



Cincinnati SEO Expert Shares His Pampered Chef Review

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Mike Marko, owner and founder of Cincinnati SEO company IM Consultant Services, has come up with his review of the Pampered Chef, a multinational multi-level marketing (MLM) company which offers a line of kitchenware, bakeware, cutlery, food products, and cookbooks for home food preparation. In his article called "Pampered Chef Review," he talked about the overall concept of the Pampered Chef business, its income opportunities, and the real flaw that he sees with the people marketing it.

Doris Christopher started Pampered Chef in 1980. She began selling products to friends and neighbors from her basement. The business took off during the 1980s and 1990s. It was later acquired in 2002 by Berkshire Hathaway, owned by mogul Warren Buffet.

Marko effectively pointed out at the beginning of his review that he is not an affiliate of the Pampered Chef. His insights came from his research.

"I see a huge problem with the people trying to promote their Pampered Chef business. They are taking one of the hardest, if not the hardest routes imaginable," he stated.

Marco says that as an MLM company, its members took the online marketing route, mostly via Facebook, of promoting Pampered Chef's products to get leads. This approach, more often than, led to a lot of rejections and failures. Marko instead proposed an alternative way to Pampered Chef members on how to get these valuable leads. He championed blogging as an answer to this hurdle.

He listed the four stages to be followed to start the Pampered Chef business on the right foot. First, having a blog; second, picking right keywords; third, delivering content; and fourth, getting interested people on the list.

The last step is the most critical component of this approach. According to Marko, people should focus on building the email list as it is a digital asset. He says that sending an email to the people in this list is a great way to make money at home. This email can be of help to the recipients with its great content. In turn, the email recipients will become loyal followers and buy endorsed products or services.

Marko finished his Pampered Chef review by advising people to join his mailing list and get his step by step boot training camp. For people with an advertising budget, he suggested that they enlist his help in converting their leads to sales.

IM Consultant Services offers various digital marketing services such as branding, custom website design, social media marketing, blog content writing, search engine marketing (SEM), and more.

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