

# NETWORK MARKETING SUPERSTAR

How To Get Started And Succeed  
In Network Marketing





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# Introduction To Network Marketing

Network marketing or Multi-level Network Marketing (MLM) is a method of marketing that makes use of independent sales reps as a way to reach a wider range of networks, where conventional methods such as traditional online or offline advertising wouldn't work. It is a very popular business opportunity for people looking to work part-time doing flexible jobs.

Hundreds of companies utilize this method, including some well-known brands such as Avon, Tupperware and Mary Kay Cosmetics: these companies and their respective associates hire a 'sales force', much like insurance companies have been doing for years, and they use these individuals to reach networks such as friends and family.

Ever come across an ad on TV using the term "Independent Insurance Agent", or something similar? These individuals are not really employees of the company; they operate independently by purchasing a product sample starter kit, which usually costs a few hundred dollars, and with that they get an opportunity to sell the product line to their own contacts, friends, family, etc.

These types of programs rely on an individual's ability to influence their network and sell products; and when properly executed, both parties benefit. Many network marketing programs require participants to recruit more sales reps, and as a participant adds to their own "downline", sales made by the new recruits generates income for those above them.

Compensation cannot be made exclusively on the basis of recruitment: instead, it should be based on the ability to sell company services and/or products. If a network marketing program generates revenue almost entirely from these recruitments then it may be illegal, and by definition would be a pyramid scheme.

A network marketing program is usually exempt from traditional business regulation and state and federal laws don't define it as franchises under franchise law, so you may need to do some research before putting in any money.

### **Why do businesses use network marketing?**

It's pretty simple, they need to access your network, influence your family and friends, and traditional advertising methods tend to be limited. You would have an easier time trusting a new brand if a friend or family member suggested it, and that's what makes these programs effective.

The types of products and services included in a network marketing program can range from Nutrition, Finance, Communication, Internet Access, Electric Power, Weight Loss, etc. Word of mouth marketing is too powerful to ignore and because it's not as expensive as the alternative, which would be spending millions of dollars each year on complex marketing campaigns, companies are more than willing to pay you to spread the word.

The difference between a successful attempt at being a network marketer and a complete disaster doesn't necessarily depend on a person's ability to bug their friends, or lecturing them into submission to have them buying the product or service. That strategy might yield immediate results but it wouldn't work for long.

Your ability to learn who in your circles would benefit from what you're selling, and who would be interested in joining the program: that information will get you better results in the long run.

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# Types of Network Marketing Businesses

Most network marketing companies operate as some form of multi-level marketing plan, where the company provides a product or service and assigns agents to sell it. This setup gives the sales reps an opportunity to earn a commission by selling products, and recruiting new reps and growing their own little network.

Direct marketing works in a similar fashion, where a product line is launched to the market, and the company invests in a range of marketing materials including training and tools to help the new investors become successful. Commission largely depends on the number of items sold over a period of time and if there is an existing market to tap into, products can sell out in large volumes.

Individuals seeking out a more family-friendly type of network marketing could try out party plans, which are popular with parents who want an additional revenue stream. Party plan systems require an initial investment to create websites, buy product demos and relevant marketing materials, but their flexible scheduling makes them ideal for anyone splitting their time between the company and other responsibilities.

Technology allows sales representatives to expand existing networks and tap into new ones in order to establish a wider revenue stream. As their

down-line expands, so does the commission and with a big-enough down-line your leg work reduces and you start earning from the new reps. But before you get to this point, you have to select the right type of system and have a plan of action.

## **The different types of networks**

Here are the different structures available in network marketing:

### **1. Unilevel Structure**

This system allows you to earn from your frontline and it doesn't limit the number of people you can sign. It's a pretty old system and it's certainly not the most lucrative but it does promote cross-line competition, which means a higher chance of expansion.

### **2. Stair Step Breakaway Plan**

Perfect for the aggressive marketer, this plan is excellent if you have plenty of time to dedicate to sales. The higher you go up the steps, the more you break up from your own up-line, and in the end you'll only have people on your down-line, which means people will stop earning from you. If for instance you're supposed to breakaway at step 7, your up-line won't earn from you anymore, and you will get all commissions from anyone below you.

### **3. The Binary System**

This system has been popularized by Questnet and it takes significant dedication to earn from. You only get two down-lines with this plan and new sign-ins are automatically under your down-line. In order to make money you have to earn from both down-lines; so when picking out this type of plan, try to get one where you can carry over extra points from the less active binary side.

#### **4. Forced Matrix Plan**

This system aims to promote teamwork and it allows newcomers to earn high commissions by combining forces with fellow members. Because it has a defined frontline, the system allows members to focus on signing more people in order to earn on higher levels.

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# How To Find The Right Network

## Marketing Business

If you'd gotten into network marketing a few years ago, there were very few companies doing it and back then people didn't spend weeks trying to find the right type of marketing business. But that is not the case today and in order to achieve any kind of success you have to be with the right company. There are literally thousands of companies available and new ones are popping up every other week, so the job of choosing the right one won't be easy.

One of the ways many people get into network marketing is because a friend or family member introduced them to a company but often this is not the best way because the company might not be suited for them. The result, often times, is frustration, failure or moderate success; all of which can be avoided.

Working with the right company doesn't automatically guarantee success, but it certainly increases your chances of attaining it. Ultimately what makes a person successful in network marketing is what they do, and that means building a network of people keen on purchasing a product or using a service. It's simple enough; you only need to provide information about

the product or service, answer whatever questions your prospects might have, make the sale, do a little follow-up, sponsor them, train and support. Your passion for the job and desire for success will make all this simple and fun, and there's no way to get to that place if you don't believe in the company you work for. As a network marketer, you want to feel secure in the company, and for financial reasons you want to believe that it will be there for years to come, supporting you and your family.

So how do you get around to choosing the right company for you?

There are dozens of factors to consider but some people only need a few assurances before joining a company. We'll look at a number of issues just to make sure you are covered.

### **1. How long has the company been around for?**

In order to make sure the effort you put in today will pay off for many years to come, select a company that's proven to be durable. This shouldn't be too difficult to work out: majority of network marketing companies, about 90%, fail within the first two years. Nobody wants to invest their time and energy into a company that can't guarantee continuity, so start by looking at this and you will shorten the list of companies significantly.

### **2. Are they well capitalized?**

In simpler words, you're trying to find out if they have the cash needed to grow, bring in talented management, develop solid infrastructure, keep up

with technology, and of course, pay your commissions. One way to make sure no company gets past your radar is to focus on public traded companies for the sole reason that they are required to disclose their finances to the authorities. Some of this information might be harder to access when dealing with private companies, so keep that in mind.

### **3. Is there a need for the product or service?**

There are many horror stories about people who wasted their money purchasing products they don't really need. To avoid all the drama that comes with that, find out if whatever the company is selling fills a genuine void, if it actually helps people, and if it comes at a reasonable price. The product should provide value to the customer; otherwise the whole plan will fail.

### **4. Trend or fad?**

Some products hit the market and generate huge waves of customer appeal but only for a short time, until they fade out. You might be able to make a good amount of money while the excitement goes on but the problem is you can't create any long-term residual income on a product that lasts a couple of months before fading off into oblivion.

Consider the long-term effect and find out if customers would be interested in using the product or service for a long time, that way your income won't run out.

### **5. Are you able to generate immediate income?**

This would pay off if you're keen on expanding your network but the only way to ensure you get ready cash flow is to tap into an existing market. If you can locate a large untapped market for your product, that would be a good place to start.

## **6. Technology**

Not everyone has fun doing sales work, but anybody can appreciate working in an environment that involves plugging into a system and using a bunch of tools to do the sorting and selling for you. Technology can be used to narrow down the targets and make your work a whole lot easier. One advantage of having machines do the heavy-lifting is it allows you more time for yourself, and if you have another job to get to but don't want to lose money on either side, then it's perfect.

## **7. Are you working with a sponsor or recruiter?**

The person who introduced you to this business opportunity could determine to a large extent, your success or failure. In addition to the company being strong and successful, you also require coaching, training and motivation, and your sponsor would be useful with that. Recruiters tend to abandon people as soon as they sign them.

## **8. How will you fit in with your business partners?**

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