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12 Tips to Network Your Way to Success

By Beth Tabak

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by: **Beth Tabak**

Lots of people network but few reap the rewards of zeroing in on their potential when it comes to networking. Here are some tips to help fill the gap between where you are now and where you can be.

1- Be Generous- Give without expectations and you will be surprised at how it returns to you. It may not come from the same source but a new client, referral, or opportunity will show up because of your efforts.

2- Be Consistent- As in marketing, the more consistent your networking efforts the more productive they become. Jay Conrad Levinson of Guerilla Marketing stated, "I hate to admit this, but mediocre marketing with commitment works better than brilliant marketing without commitment."

3- Know & Clarify WIIFT- When creating your introduction clarify who your target market is and "what's in it for them". Sell benefits. Verizon sells wireless phone service but sells it when you believe they never stop working to fill your phone service needs. "Can you hear me now?"

4- Get Involved- Getting involved puts you in a consistent position of visibility.

5- Be a Powerful Resource & Advocate for Others- Expand your network and be an advocate for others. Use your networking resources to hook up people you know with others. What goes around comes around.

6- Learn the Needs of Others then Help Fill Those Needs- Can your business fill their needs? Who do you know who can? Either way you have a win/win situation.

7- Build the Know- Like- Trust Factor- Building relationships is more important than collecting lots of leads. Think quality vs. quantity. Connect deeper vs. on the surface.

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8– It's More Important to Receive Business Cards than Hand Them Out– This puts you in a position to be able to follow up.

9– Consistently Follow– Up– It's not enough to have a network. Follow up and continue developing your relationships and network. Have a good reason to follow up or ask "how can I help you?"

10– Develop Advocates– Build relationships with Centers of Influence who connect with your ideal client or customer. Offer incentives for referrals or provide great benefits.

11– Be Curious– The 6 Degrees of Separation Theory states that we are only 6 people away from finding out anything we need to know. Be curious and you will be surprised at what people, resources, and information are at your finger tips.

12– Develop You– You can grow your business as big as you can grow yourself. Start there!

To shift into action choose one tip to focus on for a week and see what new results come your way. Then try on another and so on. Before you know it your networking efforts will be paving your way to success. Starting Now!

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Beth Tabak is a Business & Life Coach, columnist, speaker, and owner of Starting Now. For free resources, assessments, articles, classes, and ezines to help you solve your problems while upgrading your life and business visit

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How To Succeed In Network Marketing

By Adam Masterson

Network marketing is the key to best promote the products and services of the business. Simply, this is the key to success. Thus, it is a must for an industry to explore this aspect and maximize the benefits it can bring.

Today, this method may simply be what it really takes to achieve success in any industry. Given this, any prudent entrepreneur must consider the various aspects of network marketing and the tips and tricks of the trade.

How Does Network Marketing Work?

The concept of network marketing is best described by taking the situation of a business organization. In this situation, there will be a team or pool of people who shall take different actions for the firm.

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These are individuals who will obtain and handle the incoming orders for the products and services. In turn, they get a share for perfecting a transaction. Furthermore, the individual marketers can also choose to come up with their own team of individuals who will market just the same.

A compensation or payment scheme is often developed to accommodate the whole structure. This is to ensure that every individual who puts in the right effort get their deserved reward.

Network Marketing and Internet Business

Traditionally, people attribute this network marketing strategy to the buy-and-sell business. It is often associated with wares and cosmetics sold salespeople who go from one house to another.

Today, given the onset of the internet technology, network marketing once again regained its old strength. It is now one of the best options to succeed and make it big in an online endeavor. Network marketing online works well because the internet technology serves as a very good medium to disseminate information and pass messages in an instant.

To a marketer, this strategy amounts to fulfilling the entire business and earning more income. With so much convenience and ease, one can easily generate income and make the business a success.

How to Succeed at Network Marketing

Network marketing is definitely a good thing. The next best thing to do is learning the how of this trade. One must properly execute to make the success a reality.

Here are a number of guidelines on how to make network marketing a success –

1. Know Your Task

Most people want to ensure any venture they take and this is a very wise stance. In network marketing, it is important to have the right momentum. Know the company to be joined. Learn the mechanisms of

the company, even its standing. A growing company is always a good starting point.

2. Get the Right Mindset

The opportunity to earn a lot with network marketing also requires that the individual has his or her mind set properly on the target. If success is the aim, then one must learn from concepts and experience.

There are many ways to do network marketing. Of course, only those who got the winning attitude and a positive approach can reap all the benefits of success.

3. Learn in Every Chance Possible

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The network or organization often provides structures or supports to make the marketers learn more. This includes exposure in the field, advertising materials, trainings and seminars whether online or offline, and mentoring.

These avenues are left open to the person. One only has to grab of such chance, learn and execute. It is very clear that learning is the best choice to succeed in most any field.

4. Look Up

It is good to know your position and what is required of you. At the same time, it also pays to get to know the people in charge. These are the ones who are in the higher-up of the network.

One must seek a supportive system in the network. This shall ensure that the individual marketer is playing a fair game.

5. Do Some Leverage

Leverage in a network marketing environment entails having other people work for you. This is not a matter of the more, the merrier. It simply emphasizes the need to have members in the team who can perform well for the benefit of everyone.

6. Take the Task Seriously

Finally, it is important to be active in this field. People who benefit tremendously from network marketing today are the ones who have gotten really involved in the activity.

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