



# 7 KEYS FOR NETWORK MARKETING SUCCESS

Achieving success in Network Marketing starts with finding the right company.

The right company isn't the flashiest and it's definitely not the biggest. No, the right company for you is the one that nurtures you and helps you grow - both your business and yourself.

Use the **7 Vital Elements for Evaluating Network Marketing Opportunities** and find the right company for you.

Developing the right **mindset** and mastering the necessary **skills** with the right company forms the foundation for long-term success in Network Marketing.

Designing that foundation requires patience, hardwork, and remembering that, It's impossible to fail in Network Marketing *unless you QUIT!*

Here are the **7 KEYS FOR NETWORK MARKETING SUCCESS.**

## 1 MINDSET

**Employee mentality vs entrepreneur mindset.** Unlike employees who only have to show up to get paid, an entrepreneur must take ownership and **personal responsibility** for their success or failure.

**Work for profits - not wages.** There is **no ceiling** on the potential earnings of a Network Marketer. You're able to effectively leverage your time and income through others that you recruit and the team that you build.

**Employees have no leverage.** Companies pay their employees according to their skills or job title and the hours they work, making the arrangement a **linear** income.

**Treat it like a business.** You are the CEO of your own home-based business with the potential of a multi-million dollar enterprise. It is vitally important to treat it like a business, **not a hobby**. Hobbies cost money. A business makes money.

**Deferred gratification.** Entrepreneurs understand that they must put a lot of time, capital and energy into a business before the business can afford to pay themselves. Most traditional businesses may take 4 - 5 years to be profitable enough to begin paying the owner even a modest salary.

Network Marketing compensation plans offer **immediate income** through retailing the company's products while in the process of building a team of independent distributors.

In the beginning you'll find yourself putting in a lot of time for very little income. **Stick to it.** Later you will have to put in much less time for disproportionate income.

**Building an income-generating asset.** With every new customer you acquire on a **subscription monthly reorder** and every new distributor you enrol, you are building an income-generating asset.

## 2 WHY

Simon Sinek, reminds us in his best selling book 'Start with Why' that people are not really interested in **WHAT** you are doing, but **WHY are you doing it.**

Before getting started in your new business, stop and think about **WHY** you decided to embark upon this new venture. If you don't have a compelling reason, you will not stay actively engaged long enough to get good at Network Marketing.

The **WHY** is the psychology and 80% of Network Marketing success. **HOW**, or the skills, is only 20%. You can learn the basic skills to run this business in less than one day. It will take time to master them professionally.

**Your WHY fuels the passion to achieve.** When you want something bad enough, you will continue to persist until you have it.

When you know **WHY** - setbacks or disappointment are shrugged off as **minor inconveniences.** If you don't know **WHY**, these setbacks loom as monumental obstacles.

Get clear on your **WHY.**

## 2 SKILLS

There are only a few **vital skills** that you must **master** in order to maximize the earning potential of Network Marketing.

Unfortunately there are no shortcuts. No one can teach you Network Marketing. You learn by **doing** Network Marketing. It is not knowledge training you need; it is **behavior** training.

Behavior is only trained by doing something repetitively, consistently following a 'daily method of operation' or income producing activities until you master them. Remember, **'Repetition is the mother of skill!'**

Get efficient and become effective at the following, and you'll be well on your way to success in Network Marketing

- **Create a database of everyone you know.** Start with your immediate circle of friends, family and business-related associates. Consistently add to your database with every new person you meet.

Think of everyone as a 'suspect,' not a prospect. Until you have had an 'insightful conversation' with them to determine **whether or not** they are a 'prospect' for your opportunity or products. Keep the conversation - conversational.

Find out what they are looking for. If you intentionally listen, rather than waiting to talk, you will **discover** whether or not your opportunity provides a **solution** to their life's challenges.

- **Learn to Ask Questions. NOT Promote or Sell.** If you treat your Network Marketing business like a 'sales' business, it will almost certainly guarantee to create resistance in the form of objections.

People do not like to be sold. However, they like to buy. Listen carefully to what is going on in their life, e.g. lack of job satisfaction or personal fulfillment, insufficient income, etc.

- **Telling your story.** Become an influencer. Everyone has a story to tell. For example, what triggered your interest in Network Marketing and/or your company.
- Highlight how your opportunity, and/or products, have helped you overcome similar challenges your 'prospect' faces.
- **The 'Art of the Invite'.** If you have sparked in sincere interest from your 'prospect' the next step is to invite them to look at the pertinent information. Utilize company product videos, opportunity presentations, webinars and local events.
- Be the 'messenger,' not the message. Your focus is NOT to sell, which comes from overwhelming your prospect with unbridled enthusiasm and scattered information.

The INVITE is a vital skill mastered by professional Network Marketers.

Always remember, the people whom we are looking for are **actually looking for us**. They are looking for solutions to their dire financial situation and/or the health benefits which your products may provide.

## 4 FINANCIAL COMMITMENT

**Small one-time startup cost.** A distributor kit is typically required containing pertinent company information plus an enrolment order of the company's products.

In comparison to the \$62,000 average traditional business startup cost in America becoming an independent distributor is usually less than \$2000.

**Investment secured by inventory.** As a distributor you are purchasing inventory at **wholesale** pricing. You will retail the products for a profit.

**Tax deductible.** Your startup costs are tax deductible as are all business related expenses.

**Low risk.** Should you decide not to continue with your Network Marketing business there are several ways to recapture your original investment. The options include **retailing** the product inventory for profit, **consuming** the products at wholesale or **returning** the products to the company for a refund.

Certain restrictions apply when returning inventory for a refund. See individual company policies.

**Be a product of the product(s).** The only ongoing associated cost is maintaining a **minimum monthly order** requirement to be deemed 'active' and eligible for any commissions earned.

**Note:** It is unquestionably much easier to promote your company's products if you are personally using them. In fact, you will find that you will sell only those products you use

## 5 BE COACHABLE

**Follow the system.** Most leaders and/or the company marketing department will have a proven system focused on finding customers, recruiting distributors and helping them get started.

Systems do not fail people. People will fail the system. Attend all leadership and corporate training events to learn as much as you can from the successful people you want to emulate.

**Do not attempt to reinvent the wheel.** The surest way to succeed is to find the most successful leader in your organization and DO what they DO and you will HAVE what they HAVE.

# 6

## ATTITUDE

"IF you think you can or you think you cannot, either way you are 100% correct."

- Henry Ford

**Manage your emotions / Discipline your disappointments.** This is by far the most challenging experience you face while building your Network Marketing business.

Like all of us, when we start out, you will find that the majority of your circle of close friends **will not** be open to an opportunity to better their lifestyles through Network Marketing. Accept that. Learn to 'sift and sort' by **asking** the right questions to find those who are.

It is imperative that you **stay focused** on the behaviors, the process and have **NO emotional attachment** to the results of your efforts.

Keep telling your story and sharing the information. The most unlikely people will show up and embrace the opportunity.

**Steadfastness / Posture.** Your posture is the **number one** deciding factor whether or not you have success when prospecting, presenting or addressing concerns.

Posture is anchored in the **BELIEF** of what you have and offering others regardless of external acceptance or approval.

**NEVER Quit.** With the right company, it is absolutely **impossible** to fail unless you decide to quit.

# 5

## PERSONAL GROWTH

In Network Marketing, the difference between a supplemental income and 7-Figures is like the difference between a scratch golfer and Tiger Woods.

The scratch golfer focuses on the basics. Tiger Woods focuses on his **mental disciplines** to win Championships.

Your personal growth **determines** the size of your business and size of your monthly commissions.

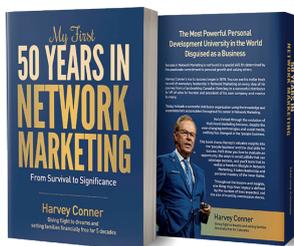
All personal growth exists **outside** your comfort zone. You need to **level up** your mind set as well as master the basic skills.

Simply stated, **become** the person you are looking to find and success **will find you.**

**Note:** I attribute 95% of my success in Network Marketing, and in life, to the time I spent developing my mindset, setting challenging goals and pursuing my dreams. Everything else fell in to place.

"The winds of adversity stop blowing when you know where you are going."

### For more information



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