



**NETWORK MARKETING:
DISCOVER YOUR PERSONAL PATH TO SUCCESS**

By Dr. Andrew Smith

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NETWORK MARKETING:

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1. INTRODUCTION

Overview

The purpose of this e-book is to discuss Network Marketing business opportunities and to compare them with traditional businesses in order to emphasise their validity and potential for improving an individual's financial and personal circumstances. You will find discussion relating to some of the more common concerns about the industry and a guide to defining and achieving success. If Network Marketing is a new concept to you then you will also find information describing the industry. In this e-book the aim is to cover information of relevance to 4 categories of people:

- Network Marketers who may not be seeing the results that they desire
- Individuals who have considered Network Marketing, but did not feel that all of their concerns or objections about the industry had been fully satisfied
- Individuals who have considered Network Marketing, but are concerned that they may not have the knowledge or experience to succeed
- Individuals who are looking for an additional income stream but do not have the knowledge or capital required to start a traditional business

If you fall in to any of these categories then I would like to thank you in advance for taking the time to read the information contained in this e-book and I hope that this may offer you additional insight into how a Network Marketing business may be of benefit to you. Please read with an open mind and a desire to learn more about the industry. Learning and teaching are both passions of mine and I am grateful for the opportunity to share what I have learned with you.

My Background

Before we begin I would like to introduce myself and tell you a bit about how I came to Network Marketing:

My name is Dr. Andrew Smith and my academic background was originally in Engineering. I graduated with a degree in Mechanical Engineering in 2002 and went on to complete a PhD in the subject in 2005. I knew part way through my postgraduate study that I did not want to pursue a career as an Engineer, despite the fact that I had enjoyed the challenges of the research work that I had been involved with. I arrived at this decision because I had no desire to work for other people! However, I simply did not have the capital to start my own traditional business.



During the course of my study I had also been attending college part-time to gain a Fitness Instructor qualification. Exercise and fitness have always been of interest to me and I was keen to learn about training principles to apply to my own regime. Upon completion of the course I decided to embark on the next level qualification in Personal Training.

In late 2005 I left both University and College with a PhD in Mechanical Engineering and a vocational qualification in Personal Training, but remained unclear on what direction my life was moving.

In January 2006 I started working as a personal trainer for a large commercial gym, with a view to developing my inter-personal and communication skills. Within the space of 6 months I had decided that I needed to get out of employment and take the necessary steps to set up a business on my own. This was due to the politics of the working environment and my increasing displeasure of working for other people.

It was at this time that I was first introduced to Network Marketing (June 2006). For those of you who are familiar with Network Marketing, you can probably understand

what attracted me to the industry (if you are new to Network Marketing then I will explain later). I had no money, I was in a job that I hated, I wanted more from my life, I had little direction and I was desperate to improve my situation!

Soon after learning about Network Marketing I left the gym where I was working. I had started my Network Marketing business and was also working as a freelance Personal Trainer, training my clients in their own homes. This enabled me to earn sufficient income to meet my immediate financial needs, whilst still being able to allocate time to build my Networking Marketing business. I had grand plans of building a sizeable organisation over a relatively short period of time, enabling me to quit Personal Training in pursuit of financial and time freedom. I was going to travel around the world, taking numerous extended holidays, seeking personal fulfilment through involvement in humanitarian aid projects. I was going to live on the residual income generated by my business, spending as little time on income producing activities as was necessary!

It wasn't long before I got a reality check! I had been working on my business for a year and had not seen the type of growth that I had expected in my business. This was when it dawned on me that there were a few things I was going to have to work on before I could succeed in the business and much more that I would have to do before I would feel fulfilled in my life. Don't get me wrong, the primary goal remained to become financially free and to be of service to others, but I realised that in my pursuit of financial freedom I could change the lives of my friends and family if I took the time to educate them about what I was learning. It became my priority to become an expert in Network Marketing and to understand the principles of success, so that I could help the people around me.

You will learn more about me throughout this e-book, but for now I will get back to the topic in hand by providing background information about Network Marketing. Even if you already have a good knowledge of the industry I encourage you to read the following section to refresh your memory and gain an alternative perspective.

Network Marketing Overview

Network Marketing (also known as relationship marketing, word of mouth marketing and multilevel marketing) is a distribution model used by Direct Selling companies to promote and distribute their products. In general, the company will be responsible for manufacturing, packaging and distributing the product and the Independent Associates (Distributor, Networker, Network Marketer) is responsible for promoting and advertising the products to find new customers for the company, in exchange for commissions. The reason it is called Network Marketing is because the Independent Associate will traditionally market the products through social networks including family, friends, church, clubs, work colleagues, etc.

As well as promoting the products, an Associate may choose to promote the business opportunity, finding new partners for the company. When an existing Associate personally introduces someone new to the business, they become the new Associate's Sponsor or business coach. That new person will also be an Independent Associate for the company and will be assigned to their Sponsor's team. Both of them will receive a commission based on the customers that the new Associate introduces to the products. For some people the number of potential customers that they personally know may be limited, hence there are huge benefits to developing a team of Associates to promote the products alongside you, reaching more potential customers and opening new sales channels.

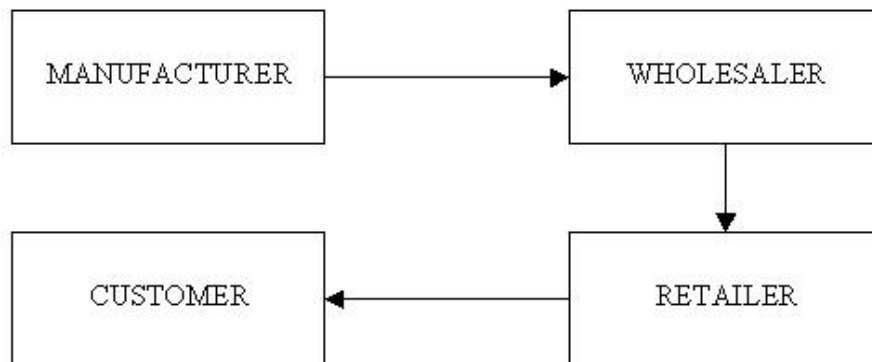
This process can then duplicate for any new Associate. New Associates are able to build a customer base and receive commissions on the orders placed by any new and repeat personal customers, as well as the customers of the Associates in their team. The original Sponsor will receive commissions from any sales generated within their organisation. The structure and commissions vary from company to company and pay plan to pay plan, but more details are provided later.

The Network Marketing business model offers Independent Associates the opportunity to earn money like an Entrepreneur. What I mean by this is that your income is not determined by the number of hours that you personally work. You are

paid on the volume of products sold by your organisation. The income you earn is based on the productivity of everyone in your business and if you are able to teach your team to be more effective then you will earn more! You have true leverage in your business when team members are fully trained and are able to find new customers and Associates without your personal involvement. This requires a sound knowledge of your business and strong leadership ability, but the rewards are significant.

Network Marketing Compared to Retail Sales

The retail distribution model can be represented as follows:

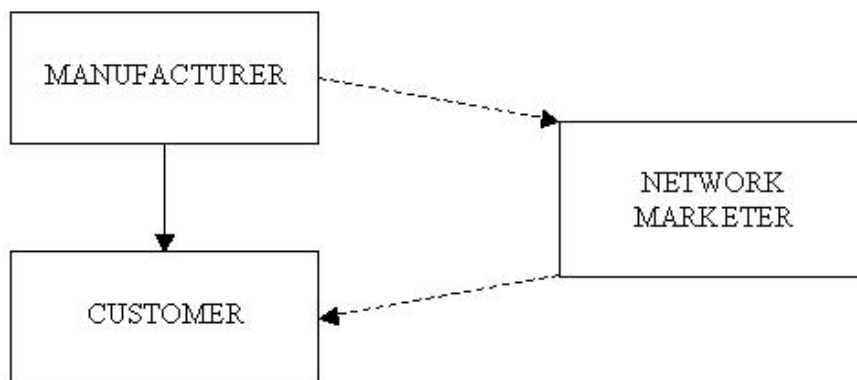


The product is manufactured and is purchased by the wholesaler. The wholesaler distributes the products to various retailers, who sell the product to the customer.

As a customer / consumer, you will typically pay around 2 to 3 times more for a product than the wholesaler paid the manufacturer for them. Say for example a product cost £10 to manufacture, the wholesaler may then pay £15 for each unit and the retailer then purchases them for £20 from the wholesaler. The retailer will then sell the product to you for £45 to offset their expenses for staffing, utilities, advertising, etc. and still make a profit. Therefore you are paying £45 for a product that the manufacturer sells for £15, because everyone in the distribution chain must make a profit on your purchase.

In the Network Marketing model you purchase directly from the manufacturer. Therefore, less of the money you pay goes to the middleman. The products you purchase are generally a higher quality, due to the company's emphasis on research and development of the product.

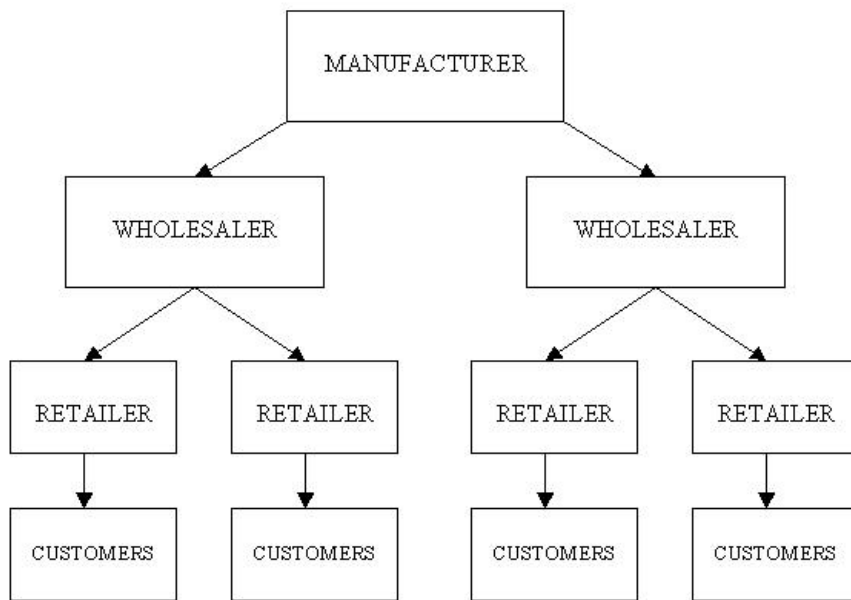
The dashed line indicates communication about the products from the company to the Associate and from the Associate to the customer:



Network Marketers may be paid up to 30% on the sale of a product, but the customer will still pay proportionally less for a higher quality product. Network Marketers do not have the huge overheads and running costs, where retail outlets recover those costs from the customer.

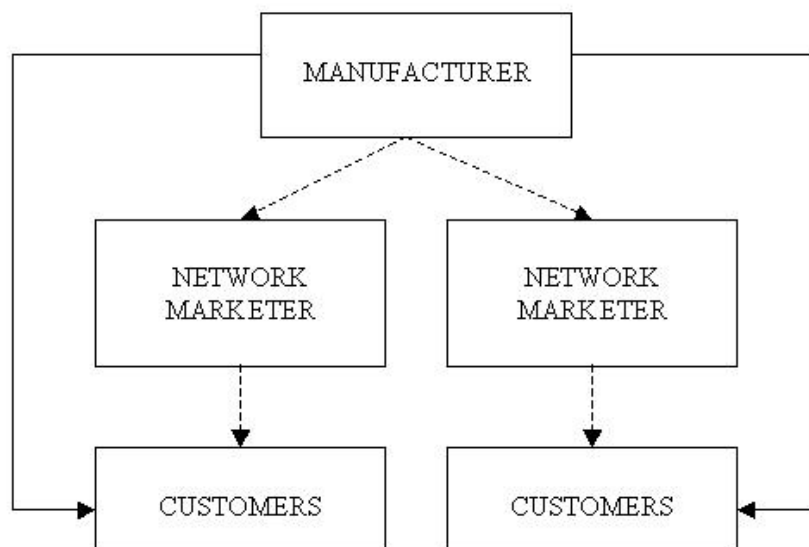
Network Marketing businesses are typically run from home, often on a part time basis and advertising is traditionally done via word of mouth marketing. People are generally more likely to trust the recommendations of a friend, family member or work colleague than any other form of advertising. In addition, customers have much closer contact with the company through the independent representative (network marketer) who introduced them to the company.

On a larger scale the retail distribution model can be represented as follows:



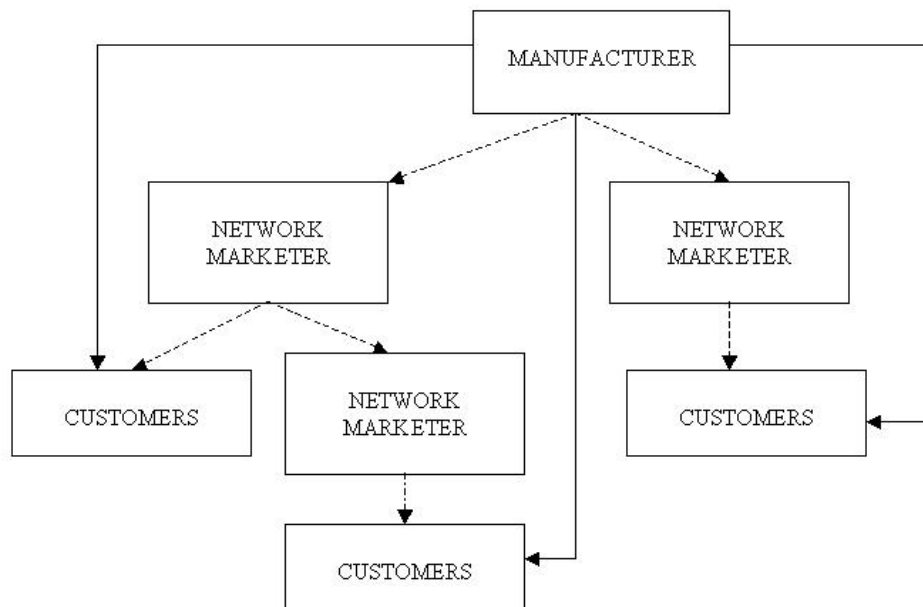
The manufacturers supply product to a number of wholesalers, who in turn supply larger numbers of retailers. Customers only purchase products through the retailer at the recommended retail price.

On a larger scale the Network Marketing distribution model looks like this, with the dashed lines representing communication about products:



Products are supplied directly to the customer, from the manufacturer. The Network Marketer communicates information on the product to the customer and orders are then placed directly with the company.

Customers who enjoy the products may wish to become Distributors and other individuals who recognise the benefits of the products may also wish to distribute them. If an existing Associate take on the responsibility of teaching someone about the industry and the business and then train them in running their own business, then that individual will be assigned to their team. This ensures that new Distributors are supported in the business and provides additional income to the original Associate, who acts in a supervisory role to the new Distributor.



The purpose of both distribution models is to reach new customers, whilst serving existing customers. However, rewards and commissions are awarded differently in the two models. In retail, the owners and managers of the wholesale and retail companies are rewarded on the productivity of their staff and in Network Marketing, the Distributors earn commission based on sales generated by their organisation.

Manufacturers profit margins can be higher for Network Marketing companies, as the consumer purchases directly from the manufacturer. This enables greater investment back into product development, ensuring that high quality products are produced. In addition, the model encourages customer loyalty by properly educating Associates and customers about the benefits and unique selling points (USPs) of each product.

Studies have shown that adherence to a product or service usually occurs when a customer understands the benefits of the products. Take healthcare products as an example: the majority of individuals who use a multivitamin product on a daily basis understand the role that antioxidants play in the body (eliminating free radicals). A company may choose to distribute products through Network Marketing if education is necessary for consumers to understand the true benefits of the products.

2. COMMON CONCERNS

It is perfectly reasonable to have questions or concerns about any business, especially if you are looking at an opportunity for the very first time. My goal is to help to educate you about Network Marketing, so that you can make an informed decision as to whether this type of business is right for you.

If you have previously been involved with a Network Marketing company, or if you are currently, then you may still have concerns that have stopped you from achieving your true potential in the business. Many people start a business despite having some questions and concerns and I believe that not seeking answers to those questions from the outset, prevents them from achieving more. Don't make the same mistake by trying to stifle your concerns. Internalise the information in this section, to solidify your belief in the industry.

Please understand that that if you do not have any of the following question or concerns then I do not wish to create them in your mind. However, I believe that it is important to discuss them, as if you choose to work with a Network Marketing company then it is likely you will encounter similar concerns from potential business

partners. The information detailed will educate you on how to help other people to overcome their personal objections and gain a deeper understanding of the industry.

Is Network marketing Immoral or Illegal?

For some people Network Marketing is viewed as immoral because you are making money off of the efforts of others. It has from time to time been likened to pyramid schemes and similar scams, so why is this?

The first thing to remember is that in any industry there are both very good and very bad companies. The same is true of Network Marketing. Anything can be considered to be a scam if the intention is to trick or mislead someone and this is true of every industry. If the question is “have people been scammed in Network Marketing?” then the answer would be yes, but this would have been due to the actions of a particular individual or company and not the industry itself. On the other hand, if the questions was: “are there Network Marketing companies who have the highest integrity, are open about their operations and do not scam people?” Then the answer is absolutely yes (Tim Sales, Professional Inviter).

Please note that it is my intention to save you the time and money I have spent compiling this information. Therefore, as I summarise what I have learned, I will state in brackets the source of information or inspiration.

It is my understanding that for the majority of people who see Network Marketing as immoral, it is generally because they are fearful that it is a scam, or that they will have to trick people to be successful themselves. The information contained in the e-book should emphasise that this is not the case with a legitimate company.

To address the issue of whether Network Marketing is an illegal pyramid I would like to draw on a few useful resources. Firstly, I would like to educate you about an organisation called the Direct Selling Association (DSA) (<http://www.dsa.org.uk/>). The Direct Selling Association is responsible for regulating the Direct Selling and Network Marketing industries to ensure that only legitimate companies are trading.

So, what constitutes an illegal pyramid? The Direct Selling Association assesses a Network Marketing company on two criteria when determining whether a company is legitimate. The first question relates to whether an Associate risks huge financial loss by participating in the business. If you do not receive products and business tools / services for the money you are investing then this should ring alarm bells in your head! The second question relates to whether an individual's commissions are directly linked to the volume of product moving through the organisation. Can you earn commission without any product moving through your organisation? If so, then this could be considered as an illegal pyramid.

So, if the question is “have some Network Marketing companies been responsible for operating an illegal pyramid?” then the answer would once again be yes, with this being due to the actions of a dubious company with little integrity. This would also be classified as a scam as the intention will be to trick and mislead people. If the question was “are all Network Marketing companies illegal pyramids?” then the answer would obviously be no!

My advice would be to ensure that the company you are currently representing, or considering representing, is recognised by the DSA.

During my first year in Network Marketing I must admit I did feel a little uneasy about the idea of making money on the efforts of other people. This made it very difficult for me to encourage my friends and family to partner me in my business, as I didn't want them to feel like I was exploiting them. I knew that having other people in my organisation would provide me with leverage and additional income, but how would they benefit (leverage is when you are paid on the efforts of others as well as on your own efforts)? One important thing that I came to realise was that in any business the upper management will always be paid depending on the results of other people. It really comes down to the question of whether you wish to remain as a subordinate (employee) or whether you wish to be the CEO (chief executive officer)!

Don't forget, that anyone who partners you in your business will have the same opportunity to succeed. They will be able to build their own organisation and be the CEO of their company. You will profit when they are successful, as you will have contributed to their success by teaching them about your company and products, etc.

I believe that the reason that this was an issue for me when I started was because I was pre-programmed with an employee mind set. I found it hard to comprehend that I could earn an income without exchanging my time for money, with a set hourly rate or fixed salary. I had been brought up believing that the goal was to find a safe, secure job, which during my adult life I always felt uneasy about. My parents brought me up believing this, because that was what they had been brought up to believe and had never felt the need to question it (Robert Kiyosaki, Rich Dad Poor Dad). I respect my parents deeply as I know that in the beginning they struggled for money and worked every hour God sent to support their family. They never asked for help because they saw that as conceding in some way. I am so fortunate that they were willing to help me in the past when I stood my ground and refused to get a safe, secure job. I hope that they now fully understand the thinking behind my decisions.

I was able to approach this issue from an alternative perspective during my study for a degree in management and leadership. As I explained in my introduction, I am committed to researching, learning and teaching all that I can about every element of my chosen business and at the time, this course was a logical progression for me.

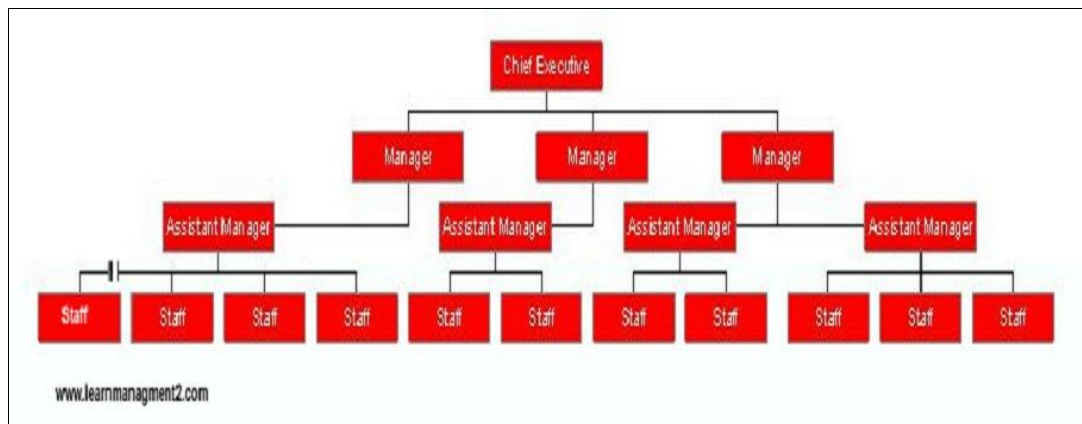
There were two areas of the degree course that provided me with additional clarification regarding leverage. The first was during the analysis of organisational structures. This enabled me to understand the importance of a hierarchical structure in any business and to compare the organisational structure of my Network Marketing business with a traditional business.

The second realisation for me was the importance of strong leadership to the success of an organisation.

If we take a look at two organisational structures for traditional businesses and compare them to Network Marketing businesses you will see the similarities (Organisational Structure Notes, Leadership and Management Foundation Degree, City of Sunderland College):

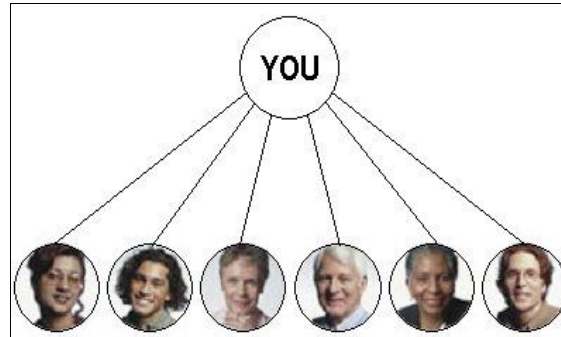


Flat Organisation for Traditional Business

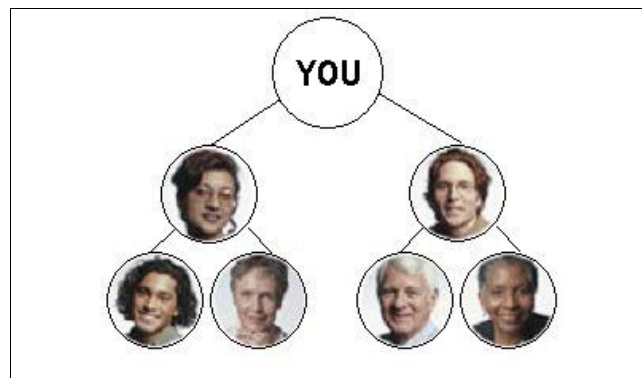


Hierarchical Structure for Traditional Business

You will see that in both traditional business models there is a definite chain of command. You have a CEO, managers and subordinates in each model. Could this be likened to a pyramid based on its structure alone? Does this mean that traditional businesses are illegal or immoral? How does this differ from network marketing?



Flat Network Marketing Organisation



Hierarchical Network Marketing Organisation

You will notice that the structures have many similarities. The fundamental difference is that new Associates in the Network Marketing structure have the opportunity to develop their own business, so the organisation is in a state of constant growth. Associates can give themselves a promotion by finding and training their own people to work with! There is the potential for continued growth of the organisation, which is ideal for the Associates, but also a very effective model for the company. The company empowers the Associates to take control of their own business and provides all of the necessary training and support, because the company grows as individuals in the organisation develop into leaders and become successful.

In the traditional business model, managers will be paid on the results of the subordinates and the CEO will be paid on the efforts of everyone! The same is true of Network Marketing and this is the only fair way to compensate individuals who are spending their time and efforts training and mentoring new Associates. The more effectively an Associate trains, leads and mentors their team of Associates, the more

profitable everyone in the organisation will be. Why shouldn't you have the opportunity to be the CEO of your own company?

Consider the alternative for a moment: If individuals that you personally trained were not assigned to your group, then they would set up business for themselves in direct competition with you. Who would take the time to train someone if they did not personally benefit and also created additional competition for themselves? Many traditional businesses will have terms and conditions to ensure that an employee stays with the company for a defined period of time after training for this very reason. In Network Marketing an individual will always remain part of their Sponsor's organisation. To learn more about this important concept I would encourage you to watch the video 'Brilliant Compensation' by Tim Sales.

This is where the second realisation became obvious to me. In my introduction I explained how my plan was:

"...to travel around the world, taking numerous extended holidays, seeking personal fulfilment through involvement in humanitarian aid projects. I was going to live on the residual income generated by my business, spending as little time on income producing activities as was necessary!"

How would I be able to lead and support my team if I was gallivanting around the world and ignoring the needs of my organisation? If I was going to lead by example, then how could I expect my Associates to continue building the business if I wasn't prepared to do the same? My effectiveness to lead, inspire and motivate my team would be the single most important factor in deciding the income I would receive through my Network Marketing business. The better I become and the more effectively I communicate, the better everyone in my team becomes and the faster my business can grow.

Later I will give you ideas on how you can truly contribute to the growth of your organisation, regardless of your personal characteristics and skill sets. It is my

opinion that it is best to strengthen your preferred skills to succeed, rather than trying to change the type of person you are. My strengths lie in research and written communication, so I use my strengths to educate my customers and business partners.

Fear of Failure

The next common concern that I will discuss is a fear of failing. A fear of failure occurs when someone does not feel that they can succeed, or live up to the expectations of their sponsor, or peers. This concern is often not expressed, as no one likes to admit that they don't think they can do something.

In my approach to Network Marketing, fear of failure does not really come in to the equation as I encourage my Associates to define what success looks like to them. I know that I achieved more in the my first year of Network Marketing than I have at any other time in my life and that was not measured by the number of Associates and customers in my organisation. I measure that on my outlook on life and my forward thinking mentality. These changes may not have occurred for me without the guidance from mentors that I met through my Network Marketing business.

When you are given the opportunity to define your own objectives and your own measures for success, there is no such thing as failure. If you only measure your achievements against the achievements of others, then it can be easy to become demotivated and to feel that you are not succeeding. If you change your focus then you can change your feelings towards success and failure. Be committed to the process of growth rather than being attached to the outcome. This will be discussed in greater detail in the Chapter 3 (How to Succeed in Network Marketing).

I have found Tony Robbins' explanation of why we don't always meet our original goals to be very motivating (Tony Robbins is a world renowned Psychologist and Success Coach). He suggests that when we do not meet our original goals we have to dig even deeper and take advantage of even more resources to achieve them. This is when we produce efforts that come closer to fulfilling our potential. It is part of the

design of the universe that sometimes we do not achieve our goals because we are not operating anywhere close to our capacity. If you can believe this then not achieving an initial goal will only inspire you to increase your efforts the next time.

Tony Robbins also explains that often the adjustments that we make from not achieving a goal, may actually move us in the direction of something much greater.

I am confident that this is true of my life, as the adjustments I have made to succeed in my business have enabled me to grow in all areas of life. Although many of these changes may have occurred even if I had not started a business in this industry, my growth was accelerated by my pursuit of success in my business.

Like many other people, I was nervous about starting a Network Marketing business, but decided to do it anyway. If you are not willing to embrace changes in the way that you earn an income and seek lifetime fulfilment, then how will you embrace any other changes in your life? Sometimes you just have to have faith when making your decisions. Seek out the evidence that supports your choices so that you can justify them if you are ever required to do so. There will always be people who are opposed to what you choose to do, but why would you let other people make life changing decisions for you? If you have done the research necessary to supports your decisions then you should be bold and commit to making it work (Susan Jeffers, Feel the Fear and do it Anyway). Most importantly, start today! There is no time like the present. Taking action will empower you, where procrastination causes apprehension, self-doubt and paralysis.

Money and Time Objections

There are two possible objections, which may be relevant to part time businesses of any sort. They are objections relating to financial investment and time commitment.

In my opinion, these objections are often used to smokescreen the two objections already discussed: feelings of unease about the industry and a fear of failure. The

logic behind my reasoning on this is that if an individual truly understood the value that the business could add to their lives, not just financially but also personally, then would either of these really be an issue?

It is important to consider the value of a business rather than the initial cost. There is a vast difference between purchasing a luxury item and investing in something that will generate an income and improve your future. Investing in a business is more like putting money into a savings account or pension fund, so it may be necessary to assess priorities when allocation money, aiming to fulfil longer-term objectives.

Most Network Marketing businesses can be started with anywhere between £150 and £750 (\$250 to \$1000 US), which may sound like a lot of money to some people, but is it for what the business can offer? As discussed, if you join a business of this type and expect everyone else to do all of the work for you then you are unlikely to make much money in return. Would this not be true of any business? Could you start a traditional business and have everyone else do the work for you, before you had laid down solid foundations and a workable system and plan? It is highly unlikely isn't it and this may also be why many traditional businesses are unsuccessful. However, if you start a Network Marketing business vowing to do whatever it takes to be successful then you are far more likely to achieve true success. If you are determined to change your current situation and are willing to continually learn and adapt then there is no limit to what you can achieve

One thing that I would like to point out is that you may achieve the same success with a traditional business, but to my knowledge there is no traditional business that you can get up and running for £150 to £750. If you start a Network Marketing business it will require the same commitment to succeed, but you can build it part time over a number of years and continue to develop along the way. There is no need to quit your job, so there really is no risk involved.

It is important to note that products and services are received for any investments, providing the company comply with the policies set out by the DSA. It is always

beneficial if you like and identify a need for the product that your company manufactures, as I would encourage you to become a Prosumer. A Prosumer is someone who actively uses the products they promote. If you are not willing to use the products that your company manufactures then how can you expect anyone else to? Learn to love the products and speaking about them becomes second nature.

Moving on to the time commitment objection. It is my belief that you can make significant progress in a Network Marketing business with 5 to 10 hours per week. That time must be spent constructively either educating others about your business, or by learning more about the industry, your products and yourself. Be honest, could you commit 5 hours per week to improving your life? If so, are you willing to spend those 5 hours on meaningful tasks and activities? If you are not willing to spend 5 hours per week on meaningful tasks then how do you expect to improve your life? How do you expect to encourage others to do so?

Objections to Selling

Concerns about selling may be relevant to an individual considering starting a Network Marketing business. Someone may feel that they are unable to sell, or may even see selling as immoral. If someone sees selling as immoral then this may be due to a past experience where they have been pushed into buying something they didn't want, or felt hassled by a salesperson.

It is important to acknowledge the fact that there are both very good and very bad sales people! Bad sales people are only interested in what they will personally get out of the sale and will go to any length to close the deal. A good sales person will not sell something to anyone unless they truly believe that they will benefit from it. If during the sales process someone makes it clear that they don't want what is being offered, then it is the responsibility of the sales person to accept and understand the person's viewpoint and to stop pushing! The good sales person will go to any length to ensure that all customers are completely satisfied with their purchase.

If you feel strongly about what you are selling or promoting then you find yourself in a scenario where you are simply sharing your ideas on a subject with your prospect. Take a Network Marketing business for example: If you truly believe that your decision to start a business of this type will change your life and your finances forever and you are passionate about it, then this will be obvious to people you talk to. If you can identify ways in which your business can help other people to achieve life long ambitions then wouldn't you be happy to share your ideas and thoughts with them? Ultimately their decision is up to them, but it is your responsibility to be of service to that person if you know that what you have could benefit them.

The same is true if you are selling a company's products. If you are speaking with someone who clearly has a need for a particular product then they will be grateful to hear about what you have learned. People are always willing to exchange money for goods and services that will make their life better, so the salesperson's role is to help the customer.

3. HOW TO SUCCEED IN NETWORK MARKETING

So, what does it take to be successful? Not just in Network Marketing, but in an area of life? World-renowned success coach Tony Robbins has broken this down in to a 4-step process (Anthony Robbins, Lessons in Mastery). Firstly, you have to decide what it is that you want. What is it that you are committed to achieving? This is your ultimate goal. Secondly, you have to take action. The third and fourth steps are to recognise what is and isn't working and to adjust as necessary. If your desire to achieve something is so strong that you can say with all conviction: "I will achieve this and so much more!" then you will be prepared to do whatever it takes and make the necessary changes to your plan along the way.

Everyone has dreams, but unfortunately not everyone is willing to commit to achieving them. This is partly because they are not clear on what they want, but also because they are not willing to make sacrifices to achieve them. You only have one life and if you were to look back on your life so far, could you say you have truly

fulfilled all of your ambitions and you have no regrets? Is it important to you to fulfil your potential, or are you happy just to get by? If you are in any doubt then the likelihood is that you would be disappointed with yourself if you did not make the most of the life that you have. If you want your life to have meaning and purpose then I urge you to set yourself goals that are in-line with your dreams. Ultimately it is your decision and I hope you make the one that is right for you.

I want to relate the 4-step process to Network Marketing. Only you know what you really want from life and everyone is unique. Only you know how much money you would like to earn and how much time you would like to have to spend with your family. Unfortunately, simply stating that you want more money is not sufficient to drive you to action! So, if you would like more money, then how much more money would you like? Or more importantly how much more money do you need to achieve your goals? What are those goals or dreams? Once you have the money you desire, how will you use it? What will you spend it on? Who else will it benefit? I recommend that you write down answers to all of these questions in clear concise terms now.

Go through the same process if your goals and dreams relate to having more free time. How much more free time do you need? How will you spend that time? Will family members and friends also benefit from the free time you have created for yourself? Where will you go and what will you do? What type of person will you strive to become? Write down your answers.

Now you are clear on what you want, how are you going to get it? What has stopped you from achieving it in the past? Perhaps you had not previously found a suitable opportunity to move forward. Once you have your vehicle you begin planning.

Tony Robbins, explains that the next step is to take action and to make necessary changes along the way, whilst striving towards your goals. In Network Marketing I suggest that the next step is to learn about the industry (which is what you are doing now!). Raw enthusiasm is fantastic, but people will only be able to relate if you are able to share with them what you have learned and why you are so excited. Don't

lose sight of your dreams, but learn how you can achieve it. This is part of planning and deciding how you will share what you have learned with others, to move closer to your own goals.

The advantage of learning first, is that you can model your success on people who have already achieved the things you want to achieve. In Network Marketing, unlike in any other industry, people are keen to share how they have managed to achieve success, as they are able to benefit from your personal successes. Learn from those who are successful and then prepare your personal plan and put it into action.

Part of your learning process is to build your belief levels in a number of areas. Understanding the industry is an imperative part of your preparation for the journey ahead of you. You must also understand and identify your own perceived limitations.

Another approach to understanding why some people are successful in Network Marketing and others are not is to look at an individual's underlying beliefs and to establish how easily they are influenced by the opinions of others. What I mean by the opinions of others is not only friends and family, but also the Internet and other media sources. I can almost guarantee you that those who succeed at anything have a strong belief in what they are doing and a strong belief in themselves.

Take the nutritional supplementation industry as an example: I know that many people from the baby boomers generation honestly believe that using nutritional supplements is a waste of time and that all of the nutrients we need to be healthy can be obtained from food. The likely frames of reference that they are basing their opinions on are the recommended daily allowances for various vitamins and minerals (established some time ago to prevent acute deficiencies), or the beliefs of their peers.

If we approach this from the opposite standpoint then we can look at the increases in degenerative diseases, which can be attributed to cellular damage caused by volatile molecules called free radicals. As free radicals are eliminated by antioxidants

(vitamins), insufficient levels of antioxidants can lead to increased cellular damage and degenerative diseases.

I am not trying to start a debate on this issue, but my point is that it depends what you use as your frame of reference. If you work in the nutritional supplements industry then it is beneficial to believe the latter and seek sufficient evidence to suggest that nutritional supplements can play an important role in a healthy eating regime. Be critical of your own beliefs and ensure that you have sufficient evidence to substantiate your core beliefs.

The logical way to progress is to gather information with an open mind. Always try to establish who has prepared the information you are basing your beliefs and decisions on and determine whether or not they have an ulterior motive.

You are likely to encounter information that is negative about any industry, but you will often find that the individuals who are criticising the industry, or particular companies have their own agenda. Make sure that the information is of a high quality and is based on facts rather than opinions. It may also be the case that friends and family may have negative views as a result of something they have read or the opinions of someone they have spoken to. Ensure that your belief levels are strong and that you have evidence to support your beliefs and nobody will be able to cause you to have doubts about your decisions to start any business in any industry.

From the previous section you will know that I had concerns about introducing my friends and family to the industry when I started my business, but that did not stop me from identifying the vast potential. I committed myself to doing the necessary research to confirm my intuition, that Network Marketing offered everyone the same powerful opportunity. I strive to use the skills and passion I have for research, learning and teaching, gained through my academic study, to educate as many people as possible about the industry and my chosen profession. The content of this e-book is the result of some of my research and I hope that it has provided you with much of the evidence needed to move you forward.

To be successful in Network Marketing I suggest that it is important to build a strong belief in four major areas. They are:

- Belief in the Industry
- Belief in your Company
- Belief in your Products
- Belief in Yourself

What you will notice is that these belief areas are very closely linked to the common objections. What sometimes happens is that an individual will join a Network Marketing business with all the best intentions, but their belief levels then begin to fall. This can be due to negativity from family and friends, or simply due to insufficient work being done to build belief in the relevant areas. When your belief levels are solid it will not matter what anyone says against what you are trying to achieve, because you will know that you have made the right decision. Not only that, you will have sufficient evidence to support your beliefs.

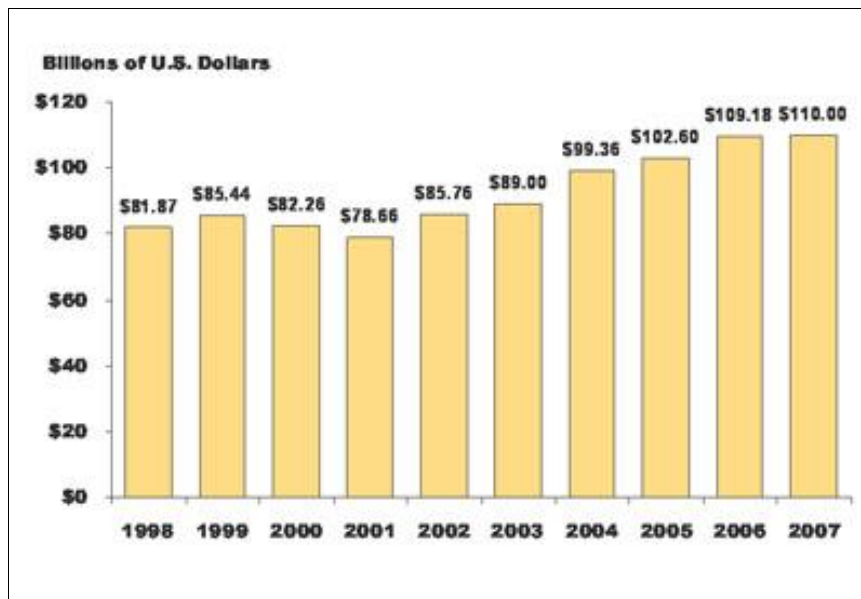
This highlights the importance of continuing to learn once you have started a business. Not only that, learning how to help others to build belief is equally important to ensure that you have a solid organisation of committed Associates and customers. Find resources that have helped you and direct your team members to the same resources, or summarise them for your team.

Having fully internalised the previous sections, I hope that you have successfully built your belief in the Network Marketing Industry. To ensure that nothing is left to chance I would like to reinforce your belief by providing some additional insight into the industry.

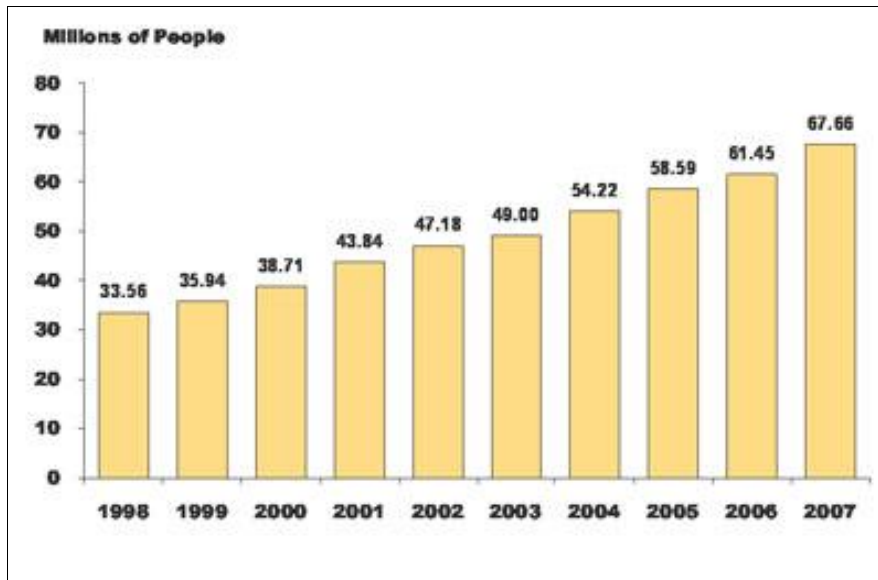
Network Marketing Boom

Firstly, I would like to tell you about the economic trends relating to the industry. If this doesn't validate a decision to be involved in Network Marketing then perhaps nothing will!

Network marketing is one of the fastest growing trends in industry today, accounting for between 70% and 80 % of direct sales. According to the Direct Selling Association statistics, worldwide sales in the direct selling industry reached \$110 billion in 2007 (<http://www.dsa.org/pubs/numbers/#INTLSALES>):



In addition, the number of people involved in the industry has more than doubled in a 10-year period, reaching a record high in 2007 of 67.66 million people worldwide:



There are 12 countries that distribute in excess of 1 billion dollars worth of products through Network Marketing each year and approximately 475,000 people joining the industry worldwide each and every week (Tim Sales, Brilliant Communicator).

The rapid growth we are seeing is primarily due to the economic shift we are currently experiencing, from the industrial age to an information age (Paul Zane Pilzer, the Perfect Storm). In Network Marketing the focus is on ‘intellectual distribution’ versus ‘physical distribution’, with an emphasis on providing information about products that the consumer may not have known existed before.

Growth in this industry is also largely due to the benefits that Network Marketing businesses can offer to Entrepreneurs, in terms of financial and time freedom. The opportunity to earn a leveraged, residual income is appealing to many business minded individuals. Leverage implies that you get paid on your own efforts as well as the efforts of others. Residual income is a recurring, or repeating income from an initial effort. Network Marketing enables you to earn a recurring income on your own efforts and the efforts of the people within your organisation (hence leveraged, residual). In an interview for Network Marketing Lifestyles, Dr. Stephen R. Covey (author of the best-selling book ‘The 7 Habits of Highly Effective People’) stated that:

“I think network marketing has come of age. It’s become undeniable that it’s a viable way to entrepreneurship and independence for millions of people”

Advancements in technology, particularly with the Internet, have made it very easy to communicate information about products, services and business opportunities to people all around the world. Information can be shared with potential customers day and night, without constant monitoring and involvement (Timothy Ferris, 4-Hour Work Week). This is a type of leverage, as tools and resources can be used to reduce demands on an individual’s personal time and efforts. Is communication about products and services necessary in any business?

I would like to ask you who defines that a working day starts at 9 am and finishes at 5 pm? I know if you are in employment then it is probably your boss who defines it, but I mean on a deeper level, who makes that decision? I suggest to you that this is the mentality associated with the industrial age and not the emerging information age. An age where money and rewards are given based on the efficiency of communication rather than the number of laboured hours.

Whilst you are building your Network Marketing business you can start earning an additional stream of income, but you can also grow as an individual. I know that for many people the longer term goal is to quit employment and escape the 9 to 5, but please do not become discouraged if you are not making the income you expected in your first few months. Vow to make the changes and learn the necessary skills to progress. It is through our learning that we gain new skills and a new outlook that can help to shape the rest of our lives (see section on belief in yourself).

As I see it, one major advantage of a Network Marketing business is that you can build your organisation on a full or part-time basis. It doesn’t make any difference whether or not you already have a job, providing you are willing to use your time effectively. You can start laying the foundation today for a better tomorrow regardless of how many hours you are able to commit to your business. Also remember that an hour spent on your business does not have to be an hour in a

presentation or formal training session. It may be an hour reading a relevant book or listening to an audio book. One key ingredient that I have learned is the importance of personal development and I am now committed to continual improvement in every area of my life (Tony Robbins, Awaken the Giant Within).

A Network Marketing business can provide the foundation to learn about business, whilst encouraging you to explore how you wish to contribute to the world and be of service to others (Robert Kiyosaki, the Perfect Business). The best part is that you earn an income whilst you do this, providing you are willing to share what you learn.

Belief in your Company and Products

It is equally important to believe in your company and products. Ensure that you know enough about the founder, the company's vision and the corporate team to support a belief that you are representing a company of integrity.

As I explained in the previous chapter, it is important that you find a company who manufacture a product that you have an interest in and are willing to use and promote. You will know that you have found the right opportunity for you when you encounter a company that you feel you can trust, a company who manufacture products that interest you and are of a suitably high quality to outshine the competition.

I have chosen to represent a company in the health and wellness industry because I am aware that there are vast numbers of people who are keen to improve their health and need my assistance. Not only that, I have always taken an interest in my own personal health and fitness and I am prepared to do whatever is necessary to keep myself at a good level of health. I have enjoyed learning about the benefits of my company's products, both from the research I have done and through my own experiences of the products. I am not going to discuss my company in detail, as it is my intention to keep this e-book generic and relevant to any Network Marketing business. I just wanted to re-iterate the importance of finding a company that matches all of the criteria stated previously.

I would encourage you to gain a deeper knowledge of your company and products, through personal research, by visiting the company and by using the products. I am fortunate that our company have a detailed business presentation format, which I can use in order to teach others about my company and products, so seek similar resources from your chosen company.

If you would like more information about the company that I represent then I welcome you to contact me. My details can be found at the end of this e-book.

Belief in Yourself

I have expressed the importance of selecting relevant references to support your positive beliefs about the industry, your company and their products. The same is true with belief in yourself.

If an individual chooses to believe that they are worthless and can't succeed at anything, then what chance do they have of excelling in any business?

I am by no means an expert when it comes to the topic of self-belief, but you will find numerous books, which discuss this at length. The desired outcome of such books is always the same, but the procedure may be different for achieving a positive state of mind. I have provided a brief summary of two methods in the following pages and offer some guidance on how to improve your ability at creating the positive state of mind that is necessary for success. I have also included a recommended reading list in the bibliography section of this document for you to explore this further.

One effective way to create a positive state of mind is to choose beliefs about yourself that empower you. For example, if you choose to believe that you can achieve greatness then think back to the times in your life when you have been most successful. This can be relatively small successes that only you know about, or huge public successes. Either way there will be times in your life when you have excelled

and achieved what you have set out to do. This supports the empowering belief you wish to have about yourself and you can relate to it whenever doubt creeps in!

This can be quite a lengthy process, as over time you will want to eliminate all of your limiting beliefs. I can assure you that this process does not happen over night, but providing you are committed to learning and applying the strategies then you will create a positive state of mind (Tony Robbins, Get the Edge).

I have found self-help audio books to be very useful, as I used to spend a lot of time in my car. I used that time to immerse myself in the positive messages from audios such as the Psychology of Winning by Dr. Dennis Waitley, or Awaken the Giant Within by Tony Robbins. Make use of the time spent in your car or doing chores around the house, by listening to these and similar audio books. This time can be used to fill your subconscious mind with positive thoughts and energy and eliminate negativity.

Another approach that is often beneficial is the use of affirmations. An affirmation is a positive statement made about oneself in the present tense (Susan Jeffers, Feel the Fear and Do It Anyway). An example might be:

“I am destined for greatness and succeed in all that I do”

The act of performing affirmations is not suited to everybody and can seem uncomfortable at first, as you are challenging the limiting beliefs that you hold in your subconscious mind. When you understand the reasons why they can change your state of mind, you should be willing to use them. The theory is that the subconscious mind does not judge (that is the role of the conscious mind). Statements that we make, which may initially conflict with our conscious mind, will still be retained by the subconscious mind if stated regularly and with emotional involvement. Once your subconscious thinking is adjusted your conscious thinking will follow suit.

Think about it, the majority of information that we receive is inherently negative. Parents and loved ones will encourage us to be realistic, to live within our means, to

go for the safe option, etc. and the media is also provides a negative stimulus. Unfortunately we live in a society where bad news sells and people seem to love knowing that someone is worse off than they are! Taking that into consideration, is there any wonder that the messages that are embedded in our subconscious minds are inherently negative? I recommend that you rise above this way of thinking and begin to reprogram your subconscious mind.

You are on the right path when you are 100% confident that you will achieve your desired outcome, whether it be to own a sports car, to donate a large sum of money to charity, to spend more time with you children, or to never have to worry about money. Creating certainty in your mind will remove the fear of failure and will motivate you during the difficult times. You may choose to visualise yourself attaining your goal, imagining how you will look and feel when you achieve it. This will also help to create certainty in your subconscious mind.

Learning Styles

You can increase your chances of succeeding and creating a positive mind set by identifying your favoured learning styles and communication styles. If you take advantages of your strengths rather than dwelling on your weaknesses, then you will see quicker progress both personally and in your business.

If you are the type of person who learns by doing, then your company and team will have systems in place so that you can do this, with the support of your Sponsor. If you prefer to learn, reflect and then do, then you can also do this by allocating time to learning about the industry and your company. I would personally put myself in the second category, as I find it difficult to tell people about something unless I am completely confident that I am knowledgeable in that subject.

Either approach can create results, but new Associates are often pressured to do former rather than the latter. That is ideal if you are an outgoing person, with a large circle of influence who learns best by doing, but what if your learning styles are

different? You may be left feeling unsupported, or feeling like you have failed in some way. I urge you not to fall into the trap of feeling like this. You may have been building your current business for years, with no major results, but that doesn't mean you can't succeed. It may simply mean that you haven't spent time on beneficial learning activities. People can be an overnight success in Network Marketing if they already have the skills and life experience to excel. The likelihood is that those people would excel in whatever they chose to do. My challenge to you is to become that type of person. The type of person who succeeds in everything they set out to do.

Unique Contribution

I want you to think back to my revelation from chapter 2. If you are not contributing to the success of others in some way then it is unlikely that your organisation will grow. What can you do to support your team? How will you ensure that you are becoming the type of leader that you wish to find for your organisation? How will you share and teach your findings about your products, business and the Network Marketing industry? You may achieve this in an entirely different way to your Sponsor, but in my opinion it is essential that you do it. You have to become effective at learning and communicating information about what you have learned.

This particular e-book contributes to the success of my team by providing them with a solid foundation of knowledge about the industry. In addition it contributes to the success of Network Marketers around the world for the same reason. By sharing this e-book my team is responsible for enhancing people's understanding of the industry, removing the stigma and scepticism that is sometimes attached to Network Marketing. By removing any objections to our business and industry, there is nothing to stop anyone from getting started in this industry and being successful! In my opinion there is nothing more rewarding than helping to create success for other people, as well as for yourself.

4. ANOTHER APPROACH TO NETWORK MARKETING

To be successful in Network Marketing I explained the importance of committing to learning and sharing what you have learned with others, so that they can see things from your perspective.

There are a number of steps that you need to be able to perform to build a Network Marketing business. They are:

- Share product information to acquire customers
- Share business information to sponsor Associates
- Teach Associates to share product information to acquire customers
- Teach Associates to share business information to sponsor Associates

That is fundamentally all that is necessary to build a Network Marketing organisation. You need to have sufficient knowledge about your products and your business and you need to identify ways in which you are comfortable sharing and teaching that information.

Traditionally, as a new Associate, you would invite guests to a presentation, where a team leader would present the information to those guests. This is done to allow you to learn about the business, whilst sharing information with your prospects. If you are an influential and trusted person then this will probably work well for you. People will attend the presentations because they will be confident that you know what you are talking about and they will know that you would not become involved in something unless it was worthwhile. The problem occurs if you have not yet developed sufficient belief in the relevant areas to encourage others to trust your opinions.

This particular document can be used as a valuable tool to build that trust with people. If you have read and understood this information then you are probably more knowledgeable on this subject than the vast majority of people you will speak to. You can begin to share what you have learned with other people and can encourage them to read this e-book, so that they can then get the information from the same perspective as you. If you do wish to share this e-book the please do not breach the sharing agreement explained on the front page of this document. This e-book is protected by copyright laws and is registered with the UK Copyright service. Any unauthorised editing or distribution of this document will be in contravention with applicable laws, so I encourage you to maintain your integrity and build trust with your prospects by adhering to the user policies.

If you would like to learn more about the system that our team currently uses for approaching prospects online and offline, please feel free to email me at andrew@mlmsummittraining.com.

Your Contribution

Because of my preference for written communication, I felt the need to devise a system whereby my message could be shared in this way. It is my intention to continue expanding on the information contained in this e-book to appeal to a wider audience and to provide value to more people in our industry, or considering a business in the industry. I greatly appreciate any feedback that you are willing to give. Please email me at andrew@mlmsummittraining.com with any questions or suggestions for future additions.

If you feel that you can add any additional specialist advice on the content of this e-book, or the promotion and distribution of this product then please feel free to drop me an email.

5. CONCLUDING REMARKS

In closing, I would like to tell you how my outlook changed in the pursuit of success and how that impacted on the growth of my business.

You may have gathered from my introduction that in terms of business growth I did not have the best start in my Network Marketing business, but during that first year I gained purpose and direction in my life. I began to question my core beliefs including my faith and belief in myself. I realised that the only limitations on what I would achieve in my life, were limitations I put on myself.

After dedicating myself to teaching others about the benefits of my company's products, I went on to be the 19th highest customer enroller for my entire company, with 120,000 Associates and was the number 1 customer enroller for the whole of Europe in 2008.

I accept that Network Marketing is not the only vehicle for achieving success, but I can assure you that it offers the potential to excel and to take control of your life. If you are not content with what you have, or who you are, then this could be a step in the right direction to changing your situation.

Please bear in mind that if you do not make a decision to make changes, then nothing will change for you. Things may change around you, but you will have no influence over them.

If you are ready to make changes and begin your journey then I would be honoured to take the first steps with you. My contact details are available at the end of this document and I welcome any contact with you.

My promise to my followers is that I will continue to learn and grow and I will continue to pass on my knowledge. I believe that you can have all of the knowledge in the world, but if you are not in touch with your goals and dreams then you will

never have the opportunity to share your knowledge. I urge you to try to connect with your inner most desires and to strive to achieve all that you can in life. Network Marketing offers a vehicle for achieving your dreams if your dreams relate to financial abundance and the time to enjoy life, but there are other ways of doing this too. For me, the important think is to help my team to discover what they truly want out of life and to do my utmost to help them to get it. I am committed to training and supporting all of my Associates to the best of my ability, but I ask them to accept responsibility for their own success. I can guide and advise, but your journey belongs to you.

I wish you all the best in your pursuit of a better way of life.

Dr. Andrew Smith

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