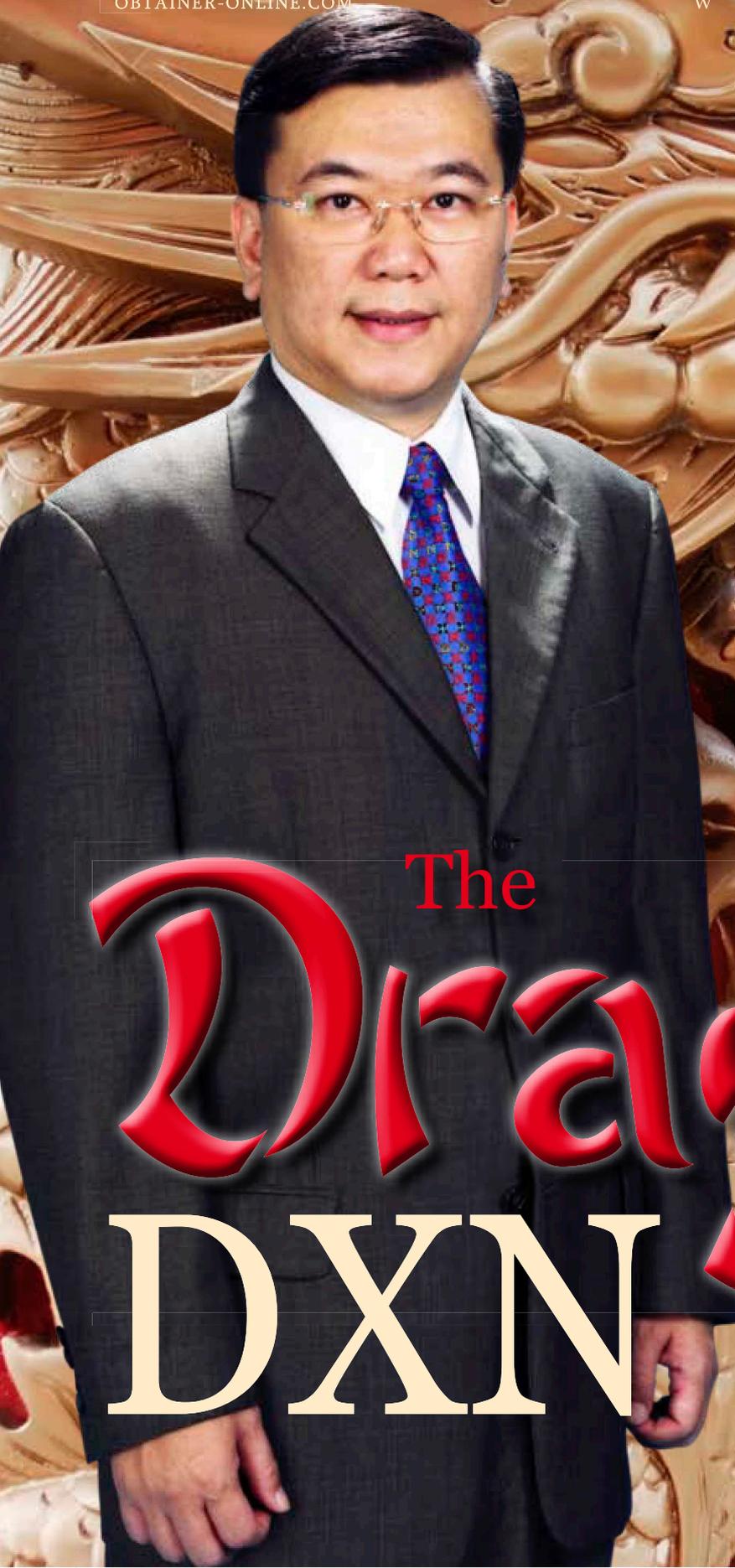


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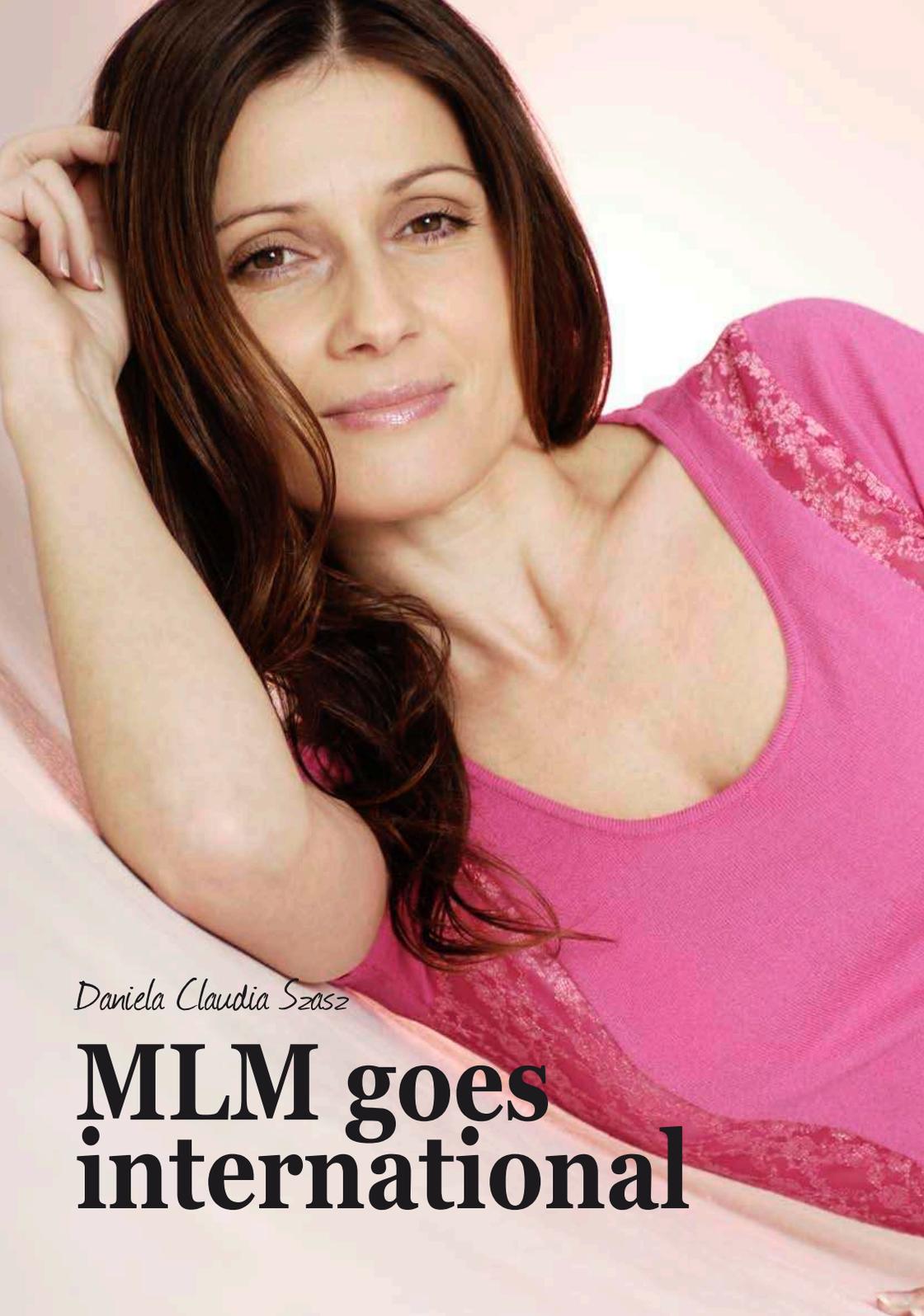
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W O R L D W I D E



The
Dragon
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Inside



Daniela Claudia Szasz

MLM goes international

Today I would like to begin by once again thanking each and everyone of my readers. Also a big thank you to my ‚old readers‘, who continue to give me great feedback and suggestions for new texts. To those who predominately come from outside German speaking countries, such as the USA, Asia etc., I look forward to receiving your feedback and views on my column.

Today’s theme was suggested to me by readers who wanted to know if I would write something about my experience in MLM. I will gladly follow this request and write about my many long years of observations & experiences on the theme:

“How Can I Set Up an Effective International MLM Business?”

Before we go into detail on this subject, you ought to ask yourself, are YOU somebody who could have fun with an international business and everything that is related to it. It makes little sense to dream of this, if you haven’t got a little bit of nomadic blood in you and if you can’t imagine literally living out of a suitcase for various periods of time.

Of course there is always those who hit the jackpot. In this case, you manage to nab someone in your team, someone who has dreamed of heading off, and does everything themselves – then you can retreat to your ‘one-horse town’ with an international organization behind you, with doing little or no work. In my opinion this may sometimes occur, however, quite rarely – but to lie back and wait in hope of this is something I would strongly not recommend. A further possibility could be that one of your Upliners is a world traveler, who takes the workload off you – but in this case you should have a pretty close relationship with them. ;-)

Over 90% of all Networkers that I know, who have a stable international business in various countries are people who are prepared to forget about their home for a period of time. Put another way: They have decided to make themselves feel at home wherever it is they wake up. It doesn’t matter which way you look at it, you can’t get away from the fact that you will have to make a decision about this yourself. I believe that this is the most important decision. All other decisions will arise out of this decision.

In any case I personally know many such people. You get to know them when you yourself are ‚on tour‘. I hit a phase in my life, one which lasted many years in which each and every week without fail I would be packing a bag, each time jetting off to a different location or each year I would move, usually to a different country altogether. Therefore it made a lot of sense for me to live close to a big airport. Today, for around a year and a half, I have been living in one spot, a place with a lot of work, however without the need to fly here and there. I actually find that a bit boring because everything is concentrated within a radius of 1000km. Therefore I am looking forward to doing a little flying around once again...

...however back to you: When you have made the first decision, it is then time to decide when you want to tackle this.

This depends upon your personal situation in life. In plain English this means: If you can financially afford it and if you feel that a another country has a good basis for your company, in terms of development and further establishment of the company, then get on a plane and go. However if you are a little uncertain, its probably best to wait a while.

If possible avoid going to a country where no part of your company is established, somewhere where you would be alone at the beginning, without any other leaders in the area that you know and where you have no basis. I’m not saying that it would then be impossible for you – however the probability is that it would be very difficult. You would have to be a survivor

and quite tough in order to stick it out until you reach success and good earnings.

Be vigilant as to the direction of your business... and follow it!

It might be the case that you, for example, have always dreamed of working in Asia, however you might have developed so much on your own doorstep – wherever that may be – that you won't be able to get away from the work load. Then follow the energy wherever it is going well and set up there. You will get the opportunity to get away later. Or if you dream of Asia however certain contacts in a country, one that is closer to you or somewhere else altogether, are constantly arising. Then you should follow them and go there. Don't be so stubborn when deciding on a country. A nomads life is one of flexibility. It is important to be in the right place at the right time!!!

Try not to set up in too many countries at the same time, as nothing will probably come of this. Especially when you are inexperienced in international business. Do one after another. It takes nothing to dream of having firms in 10 countries and to hope that it will somehow work out while you sit in your 'one-horse town' and don't leave and try to somehow recruit team partners and hope that things will work out – forget it! This is what is meant by 'to leave scorched earth'. Systematically build up one up after the other. When a company is established in a country, move to the next. That means: Remain on site in a country for at least as long as it takes to find one executive manager. When this happens you can leave them to it. They can deal with things now. You move to another country, visit your executive manager regularly, while your energy is being primarily focused elsewhere. This is what is called effective team building. Its not about quickly recruiting a team partner (TP) and then relying on good luck. Above all it is a question of acting responsibly, in the search for country, culture and mentality. If you don't like the mentality of a certain country then don't try and set up a business there – more than likely you would fail!

Suppose I, for example, would like to have a MLM business in China. But I don't like the Chinese, the food is horrible and their mentality doesn't suit me, the smell sets me mad, the sultry weather gets to me etc. However I would like to have a business in China, BECAUSE, purely from a logistical point of view, China is a massive country with a billion inhabitants. The result will be: Success = Zero. Either you change your attitude or the country – or you let someone else go there, someone who likes it there. I think you understand what I am trying to get across.

When you have decided upon a country, get to know that country's culture. Not from magazines! Go and live there for a period of time while you are setting up the business (for at least 6 months, a year would be better). Live and work as best you can while you are living there, like the locals do. Try to understand and get to know their mentality. For example it is impossible to go to Spain with a 'German thinking' cap on trying to function according to your own attitudes. You will fail! You have to learn how to function using their customs – or you can pack your bags (the countries used here are interchangeable and are only an example).

You have to accept things there! At 17, when I came to Germany, it was very difficult for me. I knew nobody in Germany. However I wanted to live, work and create a future for myself there. Therefore I had to – whether I liked it or not – learn how to live and be like a German to the best of my ability. When I understood this, I began to have success here.

In the meanwhile, I now have done this in many countries. It is easy for me to adapt when I want to. However this is essential for an international MLM business and this is the secret of MLM colleagues who are successful. As I have already said: I know people in various firms who have mastered this perfectly. You have to be ready to open yourself to new and different things and be able to expand your horizons. It isn't always easy.

When do you follow calls to new pastures?

For example you have recruited one or two TP's in different countries, they now are waiting for you to move their to work with them consistently. Before you do this, give them small tasks to do. They needn't be big or impossible tasks. They are only starting out. This is only a means of testing how serious they really are. As you also need to make a decision it makes sense to chose the one who completed all the tasks. As already stated: This isn't about perfection, but rather to discover how serious they are about things and to see if they have a desire for success.

In summary:

- Be prepared to lead a 'nomadic life' and to temporarily be a globetrotter;
- Pay attention to the flow of your business – go wherever it naturally develops. Be flexible in your choice of country;
- Chose a country in which your company is already established;
- Set up in one country after the next, especially when you

You have to be ready to open yourself to new and different things and be able to expand your horizons. It isn't always easy.

- are unexperienced;
- Learn and get to grips with the culture and mentality of the people there. Try to be as like them as is possible. Live with and among them for a period of time;
- Distribute small tasks among your team partners abroad, when you have a choice of many different countries;
- Have patience! Rome wasn't built in a day. The same goes for a new country;
- Enjoy it – have fun!

The last two points are essential. You cant expect to have immediate success in a new country . This happened to me in Asia. I wanted to go straight away and have the same success as my colleagues were having. However they had been living there for 8 months already. I had to learn from them that it doesn't work like that. So I listened to them, started to get to know the country and the people, to have fun, to develop a certain about of sensitivity for the people there and to go out and familiarize myself with the surrounding area. After some weeks and months my business started to develop.

A final tip: When you have lots of country's, which are all running at the same level, always go were you believe the potential to be, the potential to bring your team partners to the next level of success. There is lots more to say about this theme, these are only a few aspects. Sometimes it will depend on your company, how well established you are and how the support is from the company's side. All of these are ideas that should definitely be considered. Nevertheless

I hope you will be able to look beyond your horizons – and make good decisions.

Yours,

Dany Szasz

I look forward to reading your feedback, ideas and comments:

www.danielaszasz.com,
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