

TAKE A SECOND LOOK AT YOUR FIRST IMPRESSION

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By Richard Gunter

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While many of us are examining possible business opportunities, especially on the Internet, we have traditionally given a wide berth to anything that looks like it might be called 'network marketing.'

But you may be missing some really valid money-making options, and it may be time to take a second look at that bad first impression.

In many ways, owning your own typical business – whether it is a traditional 'brick-n-mortar' company or an online enterprise -- has become complicated and expensive. The owner often ends up with a low paying job and long, thankless hours. I've heard it said that the average entrepreneur earns about three dollars an hour, on average. Is that what you want for yourself?

Yet 185,000 people in North America are joining the networking movement every week. Can that many people be that wrong? According to a recent article in Time Magazine, "Network marketers will make more money in the next two years than in the auto, travel and computer industries COMBINED!"

Hmmm... what are we missing here? Let's take a look at the 'upside,' the positive aspects that may be inherent in network marketing opportunities that may not be present in traditional business start-ups.

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First of all, there's usually a minimum of paperwork. In traditional business, many of us are drowning in paper, in spite of all the claims that we are nearing a 'paperless society.' Just the state and federal licenses, applications, and tax forms we have to fill out, alone, can be pretty daunting!

Secondly, in many network marketing opportunities, particularly online, there is no inventory that has to be tracked, stored or shipped – traditionally a headache for many offline businesses. Even if the business doesn't involve an information product (for example, an ebook), many

are set up now so that any product shipping is done directly from the manufacturer, or from one source – while the distributor (ie., the 'network marketer') gets the credit.

Can't beat that!

The next benefit worth considering, when it comes to looking at potential network marketing opportunities, follows on the last. If you don't have to deal directly with inventory management, you also don't have to worry about 'handling' headaches, or returned merchandise from an inevitable unhappy customer. In many cases now, these problems are dealt with directly by a head office or warehouse, leaving you free to do what you do best – the sales and marketing aspects.

Even those tasks seem to be getting easier in network marketing circles. Many companies now provide their distributors, or 'downlines,' with substantial leads – whether they employ lead generation software, or simply have others making the 'front-line' contacts (phone calls, etc) first. This means that you no longer have to spend hours on the phone, cold-calling prospects, or harassing your friends to sign up.

An additional benefit of some networking opportunities includes the company back-up and support that is so often missing in the fast-paced environment of corporate business today. Many network marketing companies have learned the hard way to make outstanding training opportunities and myriad resources available to folks who sign up, in order to keep good sales people.

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In short, the next time you hear or read about a 'network marketing' opportunity that seems like it might suit you, don't dismiss it out of hand. There may be more advantages than you thought — so give your first impression a second look.

Make a Superb First Impression

By Arlen Busenitz

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It is extremely important that people have a good first impression of you. Either you make a good impression or you will suffer for it! It is going to affect how your contact views you for the rest of that conversation. It can affect how fast a friendship starts, or how fast business relationships get going. You have got to make a good first impression!

What is a "first impression"? Simply it is the first thoughts a person has toward you after seeing you or listening to what you have to say. These are made during the first five seconds and then the first few minutes of a conversation. It has been said that a speaker has 5 minutes to convince the audience that he/she has something good to say. How you act, dress, and talk are all going to affect "the first impression". A customer's first impression of a salesman will have an impact on whether the customer buys. The first impression a manager has of you will affect whether you are hired. How you act in the first moments of meeting your new neighbor will sharply affect his/her view of you. Yes, you need to make a good first impression! It can stop a sale, or it can help you make an instant friend!

How do you make a good impression? Here is one way which is guaranteed to work. Do this and people will have excellent first thoughts about you! This is the key:

When you meet someone (friend or new contact), greet them on the phone, or pass them on the street, act ENTHUSED to meet them!

- Give them a "winning" smile.
- Cheerfully greet them with "hello (name)". Let your voice show that you are glad to see them!
- Act like you are greeting a best friend who has been gone for awhile.
- If you walk into a group, greet or acknowledge every person. Look them in the eye. Either verbally greet them or at least make eye contact and acknowledge every single person.
- Greet your friends, contacts, and family the same way.
- When someone calls, say a professional "hello". When you find out who is calling, act glad to hear

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their voice.

What if you DO NOT feel like it? Who cares! ACT enthusiastic to meet them and you will BE enthusiastic to meet them. They will feel important and will be glad to see YOU. You will make an excellent first impression. This technique alone will work wonders for you! You will stand out from the crowd. Customers will want to come back. When a customer sees that you are glad to have them buy from you, they will want to come back and buy MORE from YOU.

You have probably realized that puppies make friends very easily. When they greet a person they

smile, wag their tail and are absolutely happy to see you. They want to be your friend. The result is that you in turn want to pet the puppy, and be the puppies friend. This same principal works with you social contacts. Be glad to see them and they will usually be glad to see you. You will make a good impression and they will like you. This is just one technique for making a good first impression. Apply it and it will work! Find more articles at

© 2001, Arlen Busenitz. Arlen is a free lance writer specializing in people skills and personal improvement. Free articles and the "Secret to Making People Like You" can be found here:



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