

COSCO Marketing Methodology Improves Network Marketing Success

Date: 01-13-2006 09:58 AM CET

Category: [IT, New Media & Software](#)

Press release from: [IncomeHarvest](#)

San Diego, CA - IncomeHarvest, a company that develops a global network of home-based businesses, announced that its dramatic growth in 2005 was directly attributable to its COSCO-based marketing methodology. COSCO is an acronym for Content, Opportunity, Systems and Community.

IncomeHarvest provides Brightbox™ and EnergizeTV provides LIVE!™ web conferencing - these two elements deliver the key support necessary for a fledgling Multi-Level Marketing (MLM), Network Marketing or Affiliate Marketing business to prosper. The COSCO methodology, when implemented, gives an entrepreneur's business the following attributes:

- Huge Expanding Market - Brightbox™ falls squarely in the \$3.6 trillion “convergence” marketplace; the coming together of TVs, PCs, mobile phones - all joined by digital content. Brightbox™ brings the Internet to Television.
- Leveraged Income - Brightbox™ has strong partnerships with successful companies, unique content, a growing community and a business model that takes advantage of the natural actions of consumers and the rapidly growing direct sales model.
- Consumable Products & Automated Delivery - Consumers purchase products and services online from their favorite vendors, using the Brightbox™ connection to their TV. Manufacturers and service providers deliver directly to the consumer.
- Systems-based Recruiting, Training & Support - The power of video and the Internet is used to locate and develop rapport with business prospects using a global, face-to-face, LIVE!™ video conference. Knowledge is the key to success; Brightbox™ provides over \$47,000 in personal and business development programming via The Learning Network™. Brightbox™ provides televised training quickly and effectively; it keeps teams motivated.
- Community - The close-knit Brightbox™ community is a key asset to business growth.

Lee Matthews, President of IncomeHarvest, stated: “Brightbox™ helps anyone develop the people-skills necessary to rapidly grow their business and the LIVE!™ system keeps their marketing team stable, efficient and motivated.”

About EnergizeTV (www.EnergizeTV.com)

For an annual fee of \$720, EnergizeTV provides a web-based 150-person video conference system, on a 24/7 basis, to entrepreneurs who wish to use Relationship Marketing to introduce their products/services globally.

About IncomeHarvest (www.ultimateTVdevice.info)

IncomeHarvest introduces personal and business development programming to Television and the Internet. It matches content providers with businesses seeking an expanded Internet-TV presence. It also markets Brightbox™ - a TiVo-like “convergence” device which functions as both a Personal Video Recorder (PVR / PDR / DVR) and Media Center. Brightbox™ supports video conferencing, Karaoke and The Learning Network™.

For further information, contact:

Lee Matthews
President, IncomeHarvest
www.ultimateTVdevice.com
(888) 841-2254

[You can find this press release here](#)