

10 Concepts About Network Marketing, You Need To Adopt NOW if you want to be around LATER!

<http://www.netmarkpro.net/word1/freereport.html>

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UNDERSTAND this one quote and it will revolutionize your thinking about network marketing in this NEW, GLOBAL ECONOMY...



"In the future, Network Marketers will fly through cyberspace with the freedom of flocking birds. They will band together when it suits them, and part company when opportunity calls them elsewhere. They will organize themselves not in corporations, but in cyberswarms, networks of entrepreneurs with ties to many different companies, who band together informally and temporarily around a common goal, coordinating their efforts through telecommunications."

"In the multi-affiliate environment to come, the cyberswarm will reign supreme. **Virtually anyone will be able to sell directly through their website, using sophisticated eCommerce functions.** Every race, creed, interest group, and subculture will prowl the Internet in search of opportunity. Swarms, sub-swarms, and mini-swarms will overlap and cross-promote a bewildering variety of goods and services."

"Those who embrace and use the combination of eCommerce and MLM compensation structure, with multiple companies are aptly called Multi-Affiliate Pioneers."

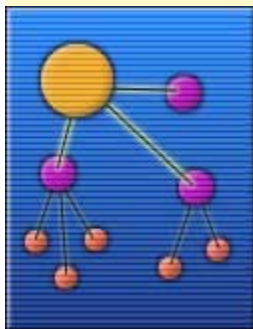
"The website serves entirely different customer needs by **offering diversified products and/or services through different companies** that combine eCommerce capabilities and the network marketing compensation structure."

"The Internet makes it not only possible, but mandates multiple affiliation if organizations will continue to grow and thrive without ongoing personal individual recruiting. Instead of recruiting one, you can recruit an entire existing network to cross-promote value-added products or services."

From Wave 4. Network Marketing in the 21st Century, by Richard Poe.
Chapter 38, pp 264-265, Cyberswarm.

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Accept that Network Marketing is the future of business



This is heavy stuff. But if you are paying attention to subtle trends and shifts in the marketplace it will become very apparent that business is in the process of radical change. The natural evolution of competition in the marketplace is forcing more and more companies to go to a "pay for performance" model of generating business in order to compete.

The hottest business model on the Internet is the affiliate program model (a form of electronic network marketing). Affiliate programs are now considered the most cost-effective means for acquiring customers. Not just on the Internet. But the most cost-effective form of acquiring customers of ANY medium.

The affiliate programs are subtly training the business community and the consumer that the most powerful way to build sales channels in the market place today is to make the consumer part of the distribution process by using referral marketing. In case you didn't get that I.E. NETWORK MARKETING. Think of affiliate programs as junior network marketing or network marketing 101.

They only pay 2 levels deep, so as the industry matures more and more people will graduate up to network marketing.

Network marketing is the ENIVITABLE natural evolution of competition in the marketplace. The sooner you realize and accept this, the sooner you will get REAL serious about this industry.

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Realize that Old School Network Marketing is Dead



Network Marketing is beginning to get VERY sophisticated. With the advent of Affiliate programs, network marketing is going through a total revolution. Systems and automation, focused on creating streamlined sales processes are freeing up distributors time and making it easier for the average distributor to have success because prospects recognize that they can do the easily duplicate the business building process too.

But the people who think just because their system has an autoresponder they have a cool system are in for a RUDE awakening. The next level of network marketing is going to be a highly interactive experience that has all the elements of personal contact aspect, but will done all through Internet.

Network marketing is now the convergence of many different disciplines: network marketing, personal selling, direct marketing, Internet marketing, affiliate marketing, telemarketing combined with cutting edge technology such as unified messaging, email and videoconferencing.

From here on out, you had best look at network marketing companies who are adopting these types of systems or you will not be able to get anyone to join your opportunity. Better revolutionize yourself NOW, if you want to be one of techno-elite to prosper in this new environment.

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Know that the Internet is the SALVATION of Network Marketing



That is a big statement. But network marketing has a terrible track record and the industry can really can't go anywhere but up. In fact network marketing has been flat the last couple of years because of the explosive interest in having an internet business.

But that is starting to change, because of the huge success of affiliate programs.

There are 3 fatal flaws in network marketing and prior to the Internet there was not a lot you could do about them. The 3 fatal flaws are Duplication, Training and Communications. And if you do not address these in your development in YOUR business, you will end up with a dead, dying or anemic sales organization.

But because of the inherent strengths of the Internet all 3 of the these fatal flaws can be not only, eliminated but turned into the strongest points of your organization if you have the right know how. Network marketing companies get you so focused on their agenda, you lose site of yours. Make sure start taking a BIGGER picture view of what you are trying to accomplish. Sell vitamins or create a lifestyle?

If your chose lifestyle your primary focus needs to be learning how to apply systems and technology to eliminate the 3 potential fatal flaws in EVERY network marketing opportunity. The more you learn about how to Master the 3 fatal flaws, the more valuable you will be to yourself and your sales organization.

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Learn how to build your Network Marketing business online or PERISH!

And as more and more people realize what you can do on the Internet, the more people will want to do business this way. Why? Because it will save them time and money. And help them achieve the lifestyle goals they are looking to accomplish.

Do NOT be afraid of learning how do business through the Internet. The Internet is nothing more than a hyper speed information delivery system with 24 hour availability and Global access. It's a tool. And once understood and mastered this tool, you can make you a lot of money with it.

Do not put it off learning it. Commit to get proficient at it. The only thing you do by avoiding it is get further behind. You will have some frustration. You will feel stupid at times. Go through this process. So what if it takes you a couple of years to figure it out. It is definitely worth it.

The more you know how to build a business through the Internet, the more people will be attracted to you, because so many people want a home based business working through the Internet. This is worthy of your time and money to learn. Do NOT spend it all just chasing fleeting opportunities. Learn fundamental skills. And associate with those who know what they are doing.

There is a wealth of information on the Internet just waiting for you to discover it. Start by typing in key words of topics that interest you and go to town. Soon you will get a real handle on this and before you know it you will be a pro. But make sure you are spending time learning. NOT chasing the latest, greatest hot deals like most people do. They will be gone in 6 months and you will have nothing to show for it.

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Working only one Network Marketing opportunity can be a ticket to financial disaster

Network marketing companies go out of business faster than you can count. In 50 years after tens of thousands of startups only around 40 to 50 have made it to 5 years. Even though thousands of people make 6 figures in network marketing, the chances of you hitting a home run with one company, the first time, second or third time is like hitting the lotto. It just doesn't happen very often.

There are a lot of things that go into being successful in network marketing and MANY of them are completely out of your control. There are people who were very successful with one company and then spent YEARS trying to duplicate that same success with multiple other companies.

So you had better have a system and strategy for working multiple opportunities until a clear winner emerges. Or WHEN, not if, the company you are representing goes down the tubes you don't go down with it. That doesn't mean they will, but you are smart to operate from that perspective. Plan for the worst. Hope for the best.

And even if you do hit a homer, it is a good idea to ALWAYS have some other things going on in the background, JUST in case. All the SMART network marketers do. It just like investing. You wouldn't put all your money in one stock, would you?

At the same time it does not mean join everything that comes down the pike either. A primary network marketing company that you focus 70-80% of your time and efforts. A secondary one like a lead program or communications package. A couple of no-brainer affiliate programs. And maybe a direct sales program where you can make big commissions on straight sales, would be a solid mix.



And that doesn't mean become an mlm junkie either. 75% of your success in network marketing is determined by the company you pick and the upline you are associated with. Make sure you do your homework. Unfortunately when you are new to network marketing you don't learn many of these things until AFTER you have slammed into the wall a few times.

Now, many BIG HITTERS of the past will tell you to work ONLY one program. And they do that for 2 reasons. First, self-interest. They do not want people in their downline running off working other opportunities. And second, it REALLY used to be difficult.

But with today's technology, more and more web sites being built more and more around the concept of Remote Control Selling. Which means you simply become a navigator or a guide, directing people to sites that do the selling for you. And that means you can now work multiple opportunities online. People are doing it all the time now. And anything that will make people more financially solid is good for the whole of ANY downline.

And the REALITY is most people are working more than one program anyway. So you better deal with reality.

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If you don't have your OWN system, you are nothing more than an EMPLOYEE

This is the BIGGEST mistake made in network marketing today. What if you had a regular business and all your financial and customer records were handled by your biggest supplier? And they went out of business.

What would happen to you? You would go down the drain too. Can you imagine how stupid you would feel when you told all your customers why you went out of business?

You need to have your OWN system for YOUR sales organization in place so WHEN not if, your network marketing company goes out of business, you simply plug and play a new opportunity into your system. Why? Because it is YOUR business.

Remember an ounce of prevention is a pound a cure. Plus once you start taking a leadership position in network marketing, you are inevitably going to start doing things a certain way and teaching others too. How can you effectively do this if you don't have your OWN system?

Change your thinking. Network marketing companies are nothing more than an employee or a vendor. And your downline is a permanent sales organization. Most people have it the other way around and it costs them dearly. You need to be in a position where you can walk away with your sales group intact if the company you represent is not cutting the mustard or does the big nose dive. The ONLY way you can do this successfully is if you have your OWN systems in place.

Even if you have a rock solid company NOW, what happens down the road if they sell, change the comp plan, the owner dies, government shuts them down, product is found faulty or some other unforeseen event.

If you were a McDonald's franchise and someone was selling you bad beef, you wouldn't fire the employees or close the store would you. Of course not. You would find another vendor.

But BEWARE! When it comes to "SYSTEMS", 99.99% of people selling "Systems" on the Internet have never built a downline with the system they are selling you. They think a replicating web site with an auto responder is a system. Most times

they are nothing more than page flippers.

Most people do not know enough about the Internet to be able to evaluate if something is good or bad, so they are susceptible to being sold all kinds of BOGUS stuff. Find reliable, knowledgeable, proven resources. Look to people who are paving the way and can be a reference point along your journey.

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You MUST create your own personal electronic distribution channel



If you learn just ONE thing from this report THIS IS IT. Most companies and leaders talk about selling product, recruiting and building a downline. And those are all essential activities. But in today's high tech world you had better getting a bigger perspective on what you REALLY need to focus on — creating your own personal electronic distribution as fast as possible.

There is a powerful new way of doing business developing over the Internet. And most people are not even aware of it, but that does not negate the HUGENESS of it. The quote by Richard Poe alluded to it.

The Cyber swarms he referred to are going to be electronically connected. This electronic connection will create a VIRTUAL distribution channel. The higher up your electronic connection is in this VIRTUAL distribution channel, the larger your opportunities become. The sooner you get in and focus on developing this type of business, the bigger your personal electronic distribution channel will be down the road.

Understanding this concept requires a total paradigm shift in your thinking. But the "Out of the Box" thinkers who "GET THIS" will be able to financially leverage this electronic connection in ways most people can't even imagine.

This single concept should be DRIVING FORCE behind you having your own System ASAP!

Before Wal-Mart, the power of distribution was held with the manufacturer. The power in the new economy will be held by those who have developed large pay for performance marketing organizations. Or personal distribution channels.

Having your own distribution channel will become more and more important as the economy shifts to person-to-person marketing. And the time to start is as soon as you understand this concept.

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Master the POWER of Sell-Through Marketing



This one concept can make you very wealthy in network marketing today and is one of the KEY reasons why you want to have your OWN system as soon as possible.

By having your own Internet based system you are literally creating a communication and distribution channel that allows you to sell through other people.

For example you could take your very best sales person's presentation online with a self-replicating web site and INSTANTLY everyone in your organization becomes a better sales person.

Or write a sales letter that goes out in the name of all your distributors to their prospects that drives those prospects back to their web site to sign up or buy products.

These are just 2 quick examples of how the Internet can take your sales organization to a whole new level. And the importance of having your own system within a permanent sales organization.

10

Free Lance Downlines will be the future of network marketing

In order to truly financially prosper long term in network marketing, you need to align yourself with a permanent sales organization that is developing independent of one specific network marketing opportunity.

Why?

Which do you think has more power? A single distributor or a group of 10,000 or 50,000 or 250,000 distributors? Pretty obvious. But when you join a company and your focus is strictly on that opportunity rather than creating something separate you have eliminated your ability to leverage bigger opportunities as your sales group grows.

But if you bring in distributors with the "bigger picture" you have created a very dynamic environment that will allow you and your distributors far greater opportunities, freedom and leverage.

The reason is as more and more leaders start taking control of their sales organization by having their own systems, they will be in a position to shift the power of the distribution channel from the network marketing company back to the sales organization.

By aligning yourself with a group or a "swarm" that represents certain core values and is built on long lasting relationships and focused on developing a permanent sales organization that has the flexibility to work whatever opportunities you want, you increase your chances for success in network marketing many times over.