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Linda Locke

Editor, MLM Woman Newsletter
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Top 10 Online Marketing Tips!

By Colleen Mandato

- 1. NAME RECOGNITION.** This is absolutely critical. People want to deal with someone they “know” rather than a stranger. The more often they see your name in a positive light, the more likely they will be comfortable enough to contact you. Choose an area and make it your own! Select a particular newsgroup or message board and post there often. Always sign your posts. It’s like campaign signs on front lawns!
- 2. CONTRIBUTE REAL INFORMATION** to the discussions so people will enjoy reading them and will look forward to your next post. Let’s be honest... most ads are boring. Of course you can use a signature file -- 4-6 lines of information that tells people who you are, what you do and how to contact you!
- 3. ALWAYS BE POSITIVE!** Never put down another person or another program. Remember what your mother always said “if you can't say anything nice, don't say anything at all!” Occasionally someone will ask you for your honest opinion of a program or product that you just don’t like. In this case, be honest, but do it in a private e-mail.
- 4. REVEAL YOURSELF!** Give some details about yourself that only someone who has met you personally would generally know about. For instance, I often make mention of my 10 children. Any time you hold out a point of contact you increase your chances of having folks feel comfortable with you.
- 5. CHOOSE A MENTOR!** When you read through the posts you’ll probably find someone who you admire, someone who seems to have it all together on-line. Write and tell them! You’ll probably get an answer back -- and can start a conversation. Just realize that some people get hundreds of e-mail messages a day! If they don’t get back to you immediately, it doesn’t mean they won’t or that they don’t intend to...just that they are busy and need to take care of their existing business associates first!
- 6. GIVE SOMETHING AWAY!** Every article I write becomes another point of contact. Often I will make a little signature file and offer one of my past articles! For instance: “FREE REPORT -- BUILDING A DOWNLINE ON-LINE! E-mail august12@aol.com Subject: DOWNLINE” This brings me daily inquiries from people I know who are interested in my industry.
- 7. REQUEST A RESPONSE!** A great way to get a conversation started in a private e-mail is “Tell me about the program you work!”. On-line try “E-mail

(your on-line address) for FREE INFORMATION” or “Take part in our survey on XXXXX and make your opinion count! For your FREE SURVEY e-mail (your internet address”). My personal favorite is “Please tell me what you think!”

8. LEARN TO TAG TEAM! This is my name for the on-line version of the three-way call. When someone is interested in your program or service or product, you send the information and let your prospect know that they will be hearing from several of your associates, too. This way they can get a more well rounded view of your offer so they can make a better decision. For a FREE REPORT on “TAG TEAMS!! What They Are and How To Do Them” just e-mail me at august12@aol.com Subject: TAG TEAMS!!

9. READ! Two books I highly recommend are “Guerrilla Marketing Online” by Jay Conrad Levinson and “Jesus - CEO” by Laurie Beth Jones. Both of these are currently available at major bookstores. One note: Mr. Levinson has written many books with “Guerrilla Marketing” as part of the title. Make sure you get the one that says “Online”!

10. BE A SOLID MEMBER OF THE COMMUNITY! Remember -- the on-line community is like any other neighborhood -- good news and bad news both travel fast. Be a generous member of your community. Help out where you can. Congratulate people on their successes and provide a shoulder for those who have been hurt. Celebrate often. Pass along compliments. Welcome new people on board. The on-line community is a team -- remember to say “Thank You”-- in public! -- to those that have helped in your success.

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Colleen Mandato is a full time Network Marketer and mother of 10. Colleen welcomes comments and questions on working multiple programs or working by computer. She can be reached by e-mail at august12@aol.com.

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Making your dreams come true



Fine-Tune Your 30-second Commercial, and Get Your Net . . . Working!

By Linda Locke
Editor, MLM Woman

Whether you're an old pro at MLM or a newcomer, one thing's for sure...networking is an essential part of building your business. The more well-known you are in the business community, and the more people who know about you and your business, the more referrals you are likely to receive. Networking provides the exposure you need and is especially important for those who work at home to keep them from becoming too isolated.

The contacts you develop through networking continue to grow and expand until you have a web connecting you to potential clients throughout the community. When your net starts working, you'll begin receiving calls from people you've never met, who are associates of associates. It just goes on and on. To facilitate this happening, you must tell everyone you meet who you are and what you do.

Most of us are shy about tooting our own horn. But when you're in business, especially your own business, you must learn to toot your horn regularly.

Develop a 30-second commercial which simply and concisely explains what you do as well as the benefits of your products. Make sure it's easy to understand. Here's a sample:

"Hi, I'm Sue Brown, an executive with the Maximum Energy Company. I market a line of natural herbal supplements that make you feel great and help you lose weight quickly and safely. I also offer a complete business system for women who would like to learn how to earn a good part-time income working out of their home."

To prepare your 30-second commercial, make a list of the benefits of your service or product and incorporate them into a description of your business. Use the above for an example. Test it out on an associate to make sure it's clear. Then practice, practice, practice.

When you meet someone, whether it's in an elevator, at a business mixer, association meeting or business luncheon, your 30-second commercial quickly

tells them who you are. Then you can find out who they are and exchange business cards. Your goal at mixers and trade shows is to connect with as many prospects as possible, so limit your contact time to about five minutes. You might want to make a note on their business card based on your conversation. Later you can review your notes to determine which ones to follow up. Make a phone call to arrange a meeting to get to know one another better.

Remember, the best networking comes from developing business relationships. The more you know about each other and your businesses, the better you can serve each other's needs. Develop a contact file and a regular plan to help stay in touch with prospects. If you publish a newsletter, you might put them on your list to receive it. Or, you could send a brochure, which describes your products and/or business opportunity. If you happen to come across a newspaper or magazine article which may be of interest to your potential customer, you could copy it and pass it along. And, I guarantee you'll be remembered if you call with a referral which may bring future business to your prospect.

Think of the potential business out there. What are you waiting for? Practice your commercial. Grab a stack of business cards.

And get your net working!

Linda Locke is the Webmaster and Editor of the MLM Woman newsletter. Her web site features her monthly newsletters with over 100 articles of interest to network marketers. She also hosts the MLM Talk discussion board where MLMer's can ask questions and share information about building a successful business. You can visit her web site at:

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Making your dreams come true



Employ the 3-5 Rule to Succeed in Sales and Business

By Azriela Jaffe,
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An expression became popular in sales called the "three-foot" rule - anyone within three feet of you is a prospect until proven otherwise. For a short while, I was involved in network marketing, selling an herbal supplement that had provided me outstanding health benefits. Anyone in the world could benefit from using this product so the "three-foot" rule applied. But very quickly, it destroyed my love for the business and the product.

When, in my mind, the whole world became a prospect, I couldn't relax and converse with a friend, neighbor, family member or stranger without looking for a way to bring my product or business opportunity into the conversation. If someone I cared about was suffering from ill health, I became obsessed with finding a way to convince them to try my product. I was so drawn to manipulate every personal encounter into a sale, I became an obnoxious self-centered person.

The "three-foot rule" is a good reminder that a prospect may show up in the most unlikely of places - standing behind you at the supermarket, or at your kid's friend's birthday party - so keep an open mind and respond to opportunities. But don't turn the entire universe into a gigantic rolodex for your business.

I've developed my own strategy for business success that I call the Jaffe 3-5 rule. Its purpose is the direct opposite of the three-foot rule. The 3-5 rule helps you narrow your focus, target your market, and be more successful as a result. In doing so, you will experience less rejection because you will be approaching those customers and prospects most likely to buy from you, and you will be making the best use of your time.

The 3-5 rule is as follows: To prosper in your business, focus your efforts on no more than 3-5 major target markets, using no more than 3-5 primary marketing tools, and making the most of your 3-5 greatest business skills. Be sure that you spend your time in 3-5 major business responsibilities, and if possible, delegate the rest.

As a successful business professional, you probably employ the 3-5 rule without even knowing it. Even if your business forces you to broaden your duties, you are probably exceptionally good at 3-5 major responsibilities. One or two more

responsibilities you will learn to do if you have to, but they are not your natural gift. The rest of your daily tasks you should delegate to a business partner, employees or contracted help. If you don't, you'll spend a great deal of energy trying to do things you aren't well suited for, at the expense of not getting to the activities in which you shine.

Eighty percent of your time is probably spent doing three major business activities. Twenty percent of your time may be spent on one or two minor business activities that spin off from the first three. If that isn't the case for you, you are probably spread too thin to be effective. Eighty percent of your revenue probably comes from one to three major business markets. Twenty percent of your revenue probably comes from smaller markets outside of your major three. Take a look at your current revenue stream, does this hold true for you?

Your comfort zone, type of business and skill level will lead you to select 3-5 primary ways to market and sell your services and products to prospective buyers. Because you tend to use the same sales approach repetitively, you'll gain proficiency in whatever method you choose. Though you'll consider experimenting with new approaches from time to time, you are unlikely to depart too often from what generally works for you.

I see the 3-5 rule in operation in every successful business I encounter. Recently, I offered one of my clients, "WebCards" a job, and the President, Joe Haedrich, was smart enough to turn it down. WebCards <www.printing.com> is a printing company located in Plainfield, New Jersey which is capable of handling just about any printing needs. But they specialize in turning your website into an inexpensive brochure by creating a postcard with an image of your website on the front and details about your company on the back. I write a bimonthly email newsletter for Webcards on Internet marketing and my mailbox fills up with testimonials from happy Webcards customers. In fact, their business has been doubling every month, with no sign of slowing down. Why? Superior customer service and sticking with their niche. They are the best at what they do, hands down, they price their product affordably, and delighted customers make great word-of-mouth advertisers.

So when I recently asked Joe if they wanted to publish a book that I am writing and self publishing, he could have had the business just by saying "yes." Because I have a trusted relationship with him, he was my first choice. Although Joe was willing to do it for me as a favor, we both agreed that it didn't make sense. It would remove his focus from the business activities WebCards does best. It lay outside of the 3-5 business activities that drive the WebCards engine. WebCards has all the equipment we would have needed to get the job done, but Joe didn't want to distract himself, or his personnel in a direction that is no longer consistent with WebCard's primary, and very profitable business - producing WebCards. That made a great deal of sense. I'm giving my business to a printing firm that specializes in book printing.

Before you jump at the next customer order that comes your way, ask yourself:

Does this fit with my niche, and will it use my 3-5 strongest business skills?
Turning down business, so that you can stay focused on what you do well, is often a smart business decision.

Azriela Jaffe is a syndicated columnist and author of the New book "Starting from No: Ten Strategies to Overcome Your Fear of Rejection and Succeed in Business" and several other self-help books. She welcomes reader response and questions to PO Box 209, Bausman, PA 17504 or az@azriela.com. For free online newsletters for entrepreneurs, visit her Anchored Dreams website at: <http://www.isquare.com/crlink.htm>

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AN INSIDER REVEALS ALL . . .

The Importance of 3-Way Calls

By Rod Nichols

In my 19 years of network marketing, I've had the opportunity to work with and interview hundreds of the industries top money earners. They have all built their businesses at different paces and using different methods. However, the one thing I heard consistently was the importance of 3-way calls.

I know from experience that many new and even older (in time with the company) distributors are not doing 3-way calls. In a recent meeting of approximately 50 distributors, I asked how many were doing weekly 3-way calls with upline or downline and only one person put up his hand. I also know from talking with other leaders that their downline is not doing enough 3-way calls.

If the 3-way call is so important, why don't more distributors do them? I believe it is because they are afraid the prospect will feel "ganged up on" and will be offended. Since many of these calls are to friends and family members, this feeling overrides the potential for success. The distributor would rather have the call fail, than to do a 3-way call with the upline.

Personally, I think that distributors are getting the wrong impression about 3-way calls, because we (upline) are not explaining the methodology and benefits properly. So, here goes.

First, let's talk about the best way to make a 3-way call. Now, for my disclaimer. I am not saying that this is the absolute best and only way to make a 3-way call. If your upline has a standard way of doing calls, than that's the way to go. If not, give this a try:

If you are making 3-way calls with your upline, the reason you have your upline on the phone is not to hammer on the prospect or as the heavy closer, but rather so between the two of you the prospect can get all of his/her questions answered. Also, so that your MLM can be presented in the best possible way, so that your prospect can make an educated decision.

Here's how the call might go:

The distributor calls upline and discusses the call prior to the appointed time. Distributor puts upline on hold by depressing the "flash" key or the "hook" button (where the handset hangs up). The distributor should get a couple quick tones and then a regular dial tone, at which point he/she can dial the prospect's number. When it starts ringing, press the flash key or hook button again to

re-connect the upline. Here is the dialog when the prospect answers:

Distributor: John, hi this is Rod. I'm calling to follow-up on that information that I (sent/dropped off to) you. I have on the phone with me one of my business partners (upline's name), who is here because I am relatively new and I thought you would have some great questions that I couldn't answer. John this is (upline).

At this point the upline will take over the call and your job is to listen, take notes, and learn. Here is what the upline might say:

Upline: Hi John. How are you this evening? Are we catching you at a good time? Great! We appreciate you taking the time to talk with us. First I want you to know that I am strictly here to answer questions, fill in the gaps, and help provide the information you need to make a good decision. This is a very important decision and our job is to provide you with sufficient information to make an educated decision. The one favor I need to ask you is that you not say yes or no until you have received enough information to thoroughly research this business and make a good decision. Will you do that for us? Thanks! Now, did you get some time to review the information that Bob sent you?

From here the upline is going to handle the call as he/she feels fit, but it will be a very comfortable call for all involved.

Now, if you are doing the calls with your downline, you should follow the script for the upline, which will help make them more comfortable with the calls.

We recommend that every new distributor do at least 30 3-way calls before they start talking with people on their own or doing 3-ways with their downline. After 30 calls the distributor will have heard all the main objections and questions, plus the answers. The best way to do these 30 calls is to have the upline do all of the call on the first 10. During the second 10, the distributor should do the first part of the call with the upline handling objections or answering questions. The new distributor should do all of the calls on the third 10 with the upline on for back-up.

Following you will find examples of how the 2nd and 3rd sets of calls might go.

2nd Set of 3-Way Calls:

Distributor: John, hi this is Rod. I'm calling to follow-up on that information that I (sent/dropped off to) you. I have on the phone with me one of my business partners (upline's name), who is here because I am relatively new and I thought you would have some great questions that I couldn't answer. John this is (upline). (upline and prospect say hi, then continue) John, did you receive the information we sent? (If yes, continue) That's great and did you get a chance to review it? (If no, set a time to call again) (If yes, continue) Excellent! What did you (see/hear) that you liked? What did you find most interesting? What questions can we answer? (upline will now help with answers)

3rd Set of 3-Way Calls:

Use the same script as in the 2nd set, except that the distributor will answer questions and call in the upline only when he/she gets stuck.

3-way calls are not only effective for quick and efficient sponsoring, but it is also a great training tool. A new distributor will learn much more by listening in on some calls then by you telling them what to do.

Now for the benefits of 3-way calls:

Distributor - fewer negative calls, better closing ratios, build network quicker.

Upline - opportunity to train, help new distributor get checks quicker, build own network.

Prospect - opportunity to hear different perspectives on the business, get all questions answered, make a good decision.

3-way calls are a win-win-win opportunity and a critical part of every success story in network marketing!

Rod Nichols has been involved with the network marketing industry since 1979, as a distributor, consultant, trainer, and author. He has built several large networks and currently a Gold Director with USANA. His book Successful Network Marketing for the 21st Century has become one of the most popular books in the industry. Would You Like to Dig In My Goldmine?, Rod's epic recruiting booklet is an industry best seller. Rod is on the Board of Directors for the Professional Association for Network Marketing (PANM) and sits on the Distributor Advisory Board for USANA. To contact Rod e-mail him at rhinorod@millenniumteam.com

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Sell with E-mail

*Four ways to make email
sales letters produce results.*

By Terry Matson, ColoradoSoft, Inc

E-mail is one of the greatest selling tools ever invented. It's fast, personal, and almost free. Here are some simple ways to make your e-mail sales letters more effective.

1. Keep your letter short and action-packed. Few people enjoy reading on a computer monitor. If your customer opens your e-mail message to find it scrolls on paragraph after paragraph, they will usually either delete it or save it to read later (and never get back to it).

Try to pack your most important information into just three or four short paragraphs. Let customers know they can access your autoresponder or web site for much more detailed information. That way those who want to know more can get those details.

2. Start your letter with a headline or single-sentence paragraph that clearly tells the reader what big benefit you are offering them. Tell the reader how their life will be improved when they use your product or service. Look for ways that your offer will increase their income, give them more time, make them look better, or help your reader have more fun.

3. Make your letter as personalized as you can. This is the great secret to good marketing and selling. You may need to break your recipient list down into subcategories. For example, if you have lots of firemen and lots of school teachers in your group, you will do far better to send two letters. One should speak directly to school teacher interests while the second should approach things from the firefighter's point of view. Many big-time ad campaigns produce different commercials for six or more sub-groups in their audience. Your e-mail sales letters can do the same thing.

4. Whenever possible, use the recipient's name. Use their name in the subject line, in the salutation at the beginning, and later in the body of your e-mail sales letter.

Using "Dear Stephanie" rather than "Dear customer" can easily double or triple sales. Your reader's ears perk up when they hear their own name.

About the Author:

Terry Matson is the the founder and president of ColoradoSoft, Inc., which

publishes the award-winning WorldMerge emailing program. This FREE program allows you to send personalized email to your contact list with the click of a button, and works seamlessly with your address book or database program. Download your copy now at: <http://www.coloradosoft.com>

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Marketing Tools from A to Z

By Barbara J. Winter

Attention-getting device - grab people's attention with a unique approach: color, a catchy name or provocative headline are a few ways to get noticed fast.

Business cards & brochures - these most common marketing tools deserve to be memorable. A good card or brochure should serve as a mini-billboard, going beyond the bare facts.

Customer mailing list - keep building a list of names and mail to them when you have something special to promote or just want to remind them you're there.

Demonstrations - television is a powerful medium, because it allows us to see events and products in action. Find ways to show, not just tell, your story.

Easy to Find - ask yourself this question: "If a newcomer arrived in my city and needed my services, how would they find me?" If you're hard to locate, you'll miss opportunities.

Freebies - can you create a mini-sample to give away? Everyone loves to get little perks.

Gift Certificates - an easy way to suggest to your customers that they share your product or service with others.

Host an Event - use your imagination to come up with a celebration or appreciation event. Invite lots of people.

Impeccable Service - a commitment to fabulous service will make you feel good...and earn you a ton of word-of-mouth advertising.

Joint Projects - look for ways to multiply your efforts by joining forces with another entrepreneur to create a special project that will benefit both of you.

Klassified Ads - (okay, so I'm stretching here) these inexpensive ads can keep your message in front of thousands of people for pennies. Learning to write a good one takes practice, but it's worth it.

Letters to the Editor - an overlooked tool for getting your ideas and name in print.

Manners - if yours are wonderful, people will be amazed. Make politeness one of your trademarks.

Newsletters - almost any kind of business can benefit from a customer newsletter. Although these take time to produce, the resulting surge in business will make you a believer.

Offer - give your customers an incentive for acting quickly or buying a certain amount.

Postcards - a wonderful way to communicate with your customers and save postage at the same time.

Quality - this important ingredient doesn't necessarily have to cost more money, but in order to build quality, you may have to spend more time and attention to details.

Radio, TV and Newspapers - never underestimate the power of a media story to build your bottom line. Look for ways to be newsworthy...and let the media know.

Surprise - customers love the unusual and unexpected. Try dazzling yours!

Teach & Talk - if you have something to teach, you'll not only create a profit center, you'll also meet new customers for your other ventures. Think of all those program chairpeople looking for a fresh speaker. It could be you.

Ubiquitous - a grand word meaning "appearing to be everywhere at once." Keep it in mind as you go about your marketing and find many ways to appear.

Variety - try different ways to get your message out. Most businesses get stuck in one way of doing things and miss the fun of trying new approaches.

Write - establish credibility and visibility by putting your ideas on paper and getting them published. You might even consider doing a regular column in your local newspaper.

X - some extra ideas include...get yourself listed in local and/or national business directories... gather testimonials and use them on promotional pieces and ads...put together a tip sheet of useful info to give out.

Yellow Pages - not an inexpensive way to advertise, but many businesses report it is their single best investment.

Zest - we all love to do business with people who are enthusiastic about the service or product they offer. If you love what you're doing, everything will fall into place.

Barbara J. Winter is the author of "Making a Living Without A Job" and is the editor of Winning Ways Newsletter, P.O. Box 39412, Minneapolis, MN 55439.

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Cold Calling is often the last thing you want to do, not the first

By Azriela Jaffe

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The woman who wrote the following to me is full of wisdom, up until the point where she talks herself out of what she already knows:

"I am a widow, entrepreneur, retired Occupational Therapist, musician, piano teacher and mother of 3 grown, married daughters. I had begun to work in my former area of training, Occupational Therapy prior to my husband's death. In time, I started to look around and think about another business that did not require quite the fast pace and demanded less mobility. In the course of life, I had become disabled and I needed to rev up the intellectual side and reduce physical demands.

"I began teaching piano when still well, and as life progressed could not sustain the demands of 28 students. If one wants to make it in the piano teaching business, you need a steady 60 students per week. I then signed up for an Amway distributorship. I had been an Amway distributor when my children were very small and it bought me my first piano. As the family increased and the demands grew on my time, I opted to be a stay-at-home Mom.

"Since I knew the Amway business, but not the new developments, I attended an opportunity night and signed up. I am excited about the new business and think it can be worked while I pick up more piano students to come to my home. I have learned some valuable lessons in running businesses over the years. I know that it is constant work, needs hands on cooperation with others and constant cold calls and follow ups. Overcoming the initiation of the cold call is the hardest part for me. I do not mind addressing a room of people, or speaking with strangers. On the contrary, I think it is harder to talk to family members about business things."

Tell me something, where did you learn that the cold call will be your secret to success, or that you should start selling to your "warm" market first - those people who already know you and love you? Let me tell you the story of a client who hired me to coach him because he was stuck in his business. He had heard that I had just released my new book, "Starting from No! Ten Strategies to Overcome Your Fear of Rejection and Succeed in Business." I spent an hour talking with him on the phone, and it was easy to see what his problem was. He

was terrified to pitch himself to those most dear to him, his family and closest friends. The thought of their rejection paralyzed him from making any movement in his business. He made up plans and resolutions every week, procrastinated, went to sales training meetings, tried to get himself hyped up, nerved up, free of fear, and still, he was going nowhere but south, feeling worse about himself by the day.

I told him something very simple. If it scares the heck out of you to make cold calls and to pitch to your family, don't do it! He breathed an audible sigh of relief. I gave him permission to do what he was going to do anyway. Not everyone is cut out for cold calls. Not everyone should try to sell their products to a warm market. "Fear of rejection" is not as global as it sounds. In fact, we are each afraid of certain kinds of rejection. Very few of us will find the courage to leap over huge obstacles of immobilizing fear. Forget about all that "rah rah" talk that tries to convince you that you can accomplish anything, if you just put your mind to it. Sure, that's true in theory. But in practice, you will be much more successful if you find what you are really good at, and you don't tackle your worst nightmare at the start of your business.

Remember that client I was just telling you about? He fired me after one month and only two coaching sessions. I was delighted. He terminated my services because he didn't need me anymore. After our first session, he went into high gear, going after the market most comfortable for him, and forgetting, for the time being, the prospects he thought he was supposed to be going after. Magic - his fear of rejection subsided, he met with success, and success breeds confidence. He was rocking and rolling in just one month's time. He only needed permission to do what he was already doing - avoiding that which terrified him.

So, dear lady, treat yourself with kindness and don't worry about initiating cold calls quite yet. Start right where you are, with what comes naturally, and success will surely follow. I played piano for twelve years as a child, and I taught piano lessons as well. If you are teaching 28 children a week, while disabled even, you have plenty of courage! Do you teach all of your children the same way, or demand from them an identical performance? Of course not - you understand that each of your students has strengths and weaknesses. Some can play beautifully by ear, but their sightreading is abysmal. Others can make Chopin sing, but they'll destroy a Mozart. You help your students capitalize on their strengths and fortify their weaknesses. You make sure they choose music to learn that they enjoy. Above all, you make sure that they feel good about themselves, and always encouraged. And so it is, as well, in business. What makes you a successful piano teacher will also lead the way for you in Amway. Good luck!

Azriela Jaffe is a syndicated columnist and author of the New book "Starting from No: Ten Strategies to Overcome Your Fear of Rejection and Succeed in Business" and several other self-help books. She welcomes reader response and questions to PO Box 209, Bausman, PA 17504 or

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CLICK FOR EBOOK SECRETS . . .
AN INSIDER REVEALS ALL . . .

Standing Out From the Crowd

By Linda Locke
Editor, MLM Woman

These days it seems like there is more and more competition in the MLM field - new companies spring up out of nowhere overnight and everyone else is touting their hot new "product du jour." So what's an MLMer got to do to stand out in this over heated, over-hyped market? Well, fortunately, it's not that hard. Most people don't really think too much about how to market their MLM business in an effective and creative way. Most people are lazy and just do the minimum and wait for the money to roll in.

What you **MUST** do to stand out from the MLM masses is to make the benefits of doing business with you so powerful that your potential customers and recruits will see you clearly as the best choice for their sponsor.

This is especially important if you want to successfully recruit people long distance -- you don't have the advantage of being able to speak to them face to face -- you need to have a strong offer that really will convince them that you are the person they should do business with.

I'm always amazed when I receive information packs in the mail from distributors who obviously think that it's not important to tell me who they are and why they are sending me this information. They don't include a letter or note introducing themselves; they just throw a bunch of company sales literature in an envelope, stick their name and phone number on the back and expect that to do the trick. What a waste! With no personal letter or note and no information as to why I should consider them as a potential sponsor, how can I make an informed decision about whether this great opportunity is for me? And if they don't follow up with a phone call, letter, or e-mail (which happens 95% of the time); most likely I'll toss their expensive package of sales literature and keep looking for something better.

One of the most difficult things for people building an MLM business learning how to market their business effectively. Getting the company literature and becoming familiar with the products is just the beginning -- you need to really spend some time crafting a dynamite marketing system that gets results.

So, here's some tips you can use to make your marketing efforts more productive and set yourself apart from the crowd:



Target one or two niche markets to focus on. Develop a marketing campaign designed to get their attention. What's a good niche? Here's some ideas to get you started - stay at home moms, downsized middle managers, women, men, generation Xers, baby boomers, seniors. Tip: Pick a niche that you are a part of - this will make it easier for you to figure out what that group's needs and wants are.



Always send out a personalized letter with your information packages. Tell them your story - this will help make you more "real" to your faraway prospects and customers and help them get to know you. People like to do business with people they know and like -- do everything you can to make an emotional contact with them.



Develop a "Success Pak" for your downline - offer them a customized sales letter, free leads, free postcards etc. Give them a plan to get them started on the right path.



Develop a short customer/downline newsletter and send it out at least monthly; include success stories, info on new products, business tips and resources etc. It can be sent via e-mail, fax or mail. I have never known any successful MLMers that didn't provide some sort of "newsletter" to their downline. It can be 2 pages, 4 pages or more; letter or postcard size; elaborate or simple. The idea is to just keep in contact on a regular basis.



Develop a web page that offers "real" information to help your potential customers build their business. There's a lot of MLMer's with web pages on the Internet that are just basic billboards. You can stand out by offering a little something more.



Write some helpful "tip reports" to share with people online and off. I know of one superstar MLMer who gives away free reports to anyone who's interested. She provides valuable information that acts as a powerful "recruiter" for her business.



THINK SERVICE! Put yourself in your prospect's shoes and think of all the ways you can help them succeed in their business and then **DO THEM!** If

you help your people to succeed and reach their goals, then you will be successful too.

Linda Locke is the Webmaster and Editor of the MLM Woman newsletter. Her web site features her monthly newsletters with over 100 articles of interest to network marketers. She also hosts the MLM Talk discussion board where MLMer's can ask questions and share information about building a successful business. You can visit her web site at:

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Show Stoppers

Trade Show Tactics that Work!

By Kellee K. "Sparky" Harris

Welcome, my friends, to the show that never ends! For rock concert followers, those words opened a live performance of Emerson, Lake & Palmer years ago. For our purposes in this article, however, the term means something far different - trade shows!

Trade shows offer businesses one of the most cost-effective, immediate-response methods today for marketing and sales. As I tell my clients, trade shows offer any business the ability to show and sell pre-qualified prospects all about your products and service on the spot - what I define as interactive advertising.

So how do you get into "show biz?" Easy, if you follow the right steps! Preparation maximizes the impact of trade show investment. Planning can make the difference in coming away from a show with strong leads or empty pockets. Here's a few tips to get you and your company in gear to generate new business from a trade show:

Start with a positive attitude. Be there because you want to be, not because you have to be! Recognize the different sales atmosphere at a show - buyers are coming to see you. Visualize winning over your toughest customer... right in front of your competition! It's an opportunity, so make the most of it.

Define your purpose for being there. This can include making contacts, obtaining names for a mailing list, selling products, closing sales, and/or intensifying existing relationships. This is a great opportunity to arrange follow-up meetings with "hot leads" and meet new information sources and suppliers. While you're there, don't forget to market to your fellow exhibitors.. after all, at a show, everyone is a prospect! And remember, you are not a display window for people to casually walk by - qualified prospects are in a buying mood, so be sure that you're in a selling mood.

Set show goals and rewards! In order to ensure your success, you need to set daily and overall show goals. Think ahead and set goals for your total number of pre-show appointments, contacts made, closes or orders written, good leads, total dollar amount sold, and total units sold. Make it a game: set rewards and honor them!

Do pre-show marketing. To maximize awareness of your participation at the show, send out postcards or self mailers with a quick read message inviting

prospects to your booth. Include a snappy headline, a few key bullet points, and most important - your booth number. Mail these out at least two weeks before the show. Follow up with phone calls to inquire what your prospects are interested in seeing at the show, and use that as an opportunity to book appointments where appropriate.

Pre-show messages can include:

- Offering a show special sales discount for orders written at the show.
- Announcing a new product introduction and/or hands-on demonstration.
- Booth drawing for a major prize. Note: make sure the gift is either your service or an item of value related to what you do.

Plan the booth set-up. Instead of the typical skirted table and curtain backdrop, consider renting a portable trade show booth. These come in small countertop units, or full 8 foot backwalls and are usually velcro-compatible. This allows you to attach enlarged photos, signs and other graphics to attract attention. Keep in mind your booth is similar to a giant billboard for your company, so be sure to make signage bright, colorful, and easily visible from at least 20 feet away. If you light your booth, use 100 watt lamps and make sure they shine down on displays, not out in people's eyes. Bring extra light bulbs in case of burnout.

- Design your booth space as a sales area, not your living room!

If you use the 8 foot table usually provided by the expo company at the show, don't place it across the front of your booth and stand behind it like a barricade! Rather, put it to the side, opening up your booth to buyers.

Remember literature and demos. Have sales literature easily accessible and face it out to attendees within easy reach of buyers. Also set up a couple business card holders for your cards and be sure to replenish them frequently. Place all extra materials out of sight, and make sure nothing extends into the aisle.

If you have videos or slides featuring your product or service, make them short and to the point! Remember, you only have five seconds to grab attention. If you plan to demonstrate equipment, be sure to try these items out before the show to ensure proper operation!

Show And Tell...

Now you're ready for the doors to open...or are you? Here are several pointers to help you make a great first impression.

First, prepare a 15-30 second statement about who you are and what you do, and rehearse it often. Next, be sure to know your product and the competition, and be prepared to combat competitive claims. Lastly, role play with a friend or co-worker. Feel comfortable in quickly summarizing for the attendee what

benefit your company can offer to them.

Next, develop sales strategies for the Three Types of Prospects as defined by American Salesman Magazine:

Window shoppers; just looking: Use casual, conversational approach.

Toe-dippers; curious: Answer questions with explanations; demonstrations.

Bull in china shop; highly interested: Give detailed information; ask for the business!

Remember, attendees come to a business trade show because they want to find new products and services. As such, they are predisposed to buying! You simply have to convince them your product or service is the best for their needs, and your company is the most knowledgeable about the subject.

While at the show, be comfortable yet professional. Don't wear anything tight or restrictive. Buy a new piece of clothing (shirt, blouse, tie, or even socks!) for the first day to feel fresh! Your feet, legs and back will take the brunt of "stand-up selling", so be sure to wear comfortable shoes...no high heels or heavy wing-tips. Try bringing an extra pair of shoes and trading off.

Eat a good breakfast and light lunch; heavy foods cause drowsiness in the afternoon. Bring high energy snacks or fruit for late in the day, but never eat, drink, smoke, chew gum, pick your teeth (or anything else) in the booth if you can help it. After all, what would happen if a key prospect walked up to you when your mouth was full?

When a show runs all day or multiple days, be sure to get outside for a breath of fresh air.

If you're by yourself, arrange a back-up person who knows your company services to stand in during your break, or make a sign that tells people you'll be right back. Never leave your booth unattended for long periods of time - a key contact may just happen by when you're away.

One of the biggest mistakes most people make when working a show is sitting down! This tells attendees you really don't want to talk to them, and appears that you're tired and bored! If you must sit down due to back or leg strains, get a tall stool and stand/sit periodically. To show enthusiasm, stand outside or at the edge of your booth and invite buyers into your selling space.

Get to your booth at least 30 minutes early prior to the show opening and be ready to go! At the end of the day, wait at least fifteen minutes after closing, then put things away. Don't look too anxious to leave...even if you are!

The key to trade show selling is to be "up" for the duration and always be ready to sell. The number of contacts you can make in a short time far exceeds most other marketing tactics, and allows you to sell yourself directly to key buyers. Plus, the benefits of successful trade show selling keep on working far after the

show date. Prospects may not be in the market for your products or services right away, but may file away your information and pull it up later when the need arises. As we say, trade shows are the shows that never end, so welcome my friend and happy selling!

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Kellee K. "Sparky" Harris is the owner of MarketSpark, a consulting company specializing in sports and health and fitness marketing. You can contact her by e-mail at marketspark@marketspark.com or visit her web site at <http://www.marketspark.com>

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21 Century Network Learning University

COMFORT ZONE

**I used to have a comfort zone
where I thought I could not fail,
same four walls and busy work
were really more like jail.**

**I longed so much to do the things
I had never done before,
but I stayed inside my comfort zone
and paced the same old floor.**

**I said it didn't matter
that I wasn't doing much,
I said I didn't care for things
like diamonds, furs and such.**

**I claimed to be so busy
with things inside my zone,
but deep inside I longed for
something special of my own.**

**I could not let life go by
just watching others win,
I held my breath and stepped outside
and let the change begin.**

**I took a step and with new strength
I had never felt before,
I kissed my comfort zone goodbye
and closed and locked the door.**

**If you are in a comfort zone
afraid to venture out,
remember that all winners were
at one time filled with doubt.**

**A step or two and words of praise
can make your dreams come true.
Greet your future with a smile
SUCCESS is there for you!**

-- Anonymous

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Put Your Business On Autopilot!

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The Top 10 Reasons Why Working for Someone Else Is Dumb !!!

By Linda Locke
Editor, MLM Woman

Reason 10: You'll spend 90,000 hours of your life working for someone else so you'll get a gold watch and a really cool part-time job at Wal*Mart as a greeter.

Reason 9: Working about 40 hours a week, you'll spend 2,000 hours a year working for your employer. In exchange you'll get 80 hours of vacation time absolutely FREE!

Reason 8: It's been a rough day. You're home relaxing, watching America's Most Wanted on TV and, to your horror, you realize the baby sitter you leave your precious children with every day is on the FBI Top Ten Most Wanted List!

Reason 7: You get up when you don't want to. Drive someplace you don't want to go and make a living working with people you really don't like.

Reason 6: Would you be wearing something different if they didn't tell you how to dress?

Reason 5: Your company may think it's really cool to let you go. Newsweek Magazine says firing people has gotten to be trendy in corporate America.

Reason 4: Asking for time off is too much like asking your parents for permission.

Reason 3: Good News. You've survived the downsizing. The bad news is that you have to go home and tell the family you're being transferred to Bangladesh.

Reason 2: Elephants work for peanuts — why should you? Shouldn't you be paid what you're really worth?

Reason 1: Yes, the Number 1 reason why working for someone else is just plain dumb is that this is America and you don't have to! Yes, American is still the land of great opportunity but it's just not in the same place you're used to looking. You know, people who work half as hard as you do are earning great part-time incomes, taking dream vacations and even making fistfuls of money. What's your excuse for not building your own successful MLM business? What have you got to lose except a BOSS?

Linda Locke is the Webmaster and Editor of the MLM Woman newsletter. Her web site features her monthly newsletters with over 100 articles of

interest to network marketers. She also hosts the MLM Talk discussion board where MLMer's can ask questions and share information about building a successful business. You can visit her web site at:

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MLM Is Not a Magic Show

By Janet Wilson

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As a kid, I was fascinated by magic. Even Grandpa pulling quarters out from behind my ear invoked wide-eyed wonder. Try as I might, I was never able to recreate that trick. . . no matter how many times I reached behind my ear, no quarters magically appeared. As I grew older and learned the secrets behind the magic, I of course realized that something can't come from nothing. I found out that you have to bring something to the table in order to get something back.

Throughout my years in network marketing, I saw that same principle applied to my business. In other words, nothing was going to come out of my business if I didn't put anything into it. Every ounce of effort, no matter how small, had an effect on my success. But, if I sat back and waited for success to magically appear, well, it just never happened.

Now, as the owner of a very successful network marketing company, I see scores of novice networkers who still, for some reason, believe that something can come from nothing. This is one of the tragedies of this great industry--one of the misconceptions that has kept our reputation shrouded in negativity. Where did that belief come from--the one that says, "All I have to do is pay my money then sit back and wait to get rich"?

Do the people who believe this fallacy arrive at their 9 to 5 jobs each day thinking that all they have to do is show up and the job will get done and they will get paid? I don't think so. Effort is required; tasks need to be performed.

Working to fulfill the job requirements for which they will be paid is why they were hired and why they are paid, right? Why, then, do so many people enter into an MLM opportunity with a completely opposite theory?

Network Marketing is a job--it's not the lottery, as many people unfortunately believe. This great industry is a means to an end. Yes, that end can be so much more rewarding than a typical 9 to 5 job, and can even come more quickly than most other jobs, but not without effort. If you're expecting others to do the work for you, then maybe you should fire yourself or take a leave of absence. Like any other industry, you have to EARN your paycheck in network marketing.

Choosing to enter MLM is just like a career change. It is simply applying specific skills and knowledge to gain success in a different field. The only "freebie" part of network marketing is that once you have applied these skills

and helped others to start their own path to success with you, then you can reap the benefits of their work. Depending on the compensation plan, you might even have tens of thousands of people whose efforts increase your paycheck!

But even at that point, with several thousand downline, does that mean you no longer have to work? Look at it this way, if you're earning \$100,000 per year in a J.O.B., does that mean that you're home free and don't ever have to lift a finger again? Of course not! Unless you want to lose your job or be handed a pay cut, that is. In MLM, the minute you stop supporting and working for your downline, you are risking a cut in pay.

One of the most common complaints I hear from my members is "it didn't work for me." My reply is, "What is 'it' and why should 'it' work for you? Did you work for 'it'?" Another comment we hear often is, "I'll just wait and see what happens." Does that mean you are under the impression that MLM is a waiting game?

I believe it's time for a wake-up call in this business, so here it is: MLM is not a waiting game, nor is it the lottery or a free ride. It's a career that takes time, effort, some level of monetary investment, and actual WORK! People who believe otherwise are the ones who continue to keep network marketing labeled as immoral, illegal, and scandalous, when in fact the opposite is true.

My advice for everyone in this industry, and for those who will join in the future, is to take pride in your choice to improve your quality of life. Don't belittle yourself by treating your future like a game or a magic show. Don't insult this industry by thinking of it as anything less than a respectable, fulfilling career.

If you want the rewards that come with a successful network marketing business, ask yourself what you are willing to bring to the table in order to find success. Are you willing to learn? Are you willing to put effort into following in the footsteps of those who are already doing what it takes to reach the pinnacle of success?

Let's say that someone with really deep pockets came to you and said, "If you will work five to ten hours every week, whenever you can fit those hours in, then after you have shown your commitment for one year I will start paying you \$1,000 a week, with substantial bonuses and raises every month." Would you do it? Do you have what it takes to keep your eye on the prize?

I challenge you to take a good, hard look at what you want from your networking career and decide what you are willing to do to get there. Do you really want to retire from your J.O.B., buy your dream house, travel the world, and work from home? If what you are willing to do is filled with excuses of why you can't/don't have time/etc., then either you don't want it badly enough or MLM isn't where you need to be right now.

But, if the light comes on, if excitement is spurred by knowing what's at the

other end of your efforts, then jump in right now with BOTH feet! Take an active role in your future! You have the potential to become a phenomenal success in network marketing. Yes, YOU! Whether you are young, old, male, or female--no matter what race or religion--

YOU can achieve your dreams in this business. But you will ONLY ever get out of it what you put into it. No smoke and mirrors, no pulling rabbits out of hats or quarters from behind ears--only effort and determination will pave your path to success. Make your decision and act on it now!

On behalf of successful network marketers around the world, I welcome you to a most honorable and rewarding career.

About the Author . . .

Janet Wilson is the President of Life, Education And Prosperity, Inc., a company focused on enriching the lives of networkers worldwide through personal and professional development. LEAP specializes in training new and traditional networkers, as well as entire MLM companies, to become successful via Internet marketing. For more information on this generic training, please email janet@leapnews.com or visit <http://www.leapnews.com>

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Major Network Marketing Breakthrough
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"What Will You Make It?"

By Kelly B. Kalcheim & Gina Rea

Resolutions, goals, and new customs. What better time to make positive commitments to your life and well-being than at the beginning of a new year?

Ignore all the puns and all of the "forgotten by February" promises of previous years. Take time to sit down at this opportune time for new beginnings and make the commitments to yourself that reflect where your deepest and truest values lie.

Forget for a while the "old stand-by" resolutions. Losing weight...exercising more.... make more money. This year, look deep within and search out those places that will *REALLY* make a difference in the new year and the rest of your life. Don't just forge through this year doing what you think you *should* be doing - do what *matters* most to you and yours.

PRACTICAL APPLICATIONS:

If you found yourself focusing on all the negatives (internal and external) throughout the previous year, resolution group number one should be:

STOP! Don't let it drain one more ounce of strength, energy, or precious time from you.

If it's fears you face - identify them and eliminate them.

If someone or something has been a thorn in your side - clean up loose ends, finalize it, and close the door.

Focus on the funny. Exercise your sense of humor. Make it a point that whenever you are feeling inclined to focus on something negative - replace it with comedy.

If you are sitting here asking yourself, "Where did the year go and what did I get accomplished in it?" Your next resolution group could include:

Spending the next week cleaning up and getting organized once and for all.

Learn a new word. "NO." Don't spend your valuable time doing things you don't want to do; didn't intend to do; or did simply out of the inability to say no graciously.

Don't give yourself the WHOLE year to reach the goals you want for this year. Only give yourself until July 1. A full six months.

Sure-fire resolution breakers. What NOT to do if you are committed to your resolutions.

Letting outside influences manage your time.

Biting off more than you can chew.

Not being prepared each step of the way.

Expecting too much from yourself and others.

Ok, so let's say it's February now and your resolutions are dying on the vine. Don't let them go! It's never too late for new beginnings. Whether it's new years; your birthday; independence day; or a new moon...just open the door and walk right in to a fresh start.

And always remember, life is precious in itself, enjoy it every step of the way.

"Some values are...like sugar on the doughnut, legitimate, desirable, but insufficient, apart from the doughnut itself. We need substance as well as frosting." - Ralph T. Flewelling

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Kelly Kalcheim and Gina Rea are the team behind the Network Marketing Tip Of The Day, an online service that provides MLM business tips via e-mail. - **Free Trial Subscription. Weekday E-mail Tips for all NWM/MLM professionals. No Hype, No Advertising. Just great Tips! To receive your free trial subscription just send an email to: bultpruf@ix.netcom.com and put MLMWOMAN in the Body of the Message.**

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"O" is for Optimist!

By Gini McCall

My granddaughter is 5 and in kindergarten. During the course of the year, the kindergartners are studying each letter of the alphabet. This last week, she came home with the letter "O" and, as is customary for each letter, "O" had a longer name and it was "Miss Optimist!" I asked her if she knew what an "optimist" was and she said, "Of course! It means someone who looks on the bright side of everything!"

Naturally, I was impressed with her knowledge and touched by her enthusiasm. As the week progressed, my thoughts returned to this sweet little girl with the bright eyes and infectious smile and her interpretation of Miss Optimist. I could not help but relate Miss Optimist to my experience with network marketing. I am, like many of you, one who had tried network marketing and had become discouraged despite following the guidelines which we thought would lead us to success within our chosen company.

Sometime back, I joined a company which gave every indication that it was offering a high-tech product along with a service that would be of great benefit to nearly everyone. However, before it could really get launched, the company declared bankruptcy! I knew network marketing was "THE" business opportunity for the Here-and-Now, but my experience told me that it might be fine for some, but I was not going to waste any more time with this because of my own personal experience and I became "Ms. Pessimistic."

Am I ever glad I did not stay in that mode for very long. Quite by accident, I stumbled across another product and company which has more than proven to me that even the most pessimistic individual can become optimistic about network marketing again.

Also, like many of you, I wanted to have an improved quality of life and I felt the best place to start was with me. What better place to start than with our physical appearance and, for me, that meant a desire to lose some of those unwanted pounds. I am a veteran of classes and diets which are designed to help keep our weight under control and I'm sure each one has their success stories, but they just did not work for me. When I made the decision to try yet another approach, I did not even know or consider it being a part of network marketing. What a fantastic surprise when I lost 30 pounds in 7 weeks and an even greater surprise when I learned the products were marketed through, that's right, network marketing! Now I am a walking billboard and not only do I feel great,

but I have found a business that has customers calling me.

If you have had a negative experience, maybe it was simply the wrong product for you and not the principle of network marketing as you may be thinking. I would encourage you to remain "Ms. Optimistic" for your success may be just around the corner and you would not want to miss it!

Gini McCall is an Independent Distributor with Fit America, Inc. For further information, Gini can be reached at McAtty@aol.com.

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Who Packed Your Parachute?

Sometimes in the daily challenges that life gives us, we miss what is really important. We may fail to say hello, please, or thank you, congratulate someone on something wonderful that has happened to them, give a compliment, or just do something nice for no reason.

Charles Plumb, a US Naval Academy graduate, was a jet pilot in Vietnam. After 75 combat missions, his plane was destroyed by a surface-to-air missile. Plumb ejected and parachuted into enemy lands. He was captured and spent 6 years in a communist Vietnamese prison. He survived the ordeal and now lectures on lessons learned from that experience.

One day, when Plumb and his wife were sitting in a restaurant, a man at another table came up and said, "You're Plumb! You flew jet fighters in Vietnam from the aircraft carrier Kitty Hawk.

You were shot down!" "How in the world did you know that?" asked Plumb. "I packed your parachute," the man replied.

Plumb gasped in surprise and gratitude. The man pumped his hand and said, "I guess it worked!" Plumb assured him, "It sure did. If your chute hadn't worked, I wouldn't be here today."

Plumb couldn't sleep that night, thinking about that man. Plumb says, "I kept wondering what he might have looked like in a Navy uniform: A white hat, a bib in the back, and bell bottom trousers. I wonder how many times I might have seen him and not even said good morning, how are you or anything because, you see, I was a fighter pilot, and he was just a sailor."

Plumb thought of the many hours the sailor had spent on a long wooden table in the bowels of the ship, carefully weaving the shrouds and folding the silks of each chute, holding in his hands each time the fate of someone he didn't know.

Now, Plumb asks his audience, "Who's packing your parachute?"

Everyone has someone who provides what they need to make it through the day. Plumb also points out that he needed many kinds of parachutes when his plane was shot down over enemy territory - he needed his physical parachute, his mental parachute, his emotional parachute, and his spiritual parachute. He called on all these supports before reaching safety. His experience reminds us all to prepare ourselves to weather whatever storms lie ahead.

As you go through this week, this month, this year... recognize people who pack your parachute!

Note: I found this article while surfing the net but was unable to find out the author's name. If you know the author, please let me know so I can give them proper credit.

Linda Locke, Editor MLM Woman

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The Top 10 Tips for Juggling Work and Family Life

By Natalie A. Gahrman

1. Build a support network.

Ask for help and allow yourself to be helped and contributed to. Get your children involved--work together as a team. Recruit friends, family, neighbors, bosses, work colleagues, etc. and ask for their support. Create back-up and emergency plans; always have a contingency.

2. Let go of guilt.

Guilt is one of the greatest wastes of emotional energy. It causes you to become immobilized in the present because you are dwelling on the past. Guilt can be very debilitating. By introducing logic to help counter-balance the guilt you can stay better on course.

3. Establish boundaries.

Boundaries are an imaginary line of protection that you draw around yourself. They are about protecting you from other people's actions.

Determine for yourself what is acceptable and unacceptable behavior from other people.

4. Determine your own standards.

Get rid of the notion of being a perfectionist. Wean yourself off it by making compromises--figure out where the best places to make the compromises are without short-changing yourself, your spouse, your children, your boss, etc. Live by your own standards rather than someone else's. Standards are about YOU and refer to the behavior and actions you are willing to hold yourself to.

5. Find time for yourself.

Being a good parent, partner and professional means being good to yourself first. Use your mind to make some affirmations for yourself. Find ways to relax, relieve tension and minimize stress. Taking some time off for yourself will not only benefit you, but it will benefit your family tremendously!

6. Get Organized.

Set priorities, work smarter not harder, delegate (and really let go!). Create lists and save them for re-use. Keep a main calendar centrally located to post

everyone's activities.

7. Be flexible.

Forgive yourself when things don't get done. Understand that with children things change at a moment's notice. Be ready and willing to assume responsibility for any of the tasks that need to get done at any time. Never get too comfortable, because as soon as you seem to get things under control, they change! Also, realize that in order to achieve success many women have had to give up their original goals and substitute new ones with different but equal challenges. Negotiate for what you need.

8. Enjoy quality family time.

Spend quality/focused time with your family. Give them your full attention. Develop rituals you can all look forward to. Create relationships with your spouse and children that are not incidental but rather instrumental to your success.

9. Find reliable child care.

Leave your kids in capable hands. Find someone you feel comfortable and confident in. If you're feeling ambivalent about working or about leaving your child, etc. do not show it--your child (at any age) will pick right up on it. Feel proud when you've found someone who fits into your needs. Get involved with your child's care providers by communicating frequently and observing interactions between caregiver and your child.

10. Achieve balance.

Keep things in perspective. Create harmony in your life--a mixture of work, family and friends. Remember, there is no single formula for balance. It is a personal decision how one combines spouse, children and career.

About the Author:

Natalie works with working moms who are small business owners, professionals, corporate employees or running a home-based business and want to achieve greater success and satisfaction in their personal and/or professional life. She also leads groups for working moms which offer support, 'friends', and an opportunity to dialogue with moms who want to have a healthy balance between their personal and professional lives. Phone/Fax: (732) 424-8413 email: nataliegahrman@hotmail.com

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A Cynical Spouse is Converted to a True Business Partner

By Azriela Jaffe, © 1999

Thomas Sandor of Coos Bay, Oregon had a problem - a wife, Renee, who didn't think too highly of his decision to involve himself in Network Marketing companies. His speeches and passionate sales pitches to her fell on deaf ears, especially when the money wasn't exactly - shall we say it nicely - overwhelming their savings account. Then Renee stumbled upon her own Network Marketing opportunity and to Thomas' amazement and delight, she became not only accepting of his career choice, but a true partner. Thomas recently wrote to me:

"I've been in the Marketing /Sales Business for the past 25 years, but for only one year have I been active on the 'Net. There have been many adjustments to make and many nights wondering if what I'm doing is really building a future for my wife, Renee, and I.

"You know, as well as I, that there is a lot of hype in the air about marketing on the Web. Everybody's out to appease everybody else's urge for instant gratification. I'm just as guilty as the next person when it comes to falling into this trap. I see a business venture that states: *Make more money than you ever dreamed possible from the comfort of your home*, I get jazzed, sign up and 72 hours later, when my mailbox is not flooded with cash and checks, I start thinking the company screwed me, the deal was too good to be true, etc. The worst is when I get people I know personally to buy something from me (because of me), only to find the company went out of business, was shut down, or skipped town. Instant gratification is quickly turned into overnight dissatisfaction!"

"Needless to say, in these circumstances, my wife was wondering where all the money was that I kept talking about making! She only saw money going out and nothing coming in. And then something really cool happened. Renee found a product that she liked while surfing the 'Net. The people she communicated with were honest and integrity was high on their list. She got a sample of the product and it worked for her. I got up on the 'Net to see who these people were and found out that they relied on Network Marketing. I told my wife that if she liked the product and the company she could become a distributor for very little

money."

"To make a long story short, Renee is now making just as much, if not more, money than I am! We sit down and have business meetings. We share ideas, dreams, and realities! I know now that she doesn't feel like I'm living in a cloud, that the ideas are real, and with hard work and integrity, we can create a successful business together on the 'Net. What makes me so excited, and the reason I just had to write to you is that now WE are doing it together, for US, not just me, not just her, but us."

Like many smart entrepreneurial couples, they have split up the business and each does what they do best. Thomas is the sales/marketing expert and Renee handles all the administration. Thomas reports, after a year of working together: "We're having fun, making money, and still sleeping in the same bed!"

If you are trying to convince a spouse to believe in you and your new business, but the money isn't quite there yet, and you've been suckered into a scam or two in the past, you will likely be blocked in all attempts to find a receptive ear from your mate. Can you blame him or her? Your spouse probably feels a responsibility to talk some sense into you, and also, a strong need to protect themselves from being hurt by your crazy ideas. He or she is angry and frightened, after all, what happens to your money also happens to your spouse, and every bad deal you enter is a rotten deal for them as well. Even when the results start becoming more positive, and you are sure that this time you have landed yourself the right fish, it may take a long time and some substantial profit before your spouse will stop telling you to fish someplace safer.

I share Thomas' story for three reasons. First, I want you to see that no matter how unsupportive your spouse is initially, there is always hope.

Second, you can learn from Thomas that the solution to igniting your spouse's enthusiasm for your business may not lie with you. Your spouse may need to be turned on by someone totally outside of your marriage or family, an individual who she will listen to because that person is not her spouse who has gone off once again pursuing one of his crazy ideas. She may have made up her mind about you, but she's still open to seeing potential in the work of others who have not hurt her before.

Third, I want you to hear the joy in his voice and the delight he experiences now that he and his wife are united in a common purpose. It is exceedingly painful when a spouse does not support or endorse your choice of business venture. The triumphant feeling you get when your spouse not only comes around, but joins you, is better than what you'll feel when you land your biggest customer, because you just did.

About The Author . . .

Azriela Jaffe is a syndicated columnist and author of the New book "Starting from No: Ten Strategies to Overcome Your Fear of Rejection"

and Succeed in Business" and several other self-help books. She welcomes reader response and questions to PO Box 209, Bausman, PA 17504 or az@azriela.com. For free online newsletters for entrepreneurs, visit her Anchored Dreams website at: <http://www.isquare.com/cmlink.htm>

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How To Succeed Working at Home

When you have kids climbing all over you.

By Dr. Kevin Nunley

I get a BIG chuckle out of experts who preach the joys of working from home. Magazines often feature a photo of a nicely dressed model with her full attention focused on a client on the phone. Her equally nicely-dressed child quietly explores an educational toy on the floor beside her.

That's never the way it works at my house. As I write this from home, my 15 year-old is bouncing a basketball off the outside of my office, my 12 year-old is blaring her new Back Street Boys CD, the kindergartner has just let the neighbor's dog into the living room, and my toddler is trying to climb onto my shoulders while attempting to shut the computer off.

Experts advise this isn't the way a successful work-at-home business is supposed to operate. The professional home-worker is told to make clients think she is in a big, plush office in a mirror-covered professional building. "Never allow noise from kids and pets and never answer the phone 'hello.' Clients won't take you seriously," they write. Uh oh, I'm in trouble.

Let's be realistic for a second. Of the six million North Americans who work from their houses, I'll bet more than half have noisy kids, dogs, and unfolded laundry competing for their attention. Yet, studies routinely show work-at-homers often get as much or more done than those in the office.

Here are a few ideas to help you succeed with a home business when you have lots of family responsibilities to deal with at the same time:

1. Don't worry about kids interrupting a phone call. Being there for family is cool these days. The vast majority of business people wish **THEY** were at home with their kids.

More often than not, when a small voice starts demanding a popsicle in the middle of an important negotiation, the client on the other end will be delighted. "Are you working at home? How neat! Isn't it wonderful that you can be there for your kids," your client will say.

2. Working non-stop with full concentration is only for people locked in a corporate office. Get used to working in a start-and-stop fashion. When you see your work is about to be interrupted, don't stop at a natural place. Stop in the

middle. It will help you get re-started when time allows.

The feeling you MUST be constantly productive at all times is a recent invention of our industrial societies. The majority of the world's people are much more laid back. Take a little more time to get a project finished. Oddly, your productivity will increase.

3. If you are a firm of one, promote your one-ness to the world. Every customer wants to feel like they can talk to the person in charge. That's never a problem for people who do business with you.

Think of all the big corporations that strive to be identified with their founder. Microsoft has Bill Gates, KFC has the Colonel, and Wendy's has Dave. They spend millions to insure you identify their mammoth corporation with a single individual in charge.

4. Get over the idea that TV is bad for kids. It is a popular, healthy, worthwhile activity when used wisely in moderate doses. Most of TV's criticism is perpetrated by people who sell books. There are a lot of terrifically educational TV programs and videos that kids love to watch. Plan to get a project underway while the kids (we'll include spouses, too) engage in some quality TV consumption.

A few hundred years ago people ALWAYS worked with their kids under foot. It was only when business became dominated by factories that workers were forced to leave their children at home (and even then, it took at least 100 years to make workers change).

You certainly CAN be a success working at home while taking care of children--even if your children are rowdy, noisy, and demanding. The articles I've written (which are read by 1 million people each week) were all written with various children sleeping on my lap, pulling my hair, or trying to delete the file.

I earn a good living working at home and YOU CAN TOO! Just don't expect me to always pick up the phone when you call. It's not that I don't want to talk with you, but probably that my 2 year-old has just swiped my keys and is heading for the garage.

Kevin Nunley provides marketing advice and copy writing fast and at low cost. Before beginning his work-at-home business in 1996, he spent 20 years enjoying office politics at major radio and TV stations. Read all his FREE marketing tips at <http://DrNunley.com/>. Reach Kevin at kevin@drnunley.com.

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CLICK FOR EBOOK SECRETS . . .
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Offering Business Advice to a Struggling Entrepreneurial Spouse

By Azriela Jaffe

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I recently received the following E-mail from an someone who is confronting a difficult issue common to entrepreneurial couples: (Ron and Julie are not their real names.)

"My wife, Julie, recently started an MLM business. I helped her a great deal in the first few months, but my own medical practice started to suffer from lack of attention, so I had to stop being as active in my wife's business. As I become less involved in her business, Julie started doing things differently than I would have. She presents the opportunity to prospects differently than I did, asks for less help from her upline than I would, and spends more time with non-producing downline than I would. She is frustrated that she hasn't achieved the sales she envisioned, but when I offer advice she says she feels beaten up, and accused of doing it all wrong. It seems like the only thing I can do now is keep my advice to myself, cheer her on, and take care of my own business. I feel frustrated when I see her struggle. I want to find a way to help her, and still care for my own career. What do you suggest I do? Ron.

Ron: I often say, "There is no such thing as **my** business when you are married." Even though you acknowledge that this is your wife's business, not yours, I agree - it is impossible for you to distance yourself entirely from her day to day struggles. The emotional and financial toll the business is taking on your wife is bound to affect your relationship and standard of living. I applaud you for recognizing the decline in your ability to focus on your own business before it got out of hand. Given the fact that Julie's business is struggling to be profitable, you are wise to ensure that your practice, and I assume the main source of income for your family, continues to be a reliable source of income.

Because you are clear that the MLM venture is your wife's business, and you only wish to encourage her success, your strategy as a supportive spouse must be different than if you and Julie were starting and running the MLM business together as full partners. Since you were involved in the launch of the business, you are more attached to the outcome, and more opinionated about how to succeed in her business than some spouses would be. If Julie were wildly successful, you might applaud your differences in approach, but because she is struggling, your natural tendency will be to try to fix the problem by showing

her "how to do it right."

I can sum up my advice for you in two sentences: 1) What works for you won't necessarily work for Julie. 2) Unsolicited advice always sounds to the recipient like an attack. Let me expand on these thoughts:

When you witness Julie's unproductive approach to her business, the solutions may seem clear to you. If she would only do this. . . , or not do that. . . , then she would be more successful. If YOU did these activities, you probably **would** be able to turn the business around. But you have decided not to actively work the business, so now it's important to discover what JULIE needs to do to be successful. Although I don't know your wife, my guess is that the activities that come naturally for you may be torture for her. She can't present the product to prospects the way you would - it's not her natural style. Perhaps you can easily walk away from an unproductive downline, but she gets more attached to the people involved. Maybe you have no trouble asking for assistance from your upline, but she hesitates longer before admitting she needs help. I don't know what Julie's specific strengths and stumbling blocks are, but I do know that they will be different from yours. The key to success in **her** MLM business is not her ability to do what **you** believe will work, but to find the system that works for her.

You say that Julie accuses you of beating up on her when you offer advice. I am not standing in the room when you speak with her, so I can't hear your tone of voice or choice of words. My guess is, Julie is overly-sensitive to criticism from you, in reaction to your strong opinions about the "right way" for Julie to operate her business. Offer advice to Julie only when she asks you for it. When she opens that door, walk in gently.

Brainstorm with Julie possible solutions, allowing her to voice her objections to what you view as "the answer." Validate her concerns and support her intuitive sense of what will work for her. Avoid telling Julie what to do, and how to do it. Rather, give her the emotional support, affection and friendship that will bring out the best in her. When your wife is feeling good about herself, she will find her own solutions and reach out to others in the MLM organization who can help her. When she is feeling insecure and defeated, and you try to solve the problem for her, your well meaning advice only feels like further rejection. Offer her more listening than lecturing, and you'll probably see Julie start to solve problems herself.

Don't be surprised if Julie decides that the business isn't for her, and after a period of time, she gives up on it. If that should happen, be careful not to suggest that if only she had done it your way, she would have succeeded. Just as you have developed a medical practice that capitalizes on your strengths, Julie needs to find work that allows her to do the same. As she experiments with new directions, provide her a stable ground to launch from, and you will be offering her the greatest assistance of all.

Azriela Jaffe is a syndicated columnist and author of the New book "Starting from No: Ten Strategies to Overcome Your Fear of Rejection and Succeed in Business" and several other self-help books. She welcomes reader response and questions to PO Box 209, Bausman, PA 17504 or az@azriela.com. For free online newsletters for entrepreneurs, visit her Anchored Dreams website at: <http://www.isquare.com/crlink.htm>

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Developing Your Verbal Logo

By Gary Lockwood

The next 30 seconds may determine whether you get your funding, make the sale or establish your point-of-view!

In this fast-paced, mile-a-minute world, you often have only a few seconds to get your message across. Most modern television and radio commercials are no more than 30 seconds. Where could you use an effective 30 second commercial message about your business? These mini-messages are ideal for investor meetings, networking meetings, trade shows, interviews, sales calls or any situation where you need to quickly promote your business.

How do you develop these messages effectively? Think in terms of "sound bites". Prepare your brief message just like a speech, with an opener, the content and the closing. Let's examine each of these in more detail.

The Opening

The purpose of your opening is to grab attention. You must assume that your audience is generally as busy and preoccupied as you are. So you need to first get their attention with a question, "grabber" words, humor or an interesting visual.

Using a question as an opener causes the listener to stop and think. "Do you want to change the world?" "How many new prospects do you want today?" "When do you want to feel good again?" Once you have their attention, your message can help them answer the question.

Grabber words are designed to startle, shock or at least cause your listener to want to listen to what's coming next. The first sentence of this article is an example.

A funny comment or an eye-catching visual are always effective ways to get the attention of your listeners in a hurry. Obviously, any of these openings must be relevant to your message, or they will confuse your listeners.

The Content

Once you have their attention, relate your main message. Since you usually have only three or four sentences, you need to craft this message carefully. The most effective message is the one that states what your business can do for the

listener. In other words, talk about the benefits to be received by using your product or service. Don't say "I'm a dentist". Say "I improve the health and well-being of my clients. Healthy teeth help you look good and feel good".

The bottom line is that your listeners don't care what you do. They care about what you can do for them. Talk in terms of results, feelings, benefits, outcomes, ideas. Imagine your listener with a sign on their forehead that reads "So What? What's in it for me?" Remember, you only have 30 seconds. There will be time later to explain how you do these great things.

The Closing

Here is where you ask for action. As a result of your 30 second commercial, you want your listener to do something or think something. Ask: "When can we meet?" "Give me your business card". "Call today". "When you think of shoes, think of The Shoemaker".

Also appropriate is your catchy tag line. The closing may be the only part of your message that your listener will remember. What do you want them to remember?

So, there it is. Your miniature speech takes only 30 seconds. And it has a beginning, a middle and an ending. What can you do to make all this come out sounding and looking smooth, confident and compelling? Prepare and practice. Prepare by writing out your message, thinking through the key elements and deciding exactly what you want your listener to be doing or thinking at the end of your message.

Practice by saying your message aloud. Rehearse this brief speech. Saying it aloud causes you to pay attention to the sound and cadence. Practice in front of a mirror and you will see the gestures and body language that make up such a large part of the communication. Remember, it's not just what you say, it's how you say what you say that makes the difference.

For your 30 second commercial to really be effective, you must act like you mean it, sound like you mean it and look like you mean it. How do others realize that you really mean what you say? They notice your enthusiasm, your mannerisms, your tone of voice, your posture.

Part of your preparation is to be consciously aware of your non-verbal communication. If possible, video yourself giving your message. Replay the tape several times. Once to listen and observe the overall effect of your message. Watch it again without sound. What are you telling the audience by your posture, body language, facial expressions and your gestures? Do you look and act like you really mean it?

Replay the tape again with your eyes closed. Listen for distracting sounds such as "uh", "ah", "ya know" or sighs. All these things subtract from the effectiveness of your main message.

In our MTV-world of excessive sights and sounds and experiences, make your point and get your message across in a well prepared, well rehearsed 30 second commercial. Think of it as a brief speech. Mix preparation with inspiration and you'll get a standing ovation.

Gary Lockwood is Your Business Coach. Get the Unique, Do-It-Yourself Business Consulting Kits - FREE. To get yours, go to <http://www.BizSuccess.com/freekits.htm> Free business newsletter - <mailto:subscribe@BizSuccess.com> Email: Gary@BizSuccess.com Web: <http://www.BizSuccess.com> Office: (800) 272-1575 (USA) * Fax: (760) 325-9608

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Making your dreams come true



The Dollars and Sense of Network Marketing

By Marla Berchard

Copyright October 1998

“High achievers spot rich opportunities swiftly, make big decisions quickly, and move into action immediately. Follow these principles and you can make your dreams come true. -----Dr. Robert Schuller

Are you passionate about owning your own business? Do you have an extra \$75,000 + spare change jingling around in your pocket? If you're like most folks, the answer is "no." If you've ever looked into getting into business for yourself, whether you're buying an existing company, looking at a franchise, or going retail, you'll know that's pretty much the average size of the investment you're looking at. Don't despair! It is possible to be your own boss on a shoestring!

NETWORK MARKETING MAY BE FOR YOU

Once you've determined you've got the basics for entrepreneurship, you should know that a network marketing home-based business is a viable option which has many advantages and benefits over the more "traditional" business route, and can be launched on a shoe string budget of around \$250. To optimize your potential for financial success, it is imperative to find a company that has these four essential elements in place:

1. A compensation plan that rewards part-time distributors and full-time professionals, but not at each other's expense.
2. A stable company with a potential for longevity, properly capitalized and with adequate resources, that provides outstanding customer service; and a management team with a clean track record, that believes in putting part-timers quickly into profit. The mindset of the company owners is paramount to the way you will be treated as a partner.
3. Superior quality, in-demand, competitively-priced, consumable products people want and use, that get results, and with enough variety in the product line so that distributors will re-order each month.

4. An easily duplicatable, turnkey training system for distributors, and easy access to top company leaders for training.

WELL BEGUN IS HALF DONE!

Assuming you have found a company in which ALL FOUR essential elements are present, CONGRATULATIONS! - consider yourself extremely fortunate! One final ingredient which, when you find it, will be as yummy as the “icing on the cake”, and that is, a good SPONSOR.

Never underestimate the fact that behind every successful network marketer is a successful mentor(s). Take the time to select a sponsor whose commitment to you will not end once the ink is dry on your distributor application.

When you find a sponsor you like, realize that this is a long-term “relationship” and be prepared to have your paradigms challenged and your capabilities stretched.

HOW DO I KNOW IF I'M PAYING TOO MUCH TO GET STARTED?

All right, let's get down to dollars and cents and the real costs you can expect to incur during the first months of starting your business. Before we do, however, let's talk about what could be considered “red flags”.

If, in your initial evaluation of a company, you are advised by the company or upline to purchase any large amounts of inventory, proceed with caution.

You should be able to get started with a business/training kit of less than \$100, and a small start-up order of products for yourself of no more than \$50 - \$150.

If the company or upline pressures you to buy inventory, multiple product paks, or pay a high fee of some kind, you might be what is called, “front-end loaded”. Be wary if you are required to purchase products or inventory in excess of \$500 to a few thousand dollars.

Find out how much product volume each person is required to consume each month to qualify for commissions.

If you can, find out the approximate income level of some of the company's top income earners, and what the maximum dollar volume each person in their group consumes monthly to produce this bonus cheque. If it is at least \$100 and not more than per \$200 month, you can be reasonably assured there is no front end loading going on and part-time people are not getting hurt. You want ongoing, residual income, so make sure regular earnings are not coming from “one-time” enrollment bonuses, “coding bonuses”, or “special promotional bonuses” for recruiting.

Question why you might be told to “stock the shelves of your store,” when the company provides product brochures and catalogues to order from, and if the company automatically ships their products to you and your customers as ordered, or by “autoship”.

Beware of companies and upline who strongly urge you to purchase high-priced, non-consumable items “up front”; “business centers” or “investments” without receiving any products for your cash outlay.

Don't believe the promises of “big profits for very little or no work”, or of “having your business built for you.”

Nobody gets something for nothing, and although network marketing is a simple business, it is NOT easy. It does require dedicated, consistent hard work like any legitimate business, and a minimal commitment of at least 10 - 15 hours per week. Run, don't walk, if you hear the words, “massive spillover” or promises of “we doing all the work for you,” as in some “downline building clubs”.

Historically, these don't work. Trust your own feelings if, from your first meeting, you feel the upline or person representing the company is shifty or untrustworthy. Your intuition is often dead-on in these kinds of situations.

YOUR INITIAL START-UP COSTS

You should expect to invest around \$100 to \$250 for several products, a training kit including promotional materials, and perhaps some “warm” business leads, if you wish. You will also have to factor in some money for postage, telephone expenses, and office incidentals.

If your company's plan will enable you to have the cost of your product paid for when you sponsor three people, that is good. Look for an ongoing personal volume requirement of at least \$100 per month in order to produce a serious bonus cheque. If you can get into profit with only four people in your group, that is great. If you can earn between \$700 - \$900 on a small group of around 20, that is excellent! This is an easily do-able plan for a part-time person (90% of people who will join you) who will BELIEVE they can do that!

FORECAST FOR YOUR FUTURE

Do the math and project what your income would be with varying numbers of people in your group. Decide how much money you would like to make within a 3 month, 6 month, and one year time frame and work with your sponsor to develop a game plan. Write these goals down and ask your sponsor to help you be accountable for achieving them. Fully understand exactly how your company's pay plan works and what you will have to do to generate the income you desire. Of all four essential elements, evaluating the company's pay plan is THE most important. Think of the times you worked for someone else. Wasn't one of your most burning questions how much you would be paid? Even though you are now your own boss, it is still the most important factor to consider when evaluating a company. We teach a simple, exact formula for determining how much you will be paid in any network marketing company pay plan. (More details later.)

Companies that pay \$700-\$900 on a small group of people will greatly increase

your distributor retention. Understand the deeper levels of your plan and ask your sponsor about leveraging strategies. If your company's play plan allows you to produce significant bonus overrides on the fewest numbers of people, you will find it much easier to build and maintain a downline.

Find out where the highest percentage of bonus overrides are paid. If it is within the first three levels, then you have found a very distributor friendly company. You should be able to help your people generate a positive cash flow of at least \$300 within 60 - 90 days, using this type of plan, and when they do, GREAT NEWS, they probably will not quit! Remember, too, numbers on paper are only that. Nothing translates exactly the same in real life, but if your projections are realistic and believable, you will avoid disappointment and discouragement.

SAVE MONEY, TOO!

Not only does a network marketing home-based business allow you to start up a business with unlimited income potential for only a small investment, but by working at home, you can now start to save money! How? Consider the money you'd spend on gas, commuting to work, or by not needing to buy a career wardrobe.

How about before and after school care and baby-sitting for working Moms, not to mention the priceless value of being available to your children more often. You will save money with tax benefits so be sure to check with your financial advisor to ensure you maximize your advantages.

You will also gain control of one of the most highly sought after commodities - your time! Plus, you can bank on the financial security and retirement flexibility that comes from a steady income stream built on solid business practices. And why not lighten up and have fun with the lifestyle "perks" that having an extra \$500 to \$1500 and more per month brings, too!

THIS IS JUST THE BEGINNING

You can even earn an average full-time salary on a part-time basis. In fact, in a recent survey, the average American's annual salary was \$26,000. Compare this to the average home-based business household salary of \$50,250! And, if you are highly motivated to earn even more, you can! If you truly possess the desire and motivation to succeed and are willing to work to achieve it, then you absolutely deserve to have it all!

So, while other business owners are hassling with leases, employees, equipment, payrolls, franchise royalties, inventory, high indebtedness to the bank, and more, you can smile inwardly. Why? Because you'll know that all it ever really cost you to get started and be your own boss in network marketing, enjoying all the benefits "without all the headaches" was a few hundred dollars!

Marla Berchard is a full-time network marketing professional with her husband Henry. They believe in the "golden rule", and in educating people

on how to make proper business decisions. For her free report, "The Simple Formula For Evaluating Network Marketing Compensation Plans", email to: mbhb@home.com or write to 2028 Carrick Street, Victoria B.C. Canada, V8R 2M6.

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AN INSIDER REVEALS ALL . . .

How to Determine the Marginal Net Worth or Lifetime Value of A Customer

By Cheri Y. Sigmon

Here's a "secret formula" for determining the "marginal net worth" or "lifetime value" of a customer. This is a powerful, major concept that not 1 in 100 business owners knows. I didn't until about two years ago when I studied the works of the master marketer, Jay Abraham. I'll put this in my own words and keep it brief.

The "Lifetime Value" or "marginal net worth" of a single customer is an actual number specific to your business. It's VITAL to your success for two important reasons:

- 1.** You have to KNOW where you are before you can determine precisely WHERE you're going. You need a baseline number so you can effectively track results.
- 2.** Until you KNOW EXACTLY what each new customer is worth to your business, you have no way of knowing HOW MUCH money you can spend in marketing to get that customer. Makes sense, doesn't it?

Take the time to calculate this! Master this simple but incredible concept, and you'll have one of the least well-known tools in your marketing arsenal - and you'll soon be chin-deep in cold, hard cash.

Step 1: First, determine certain figures for your own business. If you're new - make a projection.

Q. What is your 'average sale?' (Add total dollar sales for a year, and divide that by the total number of sales transactions you completed, or expect to complete).

Q. How many times a year does an 'average' customer buy from you? (Take your total # of sales transactions for a year, & divide it by the total # of customers).

Q. For how many years does an average customer buy from you? (Remember, 20% of the population moves every year, so this is typically less than 5 yrs, depending upon the nature of your business.)

Q. How many people does your average customer tell about you? (A major factor). The most common average is between 3-12, but guess.

Q. What percentage of these people actually become your customers? (Usually between 20 to 70%).

STEP 2: Here's the thing - the secret formula... **WHAT EACH CUSTOMER IS WORTH TO YOU IN COLD HARD CASH!**

Fill in the blanks below (using the numbers you calculated in Step 1, to find out precisely what each customer is actually worth to you right now.

A. Average Sale = _____

B. Number of Sales per year per customer = _____

C. Number of Years customer buys from you = _____

D. Number of Referrals from customer = _____

E. % of Referrals who become customers = _____

F. Gross Sales per year per customer (A x B) = _____

G. Gross Sales over life of customer (F x C) = _____

H. Referrals who become customers (D x E) = _____

I. Gross Sales from referrals (G x H) = _____

J. TOTAL VALUE of Satisfied Customer (G + I) = _____

Isn't this dynamic and powerful information when you run the numbers? Trust me - it's worth your time to sit down and figure this one out! I won't do this for you, since each business will be different.

Plus, you get more benefit when you personally master the concept and do the math yourself. Try it - you'll be astounded at the total "dollar" value of just ONE satisfied customer. I had vaguely 'known' it was high, but the numbers don't lie.

Bottom line: From now on, when you feel even remotely discouraged or when a customer starts getting on your nerves (hey, it happens), just think about the value of ONE satisfied customer - and smile.

Cheri Sigmon is a full-time Internet & Network Marketer, living in the historic small town of York, SC USA. Cheri enjoys USANA, the Gourmet Coffee Club (tm), & World Wide Web marketing. She welcomes questions/comments about using the Internet & online services to optimize your business. You may reach her by mail: 8 Park Drive, York, SC 29745. Email: cheri@jit.com, Tel: 803.628.0015.

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FREE
Skincare Sample

Setting Online Goals

By Julie Frost © 1999

Many people jump onto the 'Net, only to have their hopes dashed - and fast. What they don't realize, is that marketing on the Internet takes time, and a solid PLAN. You have to set your goals, and know how to attain them.

Getting a web site and letting it sit there is just about as effective as buying your business cards, and putting them in your top desk drawer. No one will ever see your business cards if you leave them in your desk, just as no one will see your site if you don't tell them about it! But you have to know *how* to get people to your site, and you have to have a PLAN!

Just as you set goals and have a business plan offline, you must do the same on the Web. Being realistic is important. And so is shooting for the stars! Start (today) by writing down your goals for tomorrow, for 3 months from now, and 1 year from now.

For example, your goal may want to get X number of visitors to your site, or a certain amount in sales directly from the site, or maybe get X number of advertisers.

The next step is to write your plans to reach each of those goals. Specific ideas are best, while just saying "advertising" or "marketing" won't do much good. You need to have detailed ideas.

Will you advertise in email newsletters? Or will you try banner ads? Ad swaps? How about writing and/or publishing your own e-newsletter? Online publicity? You'll need to discover what works best for you.

You need to be: Flexible, Persistent, Optimistic, and a Knowledgeable Marketer. One of my favorite things about marketing on the Internet is the simple fact that it's a growing and learning process. But, if you wait until things get "figured out", you might just be retired! That does not mean you cannot be successful here - Just the opposite is true! You just need to set goals, and have a plan.

Julie Frost is the publisher of Sage Web Marketing, a free, biweekly Web marketing email newsletter. Subscribe today by visiting her web site at <http://www.sagewc.com/> Sage Web Co. - The Web Marketing Source for Small and Home Based Business Owners.

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Put Your Business On Autopilot!

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Profitable Prospecting

By Eileen Snover

One of the most important aspects of being involved in a successful MLM business is also one of the most challenging, especially for the newly sponsored. That is the task of finding others who will be sincerely interested in the business opportunity you now represent.

Once we exhaust the list of friends, acquaintances and relatives, we sometimes find ourselves stalled with the thought of who to approach next. It is extremely important to our eventual success that we not stop at that point. We must reach outside of our normal "comfort zone" to find others who will be interested in duplicating our business.

One answer is to find people outside our normal circle and to build a relationship with them. Be a joiner or volunteer to organizations that interest you or that you support financially. Don't even think about selling your product or mentioning your business opportunity when you first meet. Get to know them first. Build a rapport until you feel comfortable with each other. Then, and only then, mention your product or business.

Attend free classes or seminars offered in your community such as business opportunity seminars, or anything at all remotely entrepreneurial. Tax seminars, retirement strategies, career fairs looking for sales reps of any kind are all great places to find people. Show up about a half hour early, be friendly, move close to one and ask, "What brings you here?"

Regardless of the strategy you use, the following acrostic should be helpful in any situation where you are meeting people for the first time.

Polite. When meeting new people for the first time, don't be overly anxious to talk about your product or opportunity. No matter how wonderful you think it is, you'll only succeed in frightening them off.

Respect other's personal space and opinions. Don't get too close and violate their personal space. Give them and you time to get to know one another and develop a rapport. Depending on the circumstances, you'll have time and opportunity to introduce your business, especially if you know how to steer the conversation. "So, what do you do?" and "Do you like it?" are only two such questions that you can start a conversation with. These and other such questions will not only elicit an answer that will clue you as to whether they might be

interested in your opportunity or not, it will also usually require them to ask the same question of you.

Organize. When going out with the express purpose of meeting new people, take time to organize your thoughts and company materials you'll be carrying with you. Review your company's manual for additional tips, check business card supply, sample supplies if applicable, and any other printed materials you'll be carrying. Practice a 30-60 second personal introduction that quickly tells people who you are and what you do.

Silence. Remember that listening is often more appropriate and appreciated than speaking. Let the new person you've just met have an opportunity to talk; about their job, their children, even their dog. Listening will give you valuable insight into their personality, and clues as to whether they might be open to your business.

People. There are all kinds of people in the world, and as you get out there to meet them, you'll see them all. Some will turn into wonderful friends, others great contacts. Yet others will regale you with stories of Aunt Minnie's quadruple bypass surgery in detail, monopolizing all your time, leaving you with no opportunity to meet others. Your time investment will pay off with a handful of prospects you find.

Evaluate. At the end of your time evaluate the contacts you've made. Make notes of those you want to follow up on with a telephone call or mailing of business information if applicable. If you committed to a follow-up call or mailing, then be sure to do it as soon as possible. Any delay may cause you to lose that person's interest in your product or opportunity.

Commitment. Most people who get involved in any type of business want to see early and easy signs of success. They don't make the time or financial commitment it takes to see any new venture through. A successful business takes time - time to grow and develop. There will be setbacks. There will be lulls when nothing is happening. Commit to staying the course, come what may.

Trust in yourself, in your product whatever it may be, and in the law of averages. You will suffer many rejections and setbacks on your road to success. Persistence pays off. The sheer number of people out there will work for you and so will a "can't quit" attitude. When things get rough, and they will, most people quit. Will you quit too? Or will you stick to it and make it to the top?

Eileen Snover is an independent fashion consultant with Multiples At

Home. MAH offers “real clothes for real women.” Easy care, easy wear with sizes ranging from petites to plus. If you would like to receive more information regarding the clothing, or are interested in a fantastic business opportunity, you can drop her a note at esnover@fast.net or mail her at 119 Independence Ct., Bethlehem, PA 18020.

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CLICK FOR EBOOK SECRETS . . .
AN INSIDER REVEALS ALL . . .

Three Prospecting Ideas for the Wild at Heart

By Lisa M. Wilber

Prospecting - the art of finding customers and recruits - can be a challenge. But by using your imagination, a clear goal, and some marketing techniques you can turn your business from a tiny ant hill into a mighty fortress.

As an independent representative since 1981, I have moved several times and had to re-establish my businesses all over again. I have found the best goal is the simple one: let everyone within a ten-mile radius know what I am selling and about your earnings opportunity.

Here are three of my best ideas for getting the word out:

1. Turn your vehicle into a rolling billboard!

Start out by making posters for your car windows. You can cut out pictures from the catalogs you sell from. Since the sun fades these signs rather quickly, you can make them themed for each season so that you are always “updating” your signs. For instance, feature products for Valentine’s day with your name and telephone number. If your company does not sell holiday- specific merchandise, you can take turns featuring a product. You may want to feature a special sale price. You can use colored markers, fluorescent poster board, glitter paints — whatever gets attention. Make sure to feature your telephone number in large print so that someone driving by can write it down without wrecking their car!

Feeling a little more adventuresome? Call a sign company and have vinyl letters put on your vehicle. It does not ruin the value of your vehicle — vinyl letters come off easily with a hair dryer — yet, the results of this kind of advertising are astounding. I have had people waiting for me when I come out from grocery shopping. Many times I have even found orders under my windshield wipers! So you say that your company is not that well recognized yet? You can change that, especially in your own town. Having the company name, pictures of the products, and your phone number on your vehicle will definitely get people to ask you about the products! Consider having a form of the company name on your license plate. It is an extra fee in most states, but money well spent. One of my recruits has “TRY AVON” on her license plate, and a Princess House friend of mine has “PH LADY” on her plates.

Ready for the “over the edge” idea? I bought a light up sign for the roof of my van that used to belong to a pizza delivery restaurant. I peeled off the word “pizza” and added my company name in vinyl letters — it is the talk of the town! By the way, vinyl letters at the hardware or office supply store are very inexpensive (ranging from 50 cents per letter on up depending upon size). Consider having it professionally done if the lettering is to be very large or if you have a lot of letters to put on.

2. Don’t leave your house without wearing your company name!

Do you remember how Laverne on Laverne and Shirley always had a letter “L” on all her shirts? All my shirts have “Avon” on them! Many of them I did myself with paint art from the arts and crafts store. On some shirts I used puff paints, some sparkle paints. If your writing is not wonderful, consider using a stencil. Many good iron on letters are also available. It does not matter if the company name is well known — people will ask you about it when you have it prominently displayed.

You can also wear company supplied buttons and pins. I have a red jacket that I have EVERY award pin that I have ever won pinned on —it does look a little “wild”. But, every time I wear it, people always want to know what the pins mean, what I had to do to get each pin, etc. I always wear my red jacket when I am traveling to and from the company conventions — and I always get customers and recruits from talking about my pins.

(Here’s another tip to use with a jacket: I keep my right hand jacket pocket filled with my business cards to give to everyone I talk to, and I have my left hand jacket pocket empty to put cards in that I get from all the people I talk to, so I can follow up with them!)

You can also wear hats with your company name or carry a tote bag with the company name on the side. Make sure you always bring lots of brochures/catalogs and company literature with you — people WILL ask you!!

Ready for the wild idea? You can buy necklace and bracelets with letters that have your company name on them. Many companies offer these types of jewelry and feature people’s first names on them. Just request your company name instead. You’ll be surprised at how many people will notice!

Now for the “over the edge” idea: name your children or pets after your products! My Princess House girlfriend named her daughter “Crystal” — my Mom named her cat “Night Magic — after the cologne!

3. Leave a catalog, literature, or business card everywhere you go!

When I go to the shopping mall, the first place I visit is the ladies room — I leave a catalog with a recruiting flyer on the sink near the mirror and on the tank in each stall! I give catalogs to everyone I meet: the grocery clerk, the baker, the butcher, the laundry attendant, the drive-thru window person, the bank teller, the

gas station attendant, the toll booth attendant — you would not believe how many opportunities you pass up each day to get your message out!

Feeling bashful today — simply say “This is for you!” and hand them your catalog. To cut down on my catalog expenses, I often use outdated catalogs for this type of prospecting — and I have stickers put on the front that say “Call for current prices and product availability.” This way they get my name, address, and phone number and a sneak peek at our product line. I have my friends in my company save their outdated catalogs for this reason.

I also leave stacks of catalogs at the entrances to grocery stores and in laundromats. Dentist’s offices, doctor’s offices and any other place where people must sit and wait are excellent places for you to leave your information. Ever leave your catalog with the tip at a restaurant? I had special business cards made up that read “YOUR SERVICE WAS EXCELLENT! If you are ever looking for a job, please give me a call! Lisa Wilber, Avon Recruiting Specialist, 1-800-258-1815.” You will be surprised how well these cards work. I try and hand them to the prospect personally with a tip — the impact lasts longer. I always add “I wanted to make sure you knew how much I appreciated your service today!”

With this idea you need to set goals for yourself. **Example: I will hand out 20 catalogs today. I will hang up 10 posters on bulletin boards today.** Be consistent and don’t be discouraged by an occasional “No”.

Ready for the wild idea?

Spend the day driving through bank drive thrus in town and simply put in your catalog, sample, and business card — and drive off! Believe it or not, this works!

Now, let’s go over the edge: next time you are held up in traffic at a traffic jam, jump out of the car and hand a catalog to the person in the car ahead of you! (Yes, I actually know someone who does this!)

Whether you use these ideas or change them to fit your goals — make sure you take action towards your goals today. Remember my favorite saying: ***“The only place that SUCCESS comes before WORK is in the dictionary!”***

Lisa Wilber has been selling and recruiting for Avon Products, Inc. for over 14 years and is currently a Senior Executive Unit Leader in Avon's MLM program. Lisa's book "Marketing Ideas for the Wild at Heart" is available along with other sales aids she has designed on her website: www.winnerinyou.com. You can contact Lisa by writing to 733 S. Stark Hwy., Weare, NH 03281 or calling 1-800-258-1815. Her e-mail address is LLWilber@aol.com.

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21 Century Network Learning University

"Is This Sales?"

By Diane Hanson

We've all been asked this question while networking. And how do you answer it? Some experts recommend that you answer with a question, "Do you like sales?" If the person responds affirmatively, then you can say, "You'll love this." If the person responds negatively, then you can say, "You'll love this!"

This certainly sounds like ambiguous doublespeak, but in truth, networking is both like and unlike sales. Network marketing involves the movement of product; therefore it is sales.

After all, no commissions are paid out, unless sales have been made! I know. I know. We are "sharing." Right. A product is purchased. This involves sales. Period.

However, in traditional sales, the transaction is completed once the product has been purchased. The salesperson moves on to his or her next prospect. This is very unlike networking. In networking, the product purchase is just the BEGINNING of a long-term business relationship, which involves sponsoring and teaching the business of sponsoring and teaching. This is NOT anything like sales. Who makes the most money in Network marketing? Statistically, TEACHERS, followed closely by housewives and engineers. Salespeople, then, are not even in the top three!

Why? The traditional salesperson, not adept at networking, will sponsor, sponsor, sponsor, sometimes as many as 100-200 people. And often it happens that people are dropping out as fast as they are joining.

Teachers will sponsor enough people to get 5 serious people about the business and work with them so that they each also each get 5 people serious about the business, and so on. By sponsoring 5 people into their organization and repeating this process twice, they have 155 people in their organization, with much higher retention!

So, then, is this Sales? Yes, products are moved in the process of building an organization, so sales take place. But are we on to a new sale after we complete the first one? No. We build long-term relationships with our customers and business builders. Are we calling on strangers to get them to purchase a vacuum cleaner to replace the one in their closet which actually still works? No. We are working with high-quality consumable products that people need and use on a

daily basis (usually). Do we handle, retail, or stock inventory of product. Not usually. Do we even work with other sales types? Not usually. Most of the people we work with are non-sales types who desire an extra \$500-6000 a month. Maybe "You'll love this!" as an answer for both sales and non-sales types isn't so ambiguous after all.

Diane Hanson is a freelance writer and network marketer, who still has no concept of sales but LOVES network marketing! She can be reached at PO Box 472, Circle Pines, MN 55014. Voice 612-785-0305. Fax 612-785-0808. Email kitty@bitstream.net.

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Sell, Sell, Sell.... Doesn't Anybody Share Any More?

There's amazing power in having people just do what comes naturally.

By Karen Justice

The successful business-builders of Network Marketing often are not business types with strong sales backgrounds. In fact, encouraging them to develop classic sales skills can be a detriment, rather than a help. Karen Justice's approach is to encourage your people to do what comes naturally. Share their experiences enthusiastically --- period.

The Concept of Sharing vs Selling

When my husband and I started out building our networking business, we had no experience in Network Marketing. We didn't know what you weren't supposed to do.

We began sharing the success we'd had using the products, and our enthusiasm was so contagious that people started signing up. Because we truly wanted them to have the same great experiences we were having, we were following up like crazy. When they started winning -- when they began getting great results for themselves -- we encouraged them to tell other people, and soon they were signing away and our organization was bubbling.

What we'd just done naturally -- following up with our consumers and business-builders -- has become the cornerstone of our business. We don't consider that we've ever sold anyone our products. We SHARE them. We SHARE them -- and let the products do the selling. Part of this sharing is caring -- which for us means taking responsibility that the person you're sharing with experiences the kind of successes you've been promoting. You follow-up with them making sure they get what you promised.

One analogy that we use to explain the importance of follow-ups is that of a carpet layer who fails to secure all the carpet he just finished laying down before proceeding. Follow-up calls are the tacks that keep the carpet in place. The relationships developed through this follow-up process are what create the basis

for a cohesive Network Marketing group.

Now, I know that all this “SHARING AND CARING” can start to sound a little touchy-feely. And what’s all that got to do with building a large organization and making those “big checks” anyway? Lots! We’ve found that just by sharing the products, following up and then urging others to share the products, too, you can build your business with more stability -- and in many cases, faster -- than if you go the Supersalesperson route.

Once you coach your consumers to success, they can easily be motivated to share the products with others. A person who sincerely believes in their product is operating from a position of integrity and is thus more convincing to others. When several people have been drawn into their group, they quite naturally become interested in the possibilities of the business.

One interesting thing that we’ve noticed is that at this point, where they’re taking more seriously the idea of building a business, many people start to “sell” the product; signing up new distributors becomes harder -- and they start taking losses.

My husband, James, experienced this himself. He learned so much fascinating information from reading all the company’s literature, that he started telling people about the intricacies of the products, rather than just telling them his own successes. His sign-up rate dropped -- until he spotted what was going on, and then went back to the simplicity of just telling prospects his personal success story.

A good salesperson is not offensive.

A poor one is very offensive.

Salesmanship is a professional skill, and it takes lots of art and training to become good at it. Basic sales training often still leaves a poor salesperson. It takes lots of sales training to make a professional. But in the process, the trainee takes losses and sometimes gives up. They experience a loss of success -- and with that, a loss of personal dignity -- and decide Network Marketing isn’t for them.

When I call a business builder in my downline who tells me they don’t seem to be able to interest people any more, I immediately check to see if they’ve started “selling” the products. I tell them to quit selling and go back to sharing their successes -- just like they did in the beginning. I tell them, “don’t even try to sign people up -- just tell them your personal wins, share your own success.” It’s remarkable what happens when they call me back (usually within a day), laughing and all excited again, telling me about their hot new business builder who demanded they sign him up right then and there!

They're back in the game again! By keeping it light, it allows them to safely communicate to people about the products without the fear of further loss of

dignity. In this way, they develop the natural communication skills on which salesmanship is originally based. They see what people respond to and naturally repeat what was successful for them. This method works only if it comes from a strong belief in your product and not just a monetary motivation.

The Justice Business Building Model

There are various models for business building. We've all seen the Networking hotdogs who shoot off like rockets, signing up everyone in sight by personal magnetism and force of their personality. They tend to build in a straight line, like an arrow. They don't build deep, because no one in their downline can duplicate them. After a while it becomes a rat race to keep their monthly volume up. And as soon as their prospect list runs dry, their check drops like a rock.

The business building model we use -- based on follow-up -- is more like a hot air balloon. It takes shape from the majority of the people in the group excitedly sharing the product and business opportunity. Your group expands in all directions at once, and at some point it just takes off and never comes down.

One of the most positive things about this type of expansion is stability. Your group is solidly there, booming on all levels. You generate lots of good word of mouth about your group and the company's products, and a contagious enthusiasm runs rampant throughout the organization.

Creating this type of group has taught me what Network Marketing means. It's a network of people who function together -- a team. At its best, it's like an extended family, sharing and helping each other.

Experience has taught us the necessity of isolating and working most extensively with our hottest business-builders, but here's something else we learned along the way.

Most of our big business-builders have been signed up by people who weren't business-builders themselves! We would not have had the benefit of these remarkable people in our downline if we hadn't been encouraging everyone with lots of follow-up and support.

While you can't often convince a person to "sell," you can nearly always have them share. As long as they don't have to be a salesperson to do this business, they will talk to other people. Each one of these people has a circle of approximately 50 people he or she can influence. By pushing them to "sell," you add in a complication that is a significant deterrent -- and what happens is that they lose access to their entire circle of people.

If you look at the multiple of how many people this actually involves, you see the potential losses this approach can create. Certain people will, through force of personality, enthusiasm, desire and/or salesmanship skills, become outstanding and rise to the forefront in your organization. These people, because of the fact that they are developing large businesses, may decide to develop

further salesmanship skills.

That's great -- as long as these skills are not then put forward as an initial requirement for the average person. And remember that for us, almost all of our exceptional business-builders were signed up by non-sales type, "average" people. A lot of stellar business-builders don't seem like other business-builders at first.

Granny isn't going to run out and take a salesmanship course -- but she can enthusiastically sign up all of her children, her next door neighbor, and her life insurance salesman. Teach people to hear what the people they are talking to have to say. People who feel they are being listened to are -- in turn -- willing to listen.

Because new people feel they have to "sell" something, they tend to do it poorly and talk AT people. They feel uncomfortably out of their element and scared they might not be able to handle some kind of objection, so they monologue their "victim" into a solid-stupor. Your potential business-builder quickly becomes a social pariah and gives up in despair.

And Network Marketing gets a bad name.

Not everybody is ready to listen to what you have to say. Some people are suspicious by nature. Overselling this type of individual is painful, because the more convincing the novice salesman tries to be, the more suspicious his prospect becomes. This type of encounter is often devastating to a new business-builder because it results in such a loss of their personal dignity. Conversely, if you are simply sharing your story with normal conversational skills and the person shows absolutely no interest or looks at you as if you have just crawled out from under a rock, you'll simply change the subject and let it go.

You don't have to convince everyone to use your product or join your group. There are people I certainly wouldn't want in mine! But many times this same prospect shows up later, saying something like, "Ha, ha, ha, are you still using that stuff?" We say, "Yes," without showing any interest in convincing them of anything. Days later, this same prospect is back again. "Does that stuff really work?" "Yes," we say. "Well, okay," they say, "tell me some more about it." Our group has signed up many people this way.

You see, these are natural responses to situations -- not forced or artificial techniques. They're just comfortable connections people make between people. Find out everything you can about your product. Why is it so wonderful? (And if it isn't wonderful -- then why are you sharing it to the first place?!)

Show it. Let the product talk to them. Enlighten people on its strengths, but let it sell itself. People know if they want it or not. Let them be the judge.

Yes, you'll get people who want to do the business immediately and have

salesmanship and leadership skills -- but you'll miss out on an awful lot of people if the average person doesn't feel they can do the business with just the skills they already possess.

Build a team. Help your downline. Set a caring example.

Remember, people will often do things to help others that they wouldn't bother doing for themselves. That's why a strong belief in the product breeds the desire to share it. People like to help others. When we made our run for Double Diamond, our group rallied behind us. They made it happen and we're dedicated to making it happen for them, too.

We are thanked a lot for our support -- but we get an awful lot of support in return, too! This is a wonderful business, and I think you should have fun with it.

Get involved with a good company.

Have enthusiasm for your product.

Then, just share your story.

Karen Justice is a Double Diamond distributor with Cell Tech. She is also a founding partner, designer and creative director for Tigre Lis Enterprises, a national company manufacturing upscale designer jewelry and clothing separates. She works her Cell Tech business along with her husband, James, who is also a screenwriter. The Justice System is one of the very popular trainings available through Cell Tech's Relay 2000 touring seminar program.

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Put Your Business On Autopilot!

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Turning Spam into Productive Leads

By Frances Anna Smith, Australia

I love Spam!! (The email kind, not the tinned kind - ugh!)

Every time I receive a spammed letter, I look for the lemonade in this lemon - the email address!

I reply to the person, thanking him/her for their Information, and invite them to consider my offer. The amount of response I have had to this is amazing! (Maybe it is because I don't abuse them). The truth is that these are people just like you and me - they are out there trying to make a dollar too, so I help them to do it.

If you have a good product or service, it is quite often in stark contrast to the average spam letter- the opportunity to make millions with no effort (pleeeeeease!!) or the latest gimmick.

Of course there are always the idiots who really don't genuinely want to put in any effort, but I find I have a positive response rate of around 40%.

And the best thing - it is FREE!!

More from Frances.....

Ever had a really bad day?

I had one yesterday - from 2 a.m. until 10 p.m. Everything was unproductive. I was returning from a frustrating trip to Canberra (our National Capital) by train. My bag was stolen, it rained and I was not a happy vegemite! ?

I was looking for the silver lining in this awful day.

On arrival at the station, I caught a cab back home. The driver had just had an accident which damaged his cab to the tune of two days work.

So he wasn't very happy either!

I asked him how he felt about the cab industry - resulting in amazing verbal diarrhea!!

Here was my silver lining - an opening to suggest we meet to discuss a business

alternative for him. He dropped me at 10.30 p.m. and returned with his wife at 11.30 p.m. We had a very successful presentation at midnight over a nice hot coffee.

The point of this story is to remind you of the power of awareness - keeping your ears open to casual remarks and asking questions.

And it is fun - after all, the day ended on a positive note for both of us!!

Frances Smith lives in Australia. She is a dedicated professional Networker (at Diamond level in her MLM Company) and a contributing writer to MLMTruth. For other hints and free reports email her at: francesannasmith@bigpond.com.au To subscribe to the ezine, send a blank Email to: mlmtruthfrances-subscribe@listbot.com

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Marketing Is Storytelling

By Ilise Benum

Have you ever noticed that most news articles draw you in with a tale about one person, while simultaneously illustrating a broader issue? When you hear a speaker at a conference, isn't it when they tell a story to demonstrate their point that your ears pick up? And don't we spend an awful lot of time watching TV and movies, and (hopefully) reading books? Well, these are all based on stories, other people's stories.

We Listen to Stories

We like stories because we want to be moved, transported, maybe even changed, and stories have the power to do this. Good stories fire the listener's imagination. They embolden, enliven, and motivate, not only their creators but all who hear them. They take us out of our lives and show us other possibilities; when we hear about someone who accomplished a great feat, we think, "If she can do it, so can I." And so we try.

You don't need any special literary skills to use storytelling as a marketing tool; it is completely natural. Just answer the question, "What do you do?" with real-life anecdotes and examples of how you've solved your clients' problems. Bring your story to life by infusing it with your own personality and a few facts and figures. A little drama doesn't hurt either.

Mining Your Own Story

It should be easy to figure out what your own story is, but it's not. Finding your "simple truth" is one of the most difficult jobs and it takes a long time of telling and retelling your story as your business evolves. Here are a few ideas to get you going.

Tell a friend. The listener is as important as the teller and often we need another person to hear our story before we can know it ourselves. Let your friends or business colleagues hear your story and ask them to point out the highlights, the places they thought were interesting, so you can learn to focus on and embellish those points.

Experiment with different versions of your story. Listen to the way you tell it and how people respond. (You may even learn something new about yourself

and your services in the process.) Instead of saying the same canned version over and over, have a few variations ready and, whenever possible, tailor your story to your listener. For example, if I'm talking to an artist, I use anecdotes about artists I've worked with and the problems we solved. Likewise with a travel agent or floral designer. Use whatever's closest to your prospect so they can see themselves in the story.

Write your story right now. Go ahead. It won't take long...

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Support Your Way to \$uccess

By Lisa M. Wilber

“I believe you can get everything in life you want if you help enough other people get what they want.” as quoted from “See You At The Top” by Zig Zigler

The benefits of your “support package” are tangible and measurable: increased retention, increased activity, increased productivity. All of these benefits boil down to more money in your pocket. You know how support will benefit your downline and your income, but what exactly is considered “support”?

Use this rule: put yourself in your new recruit’s place. What literature or information would help you increase your sales by finding new customers? What would you need to know to help you find your first recruit? What types of recognition would inspire you to aim higher?

Brainstorm new ideas often, so you are continually improving your support. Although you do want to concentrate most of your resources on your top sellers and recruiters, you also need to plan mailings and activities that touch every member of your downline. Below are four parts of my current support package. You can use these ideas as “thought-starters” when planning your own activities. Be creative! You can take part of an idea, add your own flair and tailor it to the needs of your group.

Idea #1: Newsletters

A newsletter is the perfect way for you to communicate with every member of your downline on a regular basis. Don’t be intimidated - your newsletter does not need to be fancy — it doesn’t even have to be typed! It’s far more important that your newsletter has valuable information to increase sales and recruiting and that you produce it on a regular basis. The frequency will have a direct impact on your newsletter’s effectiveness. Consider a monthly newsletter as an optimum - or quarterly at the very minimum.

Consider making recognition a main focus of your newsletters. One way to do that is to list your top sellers in order of sales volume: top five or top ten. You can also recognize new recruits since your last newsletter.

Feature short stories regarding successes experienced by downline members. Recognize your top recruiters and when downline members earn promotions. Express appreciation in your newsletter for downline members who helped you

during the last month. Ask a different member each month to write an article on his/her specialty whether that be selling a certain way (party plan, fundraisers) or recruiting. Try to get as many distributor names in print as possible. Lavish on the praise, but be sincere.

Your newsletter should also contain any special company information that you would have that your downline might not have. For example: I go to great lengths to receive our company sales brochures months in advance, so that I can let my downline know what sales are coming. If your company is publicly owned, consider updating your downline on the current stock prices and latest company news according to Wall Street analysts.

Do you know where next year's convention will be? Your newsletter is the perfect place to get the word out early so you have downline members working towards going.

Product information in your newsletters can help your downline understand the products better and sell more. Try having downline members give testimonials on a new product or a product which is being featured on sale in the coming month. Did a product from your company rank number 1 in a recent article in Consumer Reports or was a product featured on a TV news program or talk show? Tell your downline about it in your newsletter. Do your customers use your products in new and creative ways? Here's a place to list those suggestions. Encourage your downline to use the company products themselves — once they see the benefits of a product, selling that product will follow naturally.

Your newsletter will help remind your downline members that only order sporadically that they are in business. Perhaps receiving your newsletter will inspire them to place an order when they weren't going to. Have you ever been in a multi-level organization and never heard from your sponsor? Don't let your downline say that about you! Your newsletter can be your link between you and them: a link of loyalty and closeness. It shows that you care about their success!

Idea #2: Award Certificates

Women and men love to see their name on an award certificate. I award certificates to my top sellers every two weeks. Before I owned a computer, I purchased my certificates at a local store that specialized in paper products. The certificates were for teachers to use and had blanks for you to fill in the name of the person you wanted to recognize. You will also find available in most office supply stores, a fine line of professional looking certificates for sales achievers.

You can pay someone to calligraphy the names and achievements on them or simply type in the information. If you own a computer, consider purchasing a program such as "The Print Shop Deluxe" by Broderbund. This program not only prints 100's of styles of certificates, but also has programs for stationary, posters, business cards and post cards. I purchase preprinted parchment

certificates that have borders already on the paper and I add the wording with my laser printer. Two companies that sell certificate papers are: PaperDirect at 1-800-272-7377 and G. Neil at 1- 800-999-9111.

There are also options to dress your certificates up including seals and ribbons. My best advice to you: start small and inexpensive and grow in professionalism as your group grows and prospers. A small gift included with their certificate can make their achievement even more special. I currently include a copy of "Salesmanship: Tips, Techniques and Strategies that Get Results" a newsletter published by Dartnell Corporation (for more information call 1-800-621-5463).

Dartnell also publishes other titles including: "New Account Selling", "Successful Closing Techniques" and "Overcoming Objections: Your Personal Guide to Success in Selling." These newsletters cost under \$2.00 each copy and provide my top sellers with even more ideas on increasing their business. Other gift suggestions: promotional stickers, business cards, rubber stamps, letterhead — or any business builder.

Idea #3: Online Chat Meetings

With more Americans getting "wired" every day, the online services give you one more opportunity to connect with your downline. Both America Online and Prodigy have features which allow you to create a special chat "room" at any given time, so that you can prearrange chat meetings for your downline.

For over a year, my group has been meeting every Thursday night from 9:00 - 10:00 on America Online and Friday nights from 10:30 to 11:30 on Prodigy (both times Eastern standard). I publish my meeting schedule in my newsletters and provide instructions on how to get to the "room".

Most nights the meetings consist of 10 or fewer people — but every person who participates is one more person that you can inspire to sell and recruit more into your group. Most people attending my meetings come with questions or asking for help on specific situations. The other people in the "room" always jump in and help. Just like a meeting held anywhere else, your expenses for these chat sessions are tax deductible.

Poll your downline today and see how many would be interested in this feature. If you need software for America Online call 1-800-827-6364 or Prodigy at 1-800-PRODIGY.

Also suggest to your long distance downline members that they have a group meeting at their home which coincides with your online meeting. That way the group can sit around the computer and meet with you during one hour of their meeting and use the rest of the time for local issues and events. Having access to a successful upline is important and impressive to most group members. It gives you one more chance to strengthen that all important bond.

Idea #4: Birthday Chocolates

Want to give your top sellers and recruiters something to remember on their birthday, but you always seem to forget to send it out on time? I use the services of a company called “Birthday Chocolates” (1-800-867-GIFT).

At the beginning of each month I fax them the name, address, and birth date of the people I want to receive a gift that month and they handle the rest. They make sure that the gift arrives on time and is wrapped in birthday paper all equipped with a bow and a gift card — you decide the wording on the card.

There are two sizes available: small for \$2.99 and large for \$9.99. I decide the size of the gift by the volume and consistency of the downline members performance over the year. By the way, the price includes shipping.

If you don’t know the birth dates of your top producers, you can usually get that information off their contract or directly from your company. When I receive a check every two weeks from the sales of my downline members, I ask myself: “What value did I provide this month to these members to deserve this and more?”

The only way your checks will grow is if your value to your members grows. In my opinion, simply signing up large volumes of new recruits is not enough unless you support them.

Let me prove my point to you. I met another representative who is also in Avon’s MLM program at a recent convention. She had 10 times as many representatives in her downline as I do — but only 2 times the volume!! She does not support her group at all and I support my group extensively. SUPPORT PAYS!!

Lisa Wilber has been serving customers and recruiting new representatives for Avon Products since 1981. She is an eight time Avon National Honors Trip earner and holds the title of Senior Executive Unit Leader, Avon’s highest MLM level. To reach Lisa, write to: 174 S. Stark Hwy. 17, Weare, NH 03281 or call 1-800-258-1815. Lisa’s e-mail address is LWilber@aol.com or visit her website at: <http://www.winnerinyou.com>

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If Your Upline's Talking, Are You Listening?

By Crystal Ortiz

In the past couple of years of my MLM career, I can honestly say that my upline (not my sponsor...he's a dead beat) has repeated several things over and over. But honestly, it took a training by the company's President before I paid any attention to what she had been saying. After the training, I was cleaning out some old notebooks and discovered that I had written these things down several times in several places, but was not really practicing any of them. That training event was a turning point in my business.

Your upline has probably been saying these things to you all along, but I'm going to tell you what I hold to be true. Maybe, like me, you just need to hear it one more time, from a different source, before it sinks in.

1. Love Your Products. Love them so much that you can't shut up about them. Love them so much that you feel that other people can't live without them. All of a sudden, you aren't "selling", you're out on a mission to improve the world! If you can't get excited about your products, then find another company and another product right away.

2. Don't worry about how big your check is. Your focus should be on how big your downline's checks are. By taking the focus off yourself, and helping them, your check will grow and automatically take care of itself.

3. Have a Good ATTITUDE. If your attitude is not great, then don't even pick up the phone. You're better off letting the voicemail answer and return the call later when your attitude is positive.

4. Set a Goal to Recruit 10 New People Every Month. If you only recruit 2 and those 2 do nothing, you're not moving anywhere. But if you recruit 10 and have 2 deadbeats, they won't matter, because you'll be so busy helping the other 8 get going.

5. Master the Meetings and the Trainings. Even if you have already attended the "orientation" or the company's trainings designed for new people, continue to go to each and every one. After 2 years, I can still fill a notebook with new things I learn at our monthly trainings.

Also, make a point of taking new people with you to these trainings. I've learned to use what we call a "Distributorship Process", in which we sell the \$80

Distributor Kit and the \$30 Training Ticket as a package, making it clear that training is NOT an option.

6. Duplicate Yourself. "Teach to Teach" in all levels of your downline.

Make sure that those in your organization not only understand what you're teaching them, but that they can teach it to someone else. That is where Duplication is Critical and matters most!

7. Share Your Goals with Everyone Around You. Let others know what you want and what you are willing to do to get it. Keep them posted in a conspicuous place so that you see them several times a day. When the phone gets heavy, and you don't think you can take another rejection, look at your goals and find the strength to keep going.

8. Dress for Success. This doesn't mean you have to wear a suit every day, but a neat, clean appearance is important. Make sure that people will be comfortable approaching you.

9. Deal with Adversity. Look at challenges as an opportunity for growth.

10. DELEGATE. This one is very important, but often the hardest one to do. I always felt that no one else could get it done as well as I could by doing it myself. But, sometimes we don't understand that while we are doing a menial task, perhaps because we don't want to spend money hiring someone, we could have made twice as much money by making a sale or helping a new distributor. Figure out what you make on an hourly basis, and next time you realize that you can go out and do that menial task in 3 hours or hire someone to do it for you for \$50, you'll realize how important delegating tasks is!

11. Practice, Practice, Practice! Evaluate and improve your performance until you master it. Tape record your conversations and listen to your mistakes. Work from a script to keep phone conversations on track. 3-way with your upline, both as a speaker and a listener.

12. Set your goals and do what needs to be done to reach them. Realize that some sacrifices need to be made. Break them down into 12-month, 6-month, and 90-day goals. Set up a Daily Method of Operation (D.M.O.) for achieving them. As a network marketer, you have no boss telling you what to do each day. Let your D.M.O. be your "boss", and realize that your job is to complete the tasks on your list. Be consistent with your actions each and every day.

13. If it's something You're not good at, Hire someone who is. Many MLMers work with a partner: one does the retailing, the other does the recruiting. In many cases it's a spouse, but I know of some very successful teams that are not married, just "joint partners in a business venture".

14. Earn respect by keeping your word. Your customers and distributors rely on you to keep your word. Don't make promises that you won't or may not be able to keep.

I hope all of you will find these lessons valuable, and will implement them into your own business. The results will amaze you.

Crystal Ortiz is a full-time mother of 2 toddlers and Network Marketing Professional. She is also webmistress of The MLM Training Center at <http://members.tripod.com/~newco4/training> and publishes 2 ezines: The MLM Trainer & Mail Order Marketing <http://mailordermarket.listbot.com> To contact her, send email to mlmtrainer@rica.net.

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To Warm Market or Not to Warm Market, That is the Question!

By Linda Locke
Editor, MLM Woman

In the good old days of MLM, the prevailing advice for getting a newcomer off to fast start in their brand new, shiny business was this:

Get a piece of paper and a pen and write down everyone you know — don't prejudge, just write down all the names of all the people you know — your family, all your friends, relatives, high school teachers, dentist, doctor, your kid's teachers, your lawyer etc. Don't stop until you have at least 200 names.

If you asked why you were doing this (as if you hadn't guessed already!), your new sponsor just asked you to relax and follow the process. Once your list was complete you were told the good news — that you were going to contact everyone on this list (your warm market) and offer them your fantastic opportunity — one by one.

What do you think happened next? — the brave ones actually did contact at least 5 people on their warm market list, but after 5 no's and lots of rejection — they were beginning to wonder what they had got themselves into and if this was really the business for them.

Now, I know that many people still like to use this system of prospecting, but I think that it is the **WORST** possible way to introduce an MLM newcomer to this business. Why? These so-called warm market prospects: family, friends and business associates are actually the hardest sell of all for an MLM newbie. These people already have a pre-conceived idea of who you are and they are often skeptical and negative when approached in this manner. They did not solicit this attention from you and the most common response you will get from a lot of people is the dreaded question: "Is this one of those pyramid things?"

I think a kinder and gentler approach is to teach your new recruits how to prospect to people who actually are looking for a business opportunity and let them practice their techniques on these strangers (cold market) before they tackle the really tough warm market.

In the past the warm market method was used by most experienced MLMer's because it was a holdover from other sales professions (insurance, investments,

etc.) and was a sales technique that had worked well for them. And it does work, if you are an experienced sales person or if your sponsor is an experienced sales person and is willing to help you do two on ones or three ways calls with your prospects. But how many sponsors really are capable of doing this for their new people?

The sad truth is that this technique fails for the average person 9 out of 10 times and leaves them with a very unfavorable impression of the MLM industry. In the 90's we have lots of other proven sales techniques that work well and have no personal rejection associated with them — what with the various leads programs, direct mail, audio and video tapes, the Internet and a host of other marketing tools available at a reasonable cost.

So do your new recruits a favor and teach them to get warmed up by marketing to the cold market first and go after the ice cold warm market later!

Linda Locke is the Webmaster and Editor of the MLM Woman newsletter. Her web site features her monthly newsletters with over 100 articles of interest to network marketers. She also hosts the MLM Talk discussion board where MLMer's can ask questions and share information about building a successful business. You can visit her web site at:

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"You CAN Sell!"

**By Julie Frost
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Have you ever said to yourself "I'd like to start a home based business, but I can't sell!" If so, maybe I can help. You see, I didn't think I could "sell" anything, either. But now I own a successful business where I sell quality products that I use and love. But for two years before that I owned a service business. I started that business, in part, because I didn't think I had to sell my services - Boy, was I wrong!

Many times, people - like me - start a business where they offer services instead of products because they don't think they have to "sell" them. But this is very far from the truth. Even when you provide services, people will raise "objections". For instance "Why do you charge that much? The guy down the street charges half that!" or "How is your service better then any other in town?" When you answer these objections, you are "selling" yourself, and your business!

Sure, you may be thinking, I can sell myself, but not products! If you believe in yourself enough to sell **you** to someone, isn't it possible that you could believe in a product that much, too? Sure you could! You just need to be careful in your selection of what you're going to offer for sale. Make sure it's a quality product that you can feel confident about representing. Something that works for **YOU**.

And think about this...

What was the last really phenomenal book you read, movie you saw, or restaurant you ate in? Did you recommend them to your friends and family? If you're like most people, you **DID**. And you know what? You were "selling" them on that book, movie, or restaurant! Think about the words you used to describe them...

"It was a real page-turner, I couldn't put it down!" "It was so funny I nearly spilled my soda laughing!" "The desserts were divine!" You were "selling" them on it! And I'll bet your recommendations have worked. Am I right? Maybe not all the time, but the same goes for "selling" in a business situation... Sometimes people will buy, and sometimes they won't. But your honest enthusiasm in your recommendation - or sales pitch - will always show through!

You see, you're most likely under the impression that selling involves high pressure tactics or sleazy maneuvers in order to make someone buy something they really don't want or need. Let me tell you one of the rules of selling:

You can never MAKE someone buy something!

You may convince them that it is worth more than they originally thought it was. Or help them realize that they should, indeed, own it. But you can't MAKE them buy it. Unless you use threats and/or bodily harm, which, I must add, aren't good for repeat sales - talk about your "High Pressure!" ;-)

And really, are you a high pressure person? No? I didn't think so! So what makes you think that if you sell a product to someone, you'll automatically become so? You won't. You'll be the same person you always were.

Another rule of selling is: You can't say the wrong thing to the right person and you can't say the right thing to the wrong person. (My mentor and coach taught me that one!) What a relief that can be! To know that if you have the right person in front of you - You Can't Mess It Up! Wow! And if you have the "wrong" person in front of you? No biggie, just move on.

One of my favorite sayings is "Some will, some won't, so what, NEXT!" I only wish I knew who said it first.

Selling CAN and SHOULD be fun! If it's not, maybe you just need some support and training. And let me tell you, besides believing in the products, being educated about them boosts your confidence in your selling abilities tremendously. So if your belief that "you can't sell" is standing in your way of success, don't you think you should give it a shove and try something new? I do!

About the Author . . .

Julie Frost owns YourHomeBiz.com. She is also an independent rep for I.D.E.A. Concepts, Inc., a company she found after months of searching for the perfect home business. <http://www.ideaconcepts.net/HealthyMom>. Find out more about her search, and how you she can be your Home Business Success Coach with I.D.E.A. by sending an e-mail homebizidea@getresponse.com and put REF632 in the subject.

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