

Is Your Understanding Of Network Marketing Outdated?

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Is Your Understanding Of Network Marketing Outdated?

By Mike Bergeron

I knew things in our industry had changed, but I didn't realize just HOW MUCH they had changed

until recently. Now we all know nothing stays the same, and progress is always welcome in Network Marketing, but I don't think many of us are truly aware of the vast differences we've seen technology bring in just the past few years.

Ten years ago—even five years ago—a successful couple or individual working in Networking limited themselves to a single program. Why? Because working direct sales or MLM took a TON of work.

Mike and Rita were about the best Networking team around a few years ago. They held weekly meetings at the public library and held even more meetings at their home. If you made any contact whatsoever with Mike and Rita, they would keep your phone and fax warm for days until you finally signed up on their program.

Not only that, but a BIG part of Mike and Rita's success was due to their non-stop mailing of sales letters and postcards. Rita spent many a night posting their prospecting ads on Internet sites and newsgroups.

More than once they got kicked off of AOL and other ISP's for being too aggressive when contacting prospects — a new no-no in the online age.

I supposed all the work Mike and Rita did was worth it, but at what cost? They worked night and day for years. And even then, I don't think they were pulling in more than a few thousand dollars a month.

Now let's fast forward to today. Mark and Sandra are the talk of the neighborhood. They live in a big expensive house and drive a luxury car. Most people can't figure out how Mark and Sandra afford it. They're seen at home all day and go on lengthy vacations five or six times a year.

That part makes me smile, because I KNOW what Mark and Sandra do. They're working in direct sales and MLM from home. Only there is a key difference in what they're doing from what Mike and Rita were doing a few years ago.

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Mark and Sandra use completely automated online systems to find huge numbers of leads, then filter through the leads to find only the best. Only then do Mark and Sandra start talking to their leads.

You see, Mark and Sandra don't spend their days prospecting. They let the technology do all that prospecting and cold calling for them. The only time Mark and Sandra talk on the phone or answer an email is when a very hot prospect calls them to place an order.

And here's the good part: Because the technology takes so much of the work out of direct sales, Mark and Sandra are able to work several very successful networking businesses. Rather than earning a few thousand dollars a month, they're bringing in TENS OF THOUSANDS.

Plus, with all that automation (and help from their upline organization) Mark and Sandra are able to take off and travel the world just about anytime they like.

Now that's progress!

Mike Bergeron has discovered what could well be the most advanced home-based business opportunity ever created. The automation and upline assistance is astounding. He started earning good money within 17 days of joining. You can too! See Mike's program at

<http://www.247IncomeStreams.com>

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What is Network Marketing?

By Cherlyn Garrett

Network marketing is a form of business that most people have the ability, skills and resources to participate in. Many network marketing companies provide skill building workshops or meetings to help you grow. Many network marketing companies provide even more resources for you to utilize.

Network marketing is a business where you and I are the advertisers of their products or services. Network marketing companies do not spend billions of dollars in advertising. You will not see an advertisement on television for MLM products. You will not hear an advertisement on the radio for MLM products. These companies chose to have their products advertised by you and me, and in turn give the money they would have spent in advertising to you and me.

Network marketing is a people business, which utilizes networking concepts. When you look for a traditional job, you usually network with other people to see what is out there. If you don't network with your employed friends and family you may not hear of your best opportunity. Traditional business owners network with vendors and customers to build their businesses. If they don't, they could get

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stuck in a contract with a vendor that is much more costly, or they may not have considered a certain segment of the population as a good marketing avenue. Whether you realize it or not, networking is a part of your daily life, or should be. Network marketing companies simply try to allow you to benefit from your daily networking activities in yet another way.

What Network Marketing Should Not Be

Network marketing should not be a way to bug your friends and family. It should not be a way to take up all of your free time and work you into burnout. It should not be a cult-like experience. It should not be a method to sort out your friends or a measurement for making new ones.

What Network Marketing Should Be

Network marketing should be fun. It should provide a clear path to help yourself and others. It should be a way for you to grow in professional and/or personal areas where you'd like to see growth. It should be a positive experience for you and anyone you approach.

Just a Thought

This is your business! You must work your business the way you feel it needs to be worked. If your company, sponsor or upline asks you to do something you don't feel comfortable with, ask yourself why. If you don't have the money, maybe it's something you can work towards and possibly do later. If it's something that doesn't fit your personality, then consider what they've said as a topic for brainstorming. Find out if there's an area within that idea, or closely related to that idea that is more comfortable for you to do. Please do not get into a comfort zone, however. Comfort zones do not provide growth. Allow yourself to grow and you will be able to help others grow as well.

Cherlyn enjoys a full-time network marketing career. View her blog at

<http://ownyourfuture.blogspot.com>

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