
NETWORK MARKETING

MLM

STRATEGIES FOR SUCCESS

AND WEALTH CREATION

Phillip Collinsworth

If you are interested in learning how to make \$300 to \$1,000 per month doing online surveys, I have found this company delivers a lot of high paying surveys to your inbox. This is easy money—not a fortune, but a reliable source of additional income for very little effort. Visit <http://www.wealthsearch.org>

Phillip Collinsworth mentors home business entrepreneurs who are serious about achieving success in their home businesses. You can check out one of his business projects by visiting <http://www.5grandmonthly.com>

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Network Marketing: MLM Strategies for Success and Wealth Creation

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Author's Note

I like to take a no-holds-barred approach to business. That means when I see an opportunity, and decide it offers a low risk and high payoff potential, I jump in. I've been burned a few times in my over-zealousness, but an occasional failure is part of the game. Over the years I've learned you either play the game, and accept the risks (it helps to understand the risks going in), or you don't play. In my opinion, life is too short to waste time on the sidelines. I rode the bench in high school football and hated every minute of it. The publication you now hold is an expression of my "play the game" business philosophy. Be a player, not a spectator.

I hold a masters degree in business administration, and have worked in public and private industry for over 25 years. Don't let that throw you off your game plan. Most of what I've learned about business I learned on the streets, playing the game, getting knocked down a few times, and getting back up in time for the next play. During the past 12 years I have built and managed several successful companies using a technique of (1) educating myself about a business opportunity, (2) diving in and learning from hands-on experience, and (3) using this knowledge and new fund experience to gain insight into how to play the game better, and how to adapt my behavior to find either a profit in the business, or minimize my losses.

Throughout the trials and joys of business ownership, I have learned there is one constant in life: nothing stays the same. Change is everywhere. Be flexible. Treat every circumstance as a learning opportunity, and never rest on yesterday's successes; for tomorrow is another day.

In the end, don't let the words "he/she had the potential to achieve great things" be a part of your epitaph. The words "had" and "potential" are clues to a life full of promise never realized. Woody Allen once said, "eighty percent of success is showing up." You have to show up. You have to be willing to take the plunge. You have to do the things other people refuse to do. You have to persevere in the face of adversity. And, you have to believe in yourself, no matter what others may say and think about you. Fortunately, through the sheer beauty of the network marketing concept, you can take this plunge into the business world with minimal financial risk.

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You've taken the first step towards a brighter future for yourself and your family by reading this book. Thanks for your trust. Read the book, complete the activities, and give network marketing the best you have to offer. Hold nothing back. Take no prisoners. Enter the game and remove yourself from the "gray twilight" of neither victory nor defeat. The worse that can happen is that you will learn a lot about running a business, and more about human nature. The best that can happen will depend upon you. In the personal sales line of work, you truly set the limits to your success. Trust me, if you can sell it, your parent company will be happy to produce and ship it. Don't worry about them.

Network marketing is full of potential, just as you are. Don't take your potential to the grave—use it! Success in life and business is about learning how to play the game, getting involved, and never quitting. Good luck.

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Opportunity Knocks

Network marketing is an opportunity. An opportunity to meet positive people. An opportunity to earn an extra income. An opportunity to re-ignite your personal enthusiasm for life. An opportunity to build a business. And, an opportunity to create wealth.

President Calvin Coolidge posted a sign in the Oval Office that said “The business of America is business.” And it is. You live in a land of opportunity. Each year over 100,000 Americans achieve million-dollar net worth status. On average, 74% of these people achieve wealth through business ownership, while another 5% achieve wealth through sales commissions. Network marketing combines business ownership with sales, putting the MLM distributor in the same career fields as 79 out of 100 of every new millionaire in America. That’s not to say they all achieved wealth through network marketing; however, as a business owner and salesperson, you’re in the same ballpark.

Opportunity does not, sadly, mean the same thing as promise. Opportunity means potential. Achieving that potential is up to you. Promises mean nothing here. Save the promises for your sweetheart, this is business. And never forget, network marketing is big business.

The sole purpose of this workbook is to help you realize the potential of the network marketing opportunity. In other words, my goal is to help you succeed as a network marketer. I’ll let you know right off, I measure my success in terms of my progress towards my long term goal to achieve wealth.

Putting money in my hip pocket is why I choose to sell products and recruit leaders. I am successful when I do those things necessary to move me in the direction of my goals. I fail when I do not take decisive action to achieve my goals. If you share my interests, you’ve come to the right place.

I know that you may have spiritual, educational, or health goals beyond making money, and I invite you to discuss these goals with your minister, school counselor, and physician. This workbook, however, is focused on the financial aspects of your life. What is your current income? How does

your income match with your standard of living or retirement goals? How much money would you need to make to live the life you desire?

I cannot answer those questions for you, but I can present you with a tool to achieve a higher income, and perhaps an alternative to your daily work routine that will have you jumping out of bed in the morning with enthusiasm. This tool is Network Marketing. But like any tool, its proper use takes training and experience.

In 12 years of selling and using products associated with various network marketing companies, and experiencing the highs and lows of network marketing, I have seen people quit the business after a month of not being able to recruit anybody into their organization. I have also seen lost sales opportunities because the marketer did not know his product, or how to demonstrate and discuss the product's features, advantages, and benefits.

There is more to this business than just being excited, or sharing your dreams with prospects (although both of these are important). Successful network marketers know there are four essential tools required to make this business work:

- **Selling**
- **Recruiting**
- **Training**
- **Attitude**

Each of these tools works together to support network marketing. Imagine an air compressor. The compressor is made of many components, such as the tank, pump, hose, and hose attachments. Try to inflate a tire with one of these components missing. After a little effort, you are sure to either quit in frustration. Network marketing is just like this compressor. It is made up of components, and all must work together for the business to function.

In short, people fail in this business because they neglect to take the time to learn how to use the tools in their network marketing toolbox. Give yourself a break. Learn how to use your product. Become familiar with its features. Be able to answer the first question out of any customer's mouth: "Why should I buy this product from you?" before becoming frustrated by your lack of instant stardom.

I propose you master the art of selling your product before worrying about recruiting people. The first 90 days in this business are stressful enough as

it is. If you dive in trying to recruit people the first day, rest assured the rejection you face will be overwhelming.

If you will devote the first 90 days to contacting potential customers and servicing those customers however, you will face less rejection, and you will see an immediate return on your efforts, in the form of cold hard cash, that you can deposit in the hip national bank. In polite business terms, this is known as margin, or profit. Your sales activity will generate enthusiasm among your customers as they witness first hand your success.

In my experience, a satisfied customer will make the best prospect for your recruiting goals later on. I experienced this firsthand in 1979. A co-worker introduced me to a detergent produced by Amway (a great company, which I do not represent). I bought a box of soap from this man every month for over six months before he even bothered to mention that he was a Direct Distributor for Amway, and that distributor opportunities were available.

This may be too extreme for you, but I was impressed by my friend's relaxed approach to network marketing. He suggested a product to me, gave me a small sample, and a week later asked me if I wanted to buy some. That was the extent of his sales technique. Rather than try to recruit me to join his organization before I knew a thing about the product line, or his company's integrity, he asked me to become a regular customer. He introduced me to the product, and Amway's quality brought me back.

Network Marketing can be stressful, if you allow it to be. In my experience, the source of this stress is lack of skills and confidence, coupled with desire and big goals. This is a classic example of conflict, where a person's wants are held just out of reach by a bevy of obstacles. The big goals and desires are necessary for your motivation, but you need to recognize that acquiring skills and confidence will take time.

Take the time to learn your trade, and set realistic goals that match your knowledge level and time commitment. It always amazes me that people want to join network marketing and make a million dollars the first year, before they have even secured their first sale. Would you like a surgeon operating on your child before going to medical school? How about allowing a person to prepare your taxes before learning the tax code? We expect professionals to be trained, qualified, and certified prior to operating on us or completing our tax forms. Should we not expect the same standards for ourselves when we go into business?

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I had a similar experience with a career ambition to become an electrician. I was shocked to discover I would need 6,000 hours of documented electrical work experience before being considered for an apprentice position. That's over three years of full time work, just to get started on the bottom rung of its formal training program that would one day lead to a journeyman or master skill level certification. Yet as network marketers we expect to be shown the big money by next Thursday, at the latest. This is a recipe for disaster and disillusionment.

If you have already joined a network marketing organization, I want you to consider this plan of action: Within the next 24 hours find one person who will buy your product. Forget about recruiting for the moment. Concentrate on generating personal sales volume. Don't get distracted by recruiting goals, conventions, fancy cars and wardrobes, or the income of people in your upline. Focus on creating a small batch of regular customers.

After you have 9 regular customers, broaden your scope of operations to finding one person to join your organization, and then help that person find 9 regular customers. As they say on the back of shampoo bottles: Repeat as necessary. *Helping other people succeed is the heart of network marketing.*

Some MLM industry analysts' claim only 10% of active network marketers receives a commission check each month. This does not mean MLM is not a viable business opportunity. What it does mean is that up to 90% of network marketers choose to attempt recruiting people into the business, without attempting to make sales. As you will learn in this workbook, I believe this approach is backwards and foolhardy. Build a regular customer base and you will be a part of the 10% that receives a commission check each month.

Your prospects will see your success and be encouraged to follow your lead into the business. We all love success and want to be around successful people. Your record of making consistent sales will be seen as proof that the business works. By the way, make a show of handing out commission checks during your opportunity meetings. You do not need to disclose the amount of the checks to the audience unless the recipient requests it. Just the spectacle of active sellers receiving cash back from the company will motivate others to focus on making sales of their own.

A second concern in network marketing is the dropout rate of starters. The statistics are grim, but they do not have to apply to you. According to MLM company averages, up to 90% of starters quit the company within a

1-2 year period. What the statistic does not show is where the quitters have gone. Many still believe in the MLM opportunity, but have chosen to change companies. In my experience, the leading cause of this departure is related to the new marketer's relationship with his or her upline. An upline that does not train, or support its downline is worthless, and you can't blame people for not wanting to hitch their dreams to a falling star. For fall they will. Always remember, in network marketing, you succeed by helping the people you sponsor into the business succeed.

The concept of network marketing is so powerful that many companies cannot resist the lure of creating a huge sales force to market their products and services. These companies will resort to any unscrupulous act or promise imaginable to draw you in. Of particular concern are offers made through the Internet.

Avoid the email spam scams. Stick with legitimate companies, with long-standing records of delivering a quality product to its customers. Don't be fooled by Internet offers. MLM is a belly-to-belly business. That is, it depends on people meeting with people to trade goods and services, and discuss business opportunities. It is not a hands-off, lazy man's way to riches. MLM takes work and discipline—which is what makes the rewards worth striving for. Please don't be fooled. If you learn nothing else from this workbook, your wariness towards the MLM charlatans that want to steal both your money and your dreams, will make the price of this workbook worthwhile.

My objectives in this workbook are to convince you that network marketing is a viable business opportunity, show you how I think you should get started, and present some techniques of recruiting, training, and selling that you can add to your network marketing toolbox. Be a professional. Learn your trade before expecting to be paid vast sums of money.

I invite you to turn the page and begin your apprenticeship training. And by the way, in network marketing, we measure success in terms of money earned, not years of loyal service, college degrees, or inheritances. Make a sale today, and you're on your way.

Why You Should Consider Network Marketing

The future of network marketing begins with you, today.

Network Marketing, also known as Multi-Level Marketing, offers an incredible opportunity to the go-getters of today's marketplace. The concept has born the criticism of skeptics and been tested by time, as well as the courts. According to industry records, nearly \$100 billion in goods and services are sold around the world each year via network marketing, and over 25 million people are involved as distributors. How big of a piece of this pie do you want?

Network Marketing is a viable tool for achieving lofty financial goals, but it does not come easily, nor is wealth assured for the greedy and dishonest. *Network Marketing is not about using people, but about getting other people involved in the business as your partners.* I won't tell you recruiting people into your business will be easy, in fact it may be your biggest challenge, but according to national surveys, well over 90% of all adults in America dream of owning a home-based business.

There is nothing new about engaging other people to help you attain financial goals. Capitalists have known for generations that true wealth was built upon the shoulders of huge labor forces and the control of production machinery. Exploitation was the name of the game, and soft-hearted, philanthropic businessmen were often short-lived.

Adam Smith revealed the secrets of capitalism to the world in his book *The Wealth of Nations*. Smith's book goes into painstaking details of the manufacturing process and how the use of capitalistic concepts, such as the division of labor, mass production, and the use of a carefully orchestrated labor force, can enrich the entrepreneur and allow the consuming society to benefit from higher quality products, sold at lower prices than what competitors offer.

Smith used the example of a pin factory to demonstrate how a one-man operation may be able to produce a handful of pins per day, where the individual steps in its production may include drawing a thin strip of steel from a spool, cutting it to size, flattening an end for the eye, sharpening an end for the point, and finally packaging it. Each of these steps, accomplished by one individual, takes a considerable amount of time, and

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