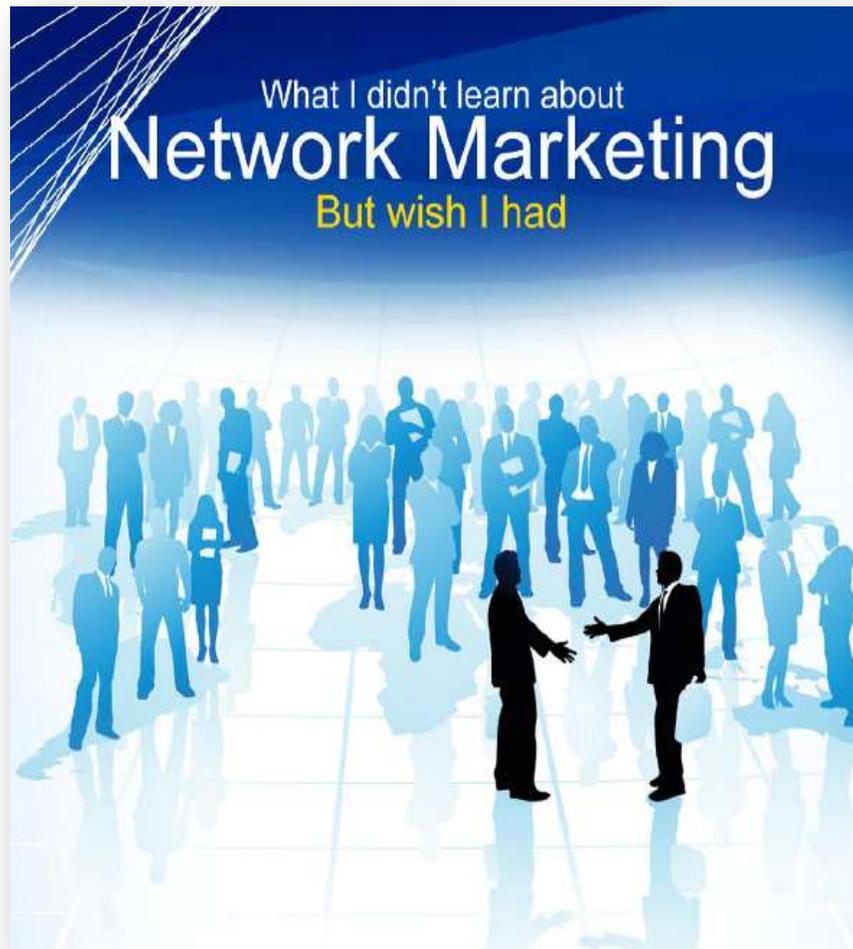


What I didn't learn about
Network Marketing
But wish I had



By Aaron Fletcher

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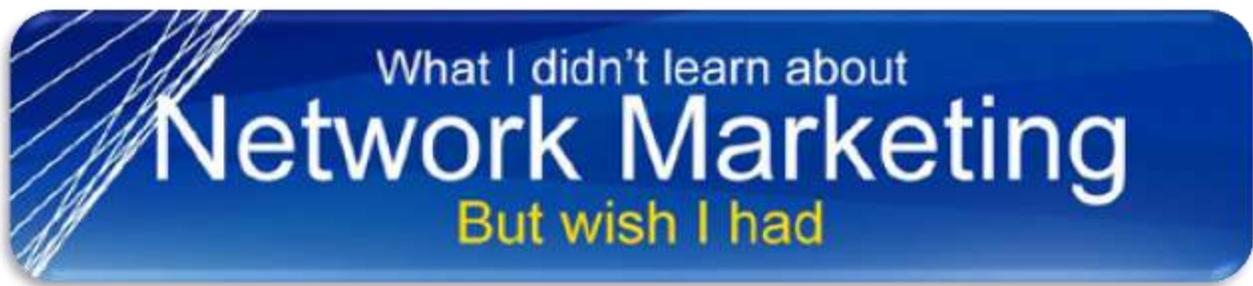
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Introduction



Hi, let's get started...

When individuals or entrepreneurs associate with other individuals or organizations at different levels in the hierarchy for the purpose of doing business, it gives birth to a marketing phenomenon called Network marketing. In this context the word 'network' in network marketing signifies people and the word 'marketing' symbolizes companies /organizations. Both of these together lay the foundations of the Network marketing business model.

In view of that which has been said above 'market' paves the road for marketing while networking creates the channel required for marketing. Thus the words 'network' and 'marketing' complement each other greatly. Companies carry on the market their products and people go on building profitable networks, thus building up their own enterprises; and this is what network marketing is all a bout.

Along the way an individual is compensated for his efforts in the network marketing endeavor. Such compensation is referred to as commission that an entrepreneur earns on account of the business he or she generates for a company or an organization. A network company can deal in several products ranging from cosmetics, medicinal products, insurance, financial services etc. Some of the major network marketing companies are Amway, Herbalife, Avon Products, World Financial Group to name a few of them. Statistics have revealed that around 50% of goods and services are being distributed through Network Marketing.

In view of the above it is implied that there is much scope to learn and to earn from the Network Marketing business model. The products and services that sold through this business model are qualitative par excellence and distributors or entrepreneurs promoting and distributing them undergo constant and continuous training programs to enhance their knowledge about the product, to improve their

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marketing skills and to be at par with the market standards and demand; this is done so that they may do better business.

This book has been compiled so as to give you a clear picture of the network marketing business model and to clear any misconceptions that you have regarding the same. This business model gives you several advantages especially advantages of time and freedom, low investments, high returns, tax benefits, business experience etc to name a few of them. Please read the section on advantages of network marketing; it will help you get a positive outlook and enhance your confidence to venture into the business. The section on 'how network marketing works' explains the network marketing procedure; you must understand the flow and lingo of the business model and thereby this chapter holds much relevance.

To help you remember all that you have read in this book, I have included a section on 'effective tips for network marketing to be successful'; go through this section to sharpen your marketing skills and implement on the basics.

It is interesting to observe the evolution pattern of the Network marketing business model within the last 25 years or so. No other business or industry has crossed so many stages in such a short period of time. This is probably because of the utter commitment that people in the business have shown towards themselves, their associates and towards the business as a whole. This is what makes the Network Business Model stand apart as compared to the traditional business models and you are called to be a part of this unique and most outstanding opportunity. So read on to enter the realm of Network marketing that will help you learn as well as earn! Something that is really unique and unheard of in any other business model!



Aaron Fletcher (Author)

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Chapter 1

What Is Network Marketing

A network marketing, direct sale is a very effective way to promote and sell products and services directly to prospective buyers. It mainly involves the marketing of a particular company's products or services to customers and in turn asking them to do the same. In this manner your market grows bigger which in turn increases your revenue.

Network marketing involves you, the representative of the company to reach out to the public and advertise its product and services. You are the company and the customer will know nobody but you. So you are a very integral part of the company and through you will the company only grow.



Like any other company the ultimate objective of a Network Marketing company is to increase its customer base which in turn will increase sales leading to a rise in revenue. But unlike most companies do not have that much of cost involved with advertising or promoting the products or services. On the contrary there are very little costs involved here as you the representative are actually advertising for the company. Normally there would be a lot of people in between who would add to the cost of the product before it finally reaches the customer. But here in Network Marketing, there are no 'middlemen' and hence these costs do not exist leading to decent profit margins.

Network marketing does not use the traditional way of manufacturing and delivering the goods to the customers. Instead, since the 'middlemen' do not exist, the products or services are sold and delivered directly to the customers.

Since there is the absence of 'middlemen', the huge sums of money that are normally used to pay them for advertising costs can now be paid in the form of 'commissions' to you and people like you who are working hard to make the sale and publicize the company.

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Due to the above reasons, a number of companies are now adopting this method of selling and thereby generating a sizable amount of income. Since it helps the company to build a considerable amount of client base that will in time become very loyal and satisfied, without spending large amounts of money on advertising, etc. The company does not have to keep aside a big budget for advertising and publicizing. Also from the customer's point of view, by avoiding the 'middlemen', the product or service becomes cheaper making it cost effective and acceptable.

Network marketing is very appealing to people who do not want to be tied down with a job and to a routine or even bossed around. Since you work on a commission basis there are no targets which you have to meet, failing which you might lose your job, as it is in the case of regular jobs. Of course, individual targets must be set in order to achieve a decent amount of earning. The theory is very simple. The more you work the more the chances of making the sale and hence more the commission.



It has been proved that Network Marketing works well with housewives. Since they do not have any job and have spare time to give towards earning something, housewives find this a good opportunity to make some money.

Secondly, since they generally are used to doing a lot of work at home particularly, several at one time, they are good at multi-tasking, which this job demands. You have to coordinate your time with prospective customers very well. Preparation before meetings and calls is very important; therefore some home work is required before you meet or speak with the client. Not only this but also commuting between the client's house/office and wherever you are needs to be paid attention to. Time should not be wasted in trying to locate the office or house.

Thirdly, a lot of patience is required in this sort of profession, which housewives possess. Patience brings rewards. Many people take network marketing as a profession and then leave it within a month only due to lack of patience. When There is no result in spite of putting in a lot of hard work, frustration creeps in. But for a housewife, this is no problem at all. She will continue to go about the work



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until she gets results. If you are taking up network marketing as a profession then you should think like an entrepreneur rather than like an employee. Only then will you be successful. The best part of Network Marketing is that you get rewarded for what business your customer brings. This is because the company is getting publicity through more people. So it rewards you for adding more people to the chain of network marketing.

Nowadays there are various ways in which you get compensated for the work you do. Some companies pay for the number of people recruited through you in addition to your sales. Others pay for the sales your recruited people make along with an incentive for getting them along with commission on your sales. Therefore there is a lot of scope in earning and this must be understood before actually starting out.

Network Marketing is the future and many more will be adopting this kind of a business module. It is cheap and effective. Everybody enjoys what they are doing and in return is compensated handsomely. Not much of investment is involved and brings results quickly. But the most important factor is time has to be given and at a consistent level. Every day at least 3 to 4 hours is the minimum amount of time that needs to be given.

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Chapter 2

How Does Network Marketing Work

Now we shall take a look at how Network Marketing really works. While in a normal business where goods are manufactured, there are 'middlemen' who are employed to talk to wholesalers and persuade them to buy their goods to distribute to the retailers who in turn finally sell to customers.



In Network Marketing there are no agents or middlemen. This in turn does away with any wholesalers or retailers. The products are directly sold to the customers by people joining the network concerned.

So what happens here is that instead of getting into the process of setting up all the above people, only a small group of people are hired who directly talk to potential customers.

The advantage here is the cutting down in cost. In normal business, since the product goes through several hands, like the wholesaler, retailer, the cost eventually is kept high which the customer has to bear. Whereas in direct marketing all these costs are avoided. More so, if a particular person working for the Network Marketing Company likes the product so much that he wishes to use it then he can use it himself and get it at the whole sale price. This becomes very cheap for him.

Also if any customer he has soled the product to, likes it so much that he or she wishes to promote it themselves then they can join the business and he will also start to make an on going residual income, this is the best example of how Network Marketing works.

Normally in order to join a Network marketing company, a registration fee is required which is fairly nominal. Once this is paid you get a kit with certain instructions, brochures of various products and also some selective products to try out yourself. There will also then be some training programs which you should attend so that you understand the whole business properly and become more

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effective in communicating with people. Once you are equipped with all the information regarding the products and the company, you can begin the business. First you could make a list of all the people you wish to approach with the products you have for sale. Initially it's a good idea to target sales of products only (depending on product/service). Only when they use a product or service will they become convinced about the products. Now once this is achieved, they will automatically join the business themselves. Do not push them to join the business. Keep marketing your products/services. Only spend time with people that want more information. You will see results automatically.

Network Marketing really works and you can earn a living out of it. From the very beginning you must understand that not everyone will buy the products. While there will be some who will be completely floored with the products instantly, there will also be another lot of people who will not be stirred at all with the products. You must embrace success as it comes and also accept the regrets as and when it happens. The key is to keep going at it.

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It is all about the number of prospects you have, and then converting them into customers. The more prospects you have the more customers you will make. Until you hear a 'no' or a 'yes' do not stop persuading the prospect. Because we do not know when the right time and place will prevail.

A better way of doing this business is by also identifying a segment you wish to target. This will work very well as you will be accustomed to their behavior since you will be meeting more and more



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