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Prosperity Rising!

A Quick Start Guide To Network Marketing Excellence

“Leap Frog Your Network Marketing Business to a New Level As Practiced by The Guru Networkers From Around the World!”

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Chapter 1:

**Average Network Marketers vs. Guru
Network Marketers**

1.1 Network Marketing Today and Beyond

To Understand What network marketing is? We need to know what it was in the past, present and how is it likely to change in the near future? These are all important questions to ask as a someone wanting to build a networking business. If you don't know where you were, you'll have a tough time working out where you are; and if you don't know where you are, you might never figure out where you will be in the future. All of this is very important to determine, so that you can accurately anticipate changes and fine tune your campaign.

So let's look at what exactly was network marketing in the past? It was a simple version of what it is today. You could build your very own network of marketers, train them to sell, and then set them free to make sales, so that you could earn a share of the commissions; however, there was one crucial, simplifying, streamlining component missing: and that was the Internet.

Today, keeping track of your network marketing team is so much simpler. There are various pieces of software, PHP, and Clickbank to record who made what sale. You can also use various applications to create and manage different network structures and payment systems.

Another one of the great benefits to network marketing today is that you can now recruit your network online. This makes things so much easier. You no longer have to approach people over the tele-phone or bother your friends and family. Instead, you can find the various places that network marketers go to hang out online; and then make an attempt to recruit them into your network.

In the future, we are likely to see the continuation of this trend, as network marketers continue to exploit the Internet as a resource; and as they find new means of leverage to recruit and educate, so that they can grow better and bigger networks and earn larger commissions from their company.

1.2 Reasons People Fail in Network Marketing Today?

Most people who attempt network marketing never become successful. And there's a good reason for that: the vast majority of people who attempt network marketing are so blindly driven towards earning money that they forget to consider the human element, which is the only thing that really matters when building a network.

Most of the people who are in network marketing today haven't even tried or tested what they are trying to sell.. This is easily found out on forums, where a new network marketer will often post a signature that urges readers to join his network; yet, at the same time, he'll make a post asking if the network he is already promoting is any good. This instantly reduces his credibility to nothing. And this sounds completely crazy, but it happens often.

If you're going to promote to people to buy or to sell a product, maybe you should actually try it yourself , To make sure it is of quality and worth paying for. There are plenty of marketable products out there, but if you know exactly what is good about that product, you will find it easier to convince people.

Once you have gained credibility and the knowledge of the product you are selling, you will then want to start to build a network. This is the only way you can possibly avoid the failure that most others experience: by doing everything in a legitimate way, rather than cutting corners to save time. Instead, spend the time to know your product; and spend even more time getting to know everyone in your network. The better they are able to replicate whatever successes you have had, the better your network will do as a whole.

1.3 Why Are So Many Network Marketers Average

Let's look at what makes network marketers "just average"? What stops them from finally achieving the success that big boys have already experienced? While part of it often has to do with effort and consistency, the most important thing that average network marketers do not have is leverage. They focus on small targets and small goals and do not put the whole network into perspective.

For them to break out of the ordinary, a network marketer must come up with some sort of plan or design that will drive them above the marginal day-to-day activities, which are still needed, but which will only secure them small gains on average.

Here are some examples of goals that could keep a network marketer "average," when they could be wildly successful:

1. Get organized. As a marketer, you will need to manage dozens of contacts, hundreds of customers (if it is your product), and all kinds of payment and scheduling information. If you want to achieve success, you need to have a clear, workable system for every marketing activity you engage in.

1. Marginal Focus. While the little gains are important too – in fact, they will make up the mass of your work as a network marketer – it is more important to focus on big gains, which take more effort, but when achieved, will completely gain how your network functions. An average network marketer often won't see beyond what is marginal.
2. Unrealistic Goals. This almost always kills anyone who attempts to create a network or start an Internet business: they set unrealistic goals and attempt to achieve them in an unrealistic period of time. The final result is a complete disaster.

If you want to remain an average network marketer and make an small salary, then don't try to change these three restrictions on your success. Rather, stay secure within these walls and do not try to reshape; If you want to take your network marketing to the next level, you must figure out how to bypass all of these, and take it to the next level.

1.4 What Makes Guru Networkers Different?

What makes the elite network marketers differ from all others? This seems a easy enough question – and yet anyone who has failed at network marketing knows that it isn't easy. Anyone who has failed can probably name a someone who is earning in hundreds of thousands of dollars each yet with network marketing; additionally, he can probably tell you exactly what that person says he is doing, but for reasons not known, she simply can't duplicate his success.

While these elite marketers seem to be doing obvious things and making money with it, everyone else can't seem to duplicate their success. So what is the difference between everyone else and them?

The major difference between successful and unsuccessful marketers is that successful marketers have gained enough leverage over a long period of time. This leverage then gave them access to a number of important things, including expert help, trust, and virtually unlimited resources. This often creates a problem that they do not see when they are attempting to train their new downline: as a expert person in the business with significant resources, they can do a many of things that new network marketers cannot do.

So it would be better to look at what these elite network marketers did in the past to get them where they are today, and learn and replicate from there after all if it worked for them it can work for you.

In this case, the answer is usually simple and the same: to become “top network marketers,” they worked out a system that was actually successful for them; and then they figured out how others could replicate that system relatively well. They then put in the work to recruit a number of new network marketers; and then had those marketers bring in others.

In many cases, elite marketers usually start off by selling the products, rather than creating systems for building a network. You may want to think about doing this, too, with whatever product you are selling.

Chapter 2:

Habits of Guru Network Marketers

2.1 Habit #1 Practiced Salesmanship

As a network marketer, there are a number of habits you have to develop. Just as bad habits can stop you from doing things that are critically-important, good habits can force you to do the exact opposite. But in order to develop these habits and to use them to effect, you first must spend the time to develop them.

One habit that you have to start is great salesmanship. It does not matter how great your product is, nobody will want to sell it if you can't convince them to do so. The greater part of doing this is learning the art of salesmanship.

So what do sales mean? Firstly, salesmanship means being able to communicate everything clearly. While there are a number of important methods you can use as a salesperson, none is as important as being able to clearly explain what it is that you want your target audience to understand.

This will be important for two reasons: the first is convincing customers that your product is worth buying. In order to do this, you will have to clearly connect the product as a solution to a problem they have. You will need to be able to explain all the benefits; and why they are different or better than similar products.

Now, the second reason, you must “sell” the opportunity to all of the members of your network. I personally suggest you do this in an honest and ethical way. Give them a truthfull account of what they can earn in the first year in your business, do not tell them that they will earn hundreds of thousands. Rather, tell them what real people actually have made in the business and what was needed for them to achieve this.

It is always important to clearly explain to new members in your network. Show them what it is that they are going to be doing exactly; and the best way for the to get it done.

Always, remember to use salesmanship as often as you can to develop this into a habit and make it a natural part of you.

2.2 Habit #2 Enjoy Helping Other People

One of the top habits you must develop as a marketer is the habit of helping others become a leader, put them before yourself. This may sound counter-productive, especially if your aim is to make money at any cost; however, as almost all network

Network marketers learn sooner or later, helping others and helping yourself often means the exact same thing.

The reason why this is so true with network marketing is because the best way to earn is to get others to do the work for you – to gain leverage. Without building leverage, your only hope is to go out and sell the product yourself through some type of direct response marketing.

If you want to build that all important leverage, you will have to find ways to teach others to do what you know how to do yourself – which is to find new prospects, introduce them to the product, and then close sales. If you are aiming for a network-team building business, you will want to be able to teach people how they can recruit new prospects just like you.

But there is a very big difference between having the knowledge and doing. You might have the skills to teach people the methods, but if you do not want to take the time to actually do so, then the skill is useless to you.

So make it a big part of your business and help others – especially those in your network. Whenever you are sent an email, take the time to respond to it quickly and comprehensively. Even if that person is unlikely to earn you any money it helps form your habit, also your act of kindness could make him to get the word out about your business to his friends and family.

You should also, remember helping others is only one part of the process: the other is to make sure that you do it the right way. If you can't come up with the goods then the model for people to replicate your success will not work, if this is the case you may not want to begin recruiting a network; maybe, you should consider sticking to direct sales.

2.3 Habit #3 Surround Yourself with the Right People

There is an old saying that makes a lot of sense when applied to network marketing: “Dig your wells before you need water.” That's right: before you need someone to sell a product for you or to recruit for you, have that person there, ready, and willing to do it. If you approach that person for the very first time with a pitch, chances are that he or she will reject your offer on the spot.

How do you go about starting to dig these wells? You start by putting yourself around with the right people. That's right: start making successful friends.

There are a so many places where you can find these new friends in your field who can be new business partners in the near future. One of the best place's to look for them is on Internet marketing and network marketing forums. The more popular of these forum's are, the better. The Warrior Forum is one of the best and has over 30,000 members. Some of these members are some of top leader in the industry.

Starting at a place like the Warrior Forum is a great way to get to know the people who could help you in the near future; But remember, it is important to understand that you have to be wary when you go about this. Taking the wrong approach can lead to you wasting your time and preventing partnerships.

One of the best ways in which you should approach this is to make sure to be helpful whenever you make a post on a forum. Also, try to be helpful in ways that will showcase your skills. For example, if you happen to be an expert on network marketing—or at least very knowledgeable—then take the time to post thoughtful, comprehensive responses to network marketing questions on the forum.

After you been on there some time, you will start to notice people who have common interests and positions in network marketing. Try and make every effort you can to make contact with these people. When it is to launch a product, your network will already be set in place and ready to go.

2.4 Habit #4 Creating Large Networks & Relationships

An important habit for to develop is the tendency to network and build relationships. I've mentioned several times, the downfall of most network marketers is that they fail to take the human element into consideration. They simply think of it as somewhat of a numbers game, where the only goal is to just increase the size of the network of people at any cost.

Instead of doing this, get in the habit of networking and building relationships. You can do this by making a real effort to gain the trust and respect of every single person in your network. I suggest that you do the following in order to make this happen:

1. **Systematize Training.** Whenever someone joins in your network, it is vital that he or she can immediately get access to the exact same training that all other members have get. You may want to do this by getting him or her to join an automated email course or to work through some pre-written lessons. Whatever it is that you do, make sure that each member has immediately access to it and it is high-quality training.

1. **Make Contact All Enrollees Immediately.** If someone joins in your network, contact that person within a day to personally greet her, to explain who you are, and to explain what she can take advantage of as a member of the network.
2. **Use Databases.** One good way for you to keep track of all of your new members is to actually write all of their details down in excel, along with some important information about them, such as previous experience, level of interest, etc.

Remember that you have to develop this into a habit, not just a skill. But again be careful and use your time to network and build relationships at every possible chance you can; also, you should look for ways in which you can make these relationships beneficial to you both.

2.5 Habit #5 Develop Leadership & Charisma

I think two of the most important skills you can learn as a network marketer are leadership skills and charisma. In this specific context, I call them “habits” because they are something you will want to do until you feel as if you have no option but to do them.

Charisma is not something easily achieved – nor is it just one thing, as many people incorrectly think. Rather, you can be moody and aggressive, but still have charisma. you can be awkward or strange and still have charisma. Being charismatic more importantly involves being confident in the type of person you are; and then being able to repeatedly and consistently convey that image to members in your network. If you can do this clearly and boldly, people will want to follow you, regardless of your personality.

This is where the next important habit comes in to play: leadership skills, This goes hand-in-hand with charisma. If you've developed charisma, people now probably want to follow you – the only question is where you will take them. Do you feel confident telling them how to replicate your success? Do you feel confident telling them to do something you haven't done, but know will work? Are you decisive and able to make decisions for them?

Not only are these things important parts of leadership ability. Without them, you may be able to attract prospects to become members of your network, but will you be able to lead them to anything other than financial failure, which doesn't help anyone involved – neither them nor you.

So bear this in mind when you are looking to develop new skills: be confident and build your network of people around your own personality. Don't feel like you have to be put in a box and work within a given image of what is conventional or acceptable. Rather, create a personality that attracts marketers; and then lead them with clear, well-thought-out decisions.

2.6 Habit #6 Out Of The Box Mentality

The Normal thought process is a great mind map to poor results; But, for whatever reason, most people that gets into network marketing--or any type of online opportunity—will skillfully adhere to each piece of conventional thinking they have heard over the years. The very sad thing about this is that it is all too often to their downfall.

Rather than following the crowd remember 95% fail, test it yourself. Find out if it really works. The elite love to tell people what is and what isn't possible. But that being said, remember that they are experts and often do have valid opinions to offer; however, This does not have to mean what they say is true for you. This is why it is so important to break from this kind of thinking and test it yourself.

Another reason why it is important to break with conventional thinking is because it will give you an edge over your competitors. While they work away, following the methods of someone who may or may not have any real understanding on your industry, you can position yourself above them by introducing a renegade method – something everyone believes is too risky or simply can't work.

However, it is vital that you do know what the conventional thinking actually is and why they say it is that; otherwise, you won't be a renegade – you'll just be someone who refuses to learn from mistakes, a failure.

So begin your break with conventional wisdom right away: start putting everything to the test. Conventional wisdom might suggest that you should approach potential members of your network in a certain way. Try doing the opposite. See what effect it has then tweak and test again.

Chapter 3:

**Quick Start Network Marketing
Excellence**

3.1 Joining the Right Company AND Upline

At this point, you've selected a product and an upline. You know what you are selling and who can help you, but you may be unsure of the best way in which to approach the sales or recruitment process.

The first step is to “know your target market.” If you don't know who you're selling to and understand what motivates them and drives them, why buying your product would be a great idea), then you're going down the wrong road. Now, in this specific instance, since you are network marketing, your primary aim is to know two different audiences: the first is the group of prospects who might buy the product you are offering; the second is the people who maybe want join your network.

You can get a basic idea of who falls into the first group by looking at the what you're selling: what is it? And who would want to use it? If it's a vitamin, for instance, who might you target and why should they be interested? Could it help improve their eyesight? Could it prevent them from getting fat? Could it help them, gain muscle, mass or abbs?

Now, when you're targeting potential recruits for your network, you'll basically be doing the same thing. You're marketing the value of your product to marketers, too. They have to realize why the product and the opportunity are better than all the other opportunities being marketed around on the Internet.

If you understand the mindset of both of these target groups, you should then be able to market to them and get results. Keep this important principle in mind: whatever you're marketing, you should market it as a solution to a specific problem that group of people encounters. If you can describe who such a person might be in your head, you will also understand what that person might want – and then you will know how best to approach them

3.2 Getting Started Write down 100 names

The reality, to some extent, network marketing is a numbers game. In order to increase your commissions, you have to always set benchmarks for network expansion. But as a network marketer, you know that most of those you attempt to recruit wont do it; and most of those who do it will fail. This means that you have to find plenty of prospects, present the opportunity to them, and then train those who join to succeed.

A very good way to get going is to literally write 100 names down. These will be your first 100 attempts to gain members of your business. Now, you can find these names from a number of different places: if you want, you could write down names of friends and family members; you could write down names of people you talk to on a regular basis; or you could purchase leads from a company and specify certain parameters that you want.

Whatever you do, start by writing down 100 names. It may seem symbolic and unnecessary, but you have to set benchmarks in order to ensure that you keep a high standard for your level of expansion; otherwise, you may have the perception that you are working, but the reality is, you are doing far less than is possible.

As was mentioned, there are plenty of different places you can find these names; however, there are also different types of leads you can find. For instance, if you purchase them from a lead-generation company, you can differentiate between leads you can contact over the phone and leads you can contact through email or mail. Depending on what your opportunity happens to be, these differences could be quite significant.

So start by writing down 100 names. If there is some “better way” to do this, then do that also. But what is important is that you actually take action and get 100 names down on a piece of paper.

3.3 Practicing Your Phone Call & Presentation

One vital piece of any successful network marketing downline growth campaign is the practice of your presentation. Now, this does not mean that you should contact all of your people and talk to them as if you are a robot. Rather, it means that you should have a replicable, yet compelling set of benefits for why they should join your business.

Now, this is a key fact: many people will resist any type of offer – especially the offer to join a marketing business, which is often thought of as being a scam. This is why you need to have answers to any objections or concerns ready in advance. Unless you're fast on your feet, the chances are you will not be able to respond to many objections that prospects raise about your opportunity or about your offer. Instead, think out what these are in advance and write them down as you go along.

In addition to this, you will want a general plan to follow. Start by introducing yourself and the product or company; you can then move on to a problem-solution model, whereby you pull a problem out of them—something they have experienced recently-- and then

propose a solution using your product, whether you're presenting the product itself or the networking opportunity.

Practicing with these two parts—the presentation itself and the answers to potential objections and questions—are by far some of the most important parts of network marketing. If you wobble around on the tele-phone or if you make your presentation in a unprofessional way, your target prospect is almost guaranteed to look at you as being an amateur.

Don't forget: it is not just product you are selling; you're also selling your self. If your target prospect suspects that you have had no success with the program yourself—and it is evident in your lack of confidence—how can you then expect them to pick up the program, too? The answer as you know you can't.

So take the time to learn your phone call routine, your answers to questions, and your presentation until you have them all off to perfection.

3.4 Making Your First Call

Now that you, are prepared and confident in your presentation. Should anyone challenge you about the business or ask a detailed question, you're ready to respond to it in depth and accurately with confidence. So now what?

It's Time to make your first call. If you've never been involved in network marketing in the past, this is probably an extremely, nerve-wracking time for you. You actually have to call your first human being and present to them all you have learned about your product and about the business.

But don't let this put you off. Additionally, don't let the outcome get you down, either. The chance's are you will be flatly rejected by your first person. And there's an even better chance that they will lose interest at some later point in the conversation, regardless of how well your conversation goes. This is all part of the game of numbers. In order to succeed in network marketing, you must be rejected many times more. So don't take it personally

Make the first call and be confident about your position, your product, and your opportunity. The worst that can happen is, you'll end up scoring a name off of a list, just move to the next name. In fact, if they reject you earlier, that might be better than later; it'll save you some time.

That being said, it is still important to carefully listen to various concerns the person you're calling presents because the person on the other end of the phone is raising

issues does not mean they will not accept the opportunity; it just means that he or she must be given enough evidence. And it is your job to do this through the call.

Whatever you do, bear in mind that the outcome of the first call is not that reflective of how successful you will be in the end. So whatever happens, continue to go through that list of 100 names in a positive manner.

3.5 How to Recruit Downlines By Masses

In past times, network marketing was done completely offline. If network marketers promoted at all, they would do it with flyers or with classified ads in newspapers. Unlike marketers today, they had no opportunity to reach thousands of prospects all at a very low price.

Today, you can reach leads through dozens of different methods—many of them Internet-based. Additionally, there are companies that now specialize in extracting highly-targeted leads for this exact purpose.

One fast way in which you can recruit network leads is to setup a “squeeze page,” which captures names and email addresses – and then send visitors to it. Once leads sign up through the squeeze page to join your mailing list, you can then send them a training course, which teaches them the methods in which they can make money with a network marketing business. You can then make soft attempts to get them to join your own network in several of the emails.

Another way in which you can gain network marketing leads to fill your downline is to send out mailings through e-zine advertisements. This is one of the fastest ways in which you can immediately reach tens of thousands of people with very little effort or cost.

Also, you can use forums to recruit members for your downline. You can make useful posts and be helpful on Internet marketing forums frequently; and then use a signature file that gives a brief description of your network marketing business.

One other way in which you can build a downline is to use free advertisements. If you have a small budget, you could accumulate credits on a traffic exchange or banner exchange program; and then use that to get your advertisement placed on various exchange sites. This is a relatively effective and easy way to increase the amount of people who join your mailing list through your optin page.

Chapter 4:

**Expanding Your Network Marketing
Business Further**



4.1 Focus More on Leadership by Example

In an industry where many people are fighting hard to earn more money in any way possible, leading by example is indeed a rare find. Network marketers are far more likely to tell downlines something that will make them stick around than something that will ensure their success. This is no truer than when they have heard of some new technique that theoretically could work for them, even though they haven't yet tried it out for themselves first.

This gives you with a outstanding opportunity to gain a competitive advantage: by simply embracing leadership by example, you can immediately do something almost none of your competitors—either within the company or selling for another company—will ever even think of doing.

One of the top methods to lead by example in network marketing is to setup various initiatives. For instance, one month, you could choose some type of marketing method and then thoroughly train every person in your downline on the advantages of using it; and the best way in which they can use it. You can then run a advertising campaign yourself, keep note of your results and methods, and show it to your entire downline.

Working together with your downline will not only help them to learn how they do certain things, but it will also encourage them to stick around and to promote you to their friends, who may be unsure, trying to decide whether or not your opportunity is legitimate and right for them.

Make this one of your new goals: always lead by example. Show your team what to do and what not to do—and most importantly, make sure you have already done it yourself and know that it works. If you lead by example, everyone else has a chance to benefit and to help you in return; if you lead with untested ideas, you might help someone, but it will most likely be by luck.

4.2 How to Train Your Downlines – RETENTION!

One other very important part of network marketing is what's called “downline retention.” This is similar to how you would look at traffic generation: you can take two approaches—you can either “recycle traffic, so that it comes back; or you can constantly pump fresh traffic into the site. Ideally, however, you want both methods to be working, as that will

not only generate more traffic, but it will also keep more traffic on your site. This is true with network marketing.

At this point, however, you have a rough idea of how to gain that new traffic; and further, how to convert that traffic into members of your network. The next step is to retain those new members by training them and reducing dropouts—which go hand-in-hand.

You should start by developing some type of course, which starts by covering the absolute basics of network marketing—and the moves to the more complex, harder-to-understand parts. Additionally, if your goal is to retain network members, you shouldn't attempt excessive up selling in your course. Rather, only suggest what you believe is absolutely necessary; and only what you believe will affect the best possible results for someone who is either an average or below average network marketer.

Now, in addition to creating a course, you may also want to produce a manual of some kinds. You can send this to each member of your network right upon joining. This can be a more comprehensive guide that directs them through any potential problem they run into and get the off to the right start.

Finally, you will want to make yourself available to everyone who needs help. You may offer your email address to all of your new team members in a personal email you send to everyone; or you might even allow them to contact you by telephone. These are all considerations you want to make, as the more people can contact you, the more trusted you will be; and the more likely people are to take your advice, take action and stay with the business.

4.3 Why Motivation is Important for Both You & Your Team

Motivation is the driving force behind the actualization of all rational thoughts and processes. You may be able to clearly think through decisions, but in order to have the will power to stick with and follow through with those decisions; you need some sort of intent or emotion to back up those decisions. This underlying “emotional drive” is best described as motivation.

For you, your motivation may be having the ability to care for your family or spouse. Perhaps you have not been able to find steady work for a long period of time; and you feel like this marketing opportunity is your last chance to break out of being dependent on a boss and actually work hard to do something for yourself.

Whatever your drives you forward is great, But you will always want to build further on it. Find new and more powerful ways to motivate yourself by creating lists of things you need or want; or by creating lists of ways in which you can change other people's lives for the better if only you had access to the types of resources you could gain through this network marketing business.

With this in mind, think carefully how you could motivate your own team in addition to yourself. What will drive them? What is it they need? And how can your network be a solution to that problem?

I've mentioned before, that leading by example is critical – as is motivating by example. If you show constant enthusiasm and energy for the business and put all you have into making it work, then your network team will see what you've said and do and will attempt to do the same.

In contrast, if you fail to motivate your network to action by not consistently taking action, you can also expect them, too, to be more likely to give up easier or to accept failure without a fight.

4.4 Learn Often From Your Uplines, Too!

Now that we have been successful for a decent period of time, we fall into the trap of thinking that there's no more to learn; we think we know it all and we can tell others what to do, but we are self-sufficient. This is not true. Even if you are a multi-millionaire—perhaps the most successful network marketer in your niche—you can still always improve what you do; and one of the quickest ways to do that is to learn from the people above you.

What would it be like having someone like you in your own downline. Imagine having some who is constantly recruiting new people and driving forward; constantly training new people; and constantly getting those new people to close sales and to recruit more people. If you could do this on a regular basis, just think of how much better you would do. What if you have even 10 people just like you in your downline?

Well “that's great, but there's no way to do just that.” But there is: if you have an upline, someone found you. If you can duplicate the process that the person used to find you, train you, and make you into the network-marketing super star that you are today, You can also fill your downline with people who are just as talented and dedicated as you are now that is powerful.

First, you have to start by back-tracking. Work out what made you join; and what made you decide to work as hard as you do. A great way is to look at what the members of your upline are currently doing. That'll give you a good idea of the persuasive tactics other experts are using to grow their business.

Also you will want to look to your upline team members for any tactic they employ. Since they have more money and more resources than other network marketers, they are also more likely to be able to try and test out new methods.

4.5 More Ways to Expand Your Network Marketing Business

In addition to all of the normal ways to grow your network marketing business, you will also want to check out and use the less-conventional, smaller, and harder-to-apply tactics for finding new prospects for your business. For example, if you started off by selling your product as an Internet-based network marketer, you may not have done any offline presentations at all. Nor have you probably put much thought into any offline promotional methods.

This creates an interesting issue: while it is much simpler and often less expensive to market on the internet, if you're advertising an Internet-based business, the online market will probably be heavily saturated; whereas the offline market may have never even seen it at all.

One good way in which you can advertise to the offline market is to design a clear flyer and post it in various public places where it is legal to do so. Use the problem-solution model. Start off by targeting prospects that have a problem (i.e. people who need more money) and then explain, using several bullet points, that they can find a solution to that problem by joining your network business.

Another way to advertise offline is to design and purchase a box of business cards for your network marketing business. Having your name on a business card for what appears to be a legitimate opportunity is one of the best ways you can look professional and trustworthy, which is vitally important in this specific market. You can then pass these business cards to people you meet at seminars; and you can also even leave them at businesses, or hand them out in a social setting.

Chapter 5:
**Well-Known Mistakes Made in Network
Marketing**

5.1 Top 5 Mistakes Made by Top Network Marketers

By now, you have more than likely heard and seen a list about all the reasons why “average network marketers” fail; what you may not realize is that top GURU network marketers fail in many ways, too. It may not mean that they’re failing in the sense that average marketers are—that is, failing to make any money at all. But many of them make bad mistakes, too, which also prevent them from accomplishing goals. Below, we’ve listed some of the more common mistakes they make:

1. Many Guru Network Marketers Fail to Communicate Well with Prospects. Many successful network marketers have massive networks; and, as such, they have less time to communicate with prospects. This often causes them to lose new members who might otherwise provide an excellent contribution to the network.
2. Many Guru Network Marketers Fail to “Easy To Understand” Material. While most prospects are not “stupid”; they are often so new to the business, they just don’t quite grasp foreign issues or concepts. Many top network marketers simply fail to bring their program down to the level of new prospects; and instead approach them as if they are already marketing professionals.
3. Many Guru Network Marketers Fail to Realize that Most Network Members Are Not Full-Time and Therefore Have Limited Resources. Often, when people have much higher incomes, they fail to realize that not everyone can afford to take as much risk. To a successful network marketer, purchasing a new product might not be a big deal; however, to someone who is just starting because they lost a job, it might simply be too expensive and risky.
4. Many Guru Network Marketers Fail to Delegate. It is our opinion that this is one of the biggest mistakes that every business owner fails to make: they fail to send tasks or assignments to those who can specialize in that line of work. Instead, they try to do everything themselves. This limits both their time and the quality of the work they do.
5. Many Guru Network Marketers Fail to grow Consistently. This is a huge potentially deadly flaw and trap for top marketers. They are amazingly talented, but they can’t seem to organize and properly shift their time to things well enough to consistently expand. Instead, they constantly find themselves overwhelmed with work—and with very few solutions in mind.

But don’t despair. If you’re a new marketer, you don’t have to worry about being perfect; **no one is**. And if you’ve “been around” and have a lot of experience under your belt,

there are always new ways to improve how you build your network; and how you then manage your time from there.

Chapter 6:

In Closing & Call to Action

6.1 Live, Breath, Eat, & Sleep Network Marketing

Many believe that one of the best ways you can understand or learn a topic or a business is to completely inundate yourself in it. Consider spending a lot of time working with your topic or your business that you understand every single facet; that you rave about it like a madman in conversation whenever you talk to one of your friends; that you dream about it whenever you go to sleep.

Reduce the amount of time watching TV, think about whether or not you could do something related to network marketing instead. Consider the possibilities of what could happen if there is way in which you could spend your time reading about network marketing instead? Or is there some other substitution that you could do instead?

We highly suggest that you find ways to spend time recreationally that involve learning about network marketing—or viewing case studies of successful networks. You could check various sources for DVDs, downloadable movies, books, tapes, and MP3s. No matter how old the information is, much of the tactics will still apply to today.

Even if you are not able to focus all your free time around network marketing, it is a good idea to at least to make some effort and find some time. As someone who is in charge of his or her own schedule, you will want to consider whether or not you are really putting in as much time as you possibly could be. For instance, do you actually have an extra 2-3 hours each day that you could spend doing organizational work for your network? Could this extra time make you more efficient in the long run? If so, you will want to consider using it as time to work on your network.

Another thing you will want to review is whether or not the time you spend “working it” is really accomplishing anything. Are you actually gaining new members each day? If not, you should make that one of your main priorities? If you're Internet-based, are you spending a lot of time aimlessly browsing unrelated sites? If so, you must stop and focus on building your business.

6.2 Guru Tips on Reaching the Top in Your Network Marketing Business

Like any business, climbing to the top in any business is not always easy. This is especially true with network marketing, which requires you to constantly recruit new people. If you ever want to get to the top, you must recruit an unbelievable amount of people, gain a reputation, and then find a way to capture a good number of top players in your industry, who can multiply your own network marketing efforts by a factor of ten. When expanding your network marketing business, we highly recommend you do the following things:

1. Set clear goals and objectives for your daily action. If you don't have a goal every day, then you have no way of measuring whether or not you succeeded in doing what you should have. Without goals, it is easy to slip into the inaction pitfalls.
2. Re-organize on a regular basis. Don't assume that you have achieved some "perfect" level of functioning, expect that change itself is appropriate. And if you don't keep up with it, you are in the process of falling behind.
3. Create systems for coordinating with your network partners. Don't simply expect that they can figure things out without you. Many of them may be inexperienced, but if they are given sufficient training, they can be as effective as many "top marketers."
4. Challenge your yourself. You may think that some certain guiding principle is always right; however, if you challenge that assertion and test it, you may find out that the exact opposite is true. For this reason, it is a good idea to constantly test everything you believe is true.
5. Create a long term "to do list" and re-evaluate it on a monthly basis. Statistics show that the Guru Marketers do this and the average marketers do not. So Which category do you want to fall into? Always set goals, but also spend the time to consistently re-evaluate them. If you find that you are changing goals too much, you will want to re-evaluate your expectations, too.

These are the five critical elements of creating a successful network marketing business. Use them in conjunction with the other methods discussed in this report and you are sure to become a "top guru network marketer."

Recommended Resources

[Resell Rights Solved!](#) – how to gain an unfair advantage over thousands of desperate resellers who only know how to sell for less PLUS make a comfortable living from reselling digital products!

[DownLine Starter!](#) – discover the the best training around to generate multiple streams of income even Faster!

[Get Your Own Webinar](#) – eliminate the cost and get to work meeting with your “peeps” right now!

Top Recommended Network Marketing Program

GVO – all-in-one solution comes with unlimited web hosting, domain name, unlimited auto responders, broadcast feature, Web Conference Center, file manager, Easy Video Producer, online support team, and many more. No HTML and programming knowledge required. \$1 - 14 Day Trial.



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