

03 • 10

OBTAINER

OBTAINER-ONLINE.COM

W O R L D W I D E

FLOURISHING
BUSINESS
LABELjeans
attracts
success

Flourisher



*Column by **Dany Szasz***

The Basics of Network Marketing

In my discussions with one networking colleague or other I often also get input about topics they would like to see dealt with in my column. Unfortunately, this isn't always possible. Sometimes it's the case that a topic doesn't have enough content to write a whole article about of it. When that's the case, I always combine two or more topics into one article.

I came by the topic for today's article through a good friend and reader of my column called Bart. He asked me recently to explain the simplicity of network marketing for once in a brief "steps 1-2-3 system". That's what I call a challenge. To obey that will mean being ready after one paragraph.

Ultimately, however, our business is basically really simple, and that's also how Bart sees it. Of course, we can philosophize about it at great length and make it more complicated than it is. The infinite number of possibilities for working in networking today almost make it into a science of its own. As if that weren't sufficient, we then develop complicated systems which are even

more complicate to explain and operate. When I started networking 14 years ago it was really quite a lot simpler to give new consultants an understanding of the way MLM functioned or of the basic steps in MLM. Or alternatively I didn't ask so many questions and simply did what I was told. I don't know anymore. At that time I simply have great confidence in those who were successful. I tried to implement everything I was told. Let's take a look at what has changed since then. At that time things went more or less as follows:

Use the products you'd like to sell/recommend in order to convince yourself of the quality as well as the difference they make for you.

Use the products you'd like to sell/recom



Step 2

As quickly as you can, develop your own story about the products you're distributing. What positive things have you experienced with them?

Step 3

While completing Steps 1 + 2, make a list of all the people you know. Divide them into 3 categories.

a) Who might be interested in the products?

b) Who might be interested in earning some extra money?

c) Who might be interested in both?

Step 4

Be prepared to learn, listen to and trust the person who has had more success than you (this step and a few others are ones I developed for myself).

Step 5

Together with your mentor or upline define your goals. What do you want to achieve when and how? Then decide on the course of action for your next steps and how to approach people in the most sensible manner without talking them to death. It would be better if at the beginning your mentor gives you a hand so that you can learn more effectively. If

not, hey... you learn through your mistakes ;-)

Step 6

Bring as many people as you can to business quickstarts or business seminars. (Every company has different names/concepts for these, so make your upline explain it to you.) In this way you let your colleagues who've been at it longer do the work for you. This is mostly more effective than trying to do it on your own.

Step 7

When you have complied with the steps



so far as well as the tips from your upline, then as quickly as possible develop your short “income story.” Try really hard to build up successes during your first 3 months so that you can develop this story. With this story, which should be based on fact, your career will develop and you’ll see how inspiring its effect will be on others who are starting off. So never underestimate the power of your success story.

Step 8

Take part in all the training sessions you can get – particularly in the first 12 months. You’re building up your career,

but at the same time you’re still in training. Don’t forget that and remain prepared to learn. At the same time you’ll manage to keep your motivation level high and you yourself won’t sink into self-doubt and frustration at the small failures that sometimes also occur. In the course of this you’ll also gradually learn to deal better and better with obstacles and to concentrate more on what will help your move forward.

If I remember correctly, those were the steps I worked and built up my MLM career with. Now let’s take a look and see if that’s all somewhat “old hat” and

doesn’t work anymore today. What do I tell my team partners today when they begin fresh in our business?

1.) Use the products and get a result with them. Let’s build up your product story.

2.) Let’s see what your goals are and how I can support you to achieve them.

3.) Be prepared to learn and listen, otherwise I can’t help you.

4.) Make a “people list” and then let’s see how we can deal with it effectively. Let’s draw up an action plan for the first 6 months together and see to it that you have successes as quickly as possible. In this way we’ll create your success story.

5.) As quickly as possible go to a live workshop or a seminar. The next live appointment is the most important one and will also remain so for the first 12 months. So, always be there!

6.) Keep in close touch with me or your full-time upline.

So if we look closely, not much has changed in my opinion and it isn’t very different from how I achieved my success 10 to 14 years ago – or alternatively 2 years ago when I rebuilt everything again. The essence is the same and I think it’ll always remain so.

So what has really changed then?

What has changed is, on the one hand, the speed we can communicate with today (cf. Internet, emails, etc.). All that didn’t exist at that time. For that reason there weren’t the great number of different ways of working we have today, something that makes it sometimes appear to be more complicated than it is. The thirst for knowledge of many peop-

le is very great and for everything there has to be something in writing – at least that's the case for us here in the West. In the countries of South America, for example, it's still so easy and as unspoiled as it was here 14 years ago: You simply speak with people!

Unfortunately here among us today it's often the case that a new consultant would first like to know "how the cow works" before he can enjoy the milk. ;-) By the time he's understood that, he's lost an inordinate amount of time. Because he gives lots of room to his skepticism, he's produced no successes during this time. Then when he has finally understood (in theory) how the cow works, he may decide that this isn't really his thing because... if it were sooo easy, then everybody would do it!

In the course of this he hasn't really got to know and understand MLM at all. He has a theoretical inkling of what it might be – and it remains at that level. In the course of the years in MLM you will, naturally, learn a lot more but the initial steps are almost always more or less the same. Nobody can skip the "MLM primary school." When you've successfully graduated from this, you can move on to the high school, etc.

There's one more important point that's frequently underestimated:

Where else can you alongside your main job build up freelance work whe-

re after a time your income can exceed your monthly salary?

What actually is the basic idea of network marketing?

The idea of network marketing is to work hard for 3 to 5 years (depending on your goal), to develop good leaders, to build up a passive income – and then to enjoy freedom! In other words, to be able to do what you want and to be able to live as you'd like.

Nobody says that these 3 to 5 years will be easy. Sometimes it takes a bit longer. But those who've really realized that at least once in their lives are those who today are among the top-class networking leaders of the industry. They are where they are because at least once they accomplished something to get there. They were prepared to pay the price in order to be able to live a life different from others and to be free.

Some leaders, nevertheless, then continue to work – but this is something that everybody should and can decide for themselves when they have arrived.

In this sense I wish you lots of success – no matter which class you're still going to ;-)

Yours, Dany

I look forward to your comments at www.danielaszasz.com



