someone that has not shown interest in the product, service, or business opportunity is a waste of time and resources.

Business owners can acquire targeted MLM leads from various sources. The most convenient sources are the companies that compile and sell lead lists. The business owner, however, should be careful when choosing a lead list source, as some may be fraudulent. Some targeted MLM leads are identified through telephone interviews or direct mail response. Business owners can also obtain targeted leads from promotional give-away programs that have high traffic. Usually a person will fill out a simple survey to claim the promotional item, and the business owner can then use the survey to assess whether he or she will be a quality lead.

"The Business in a Briefcase"