

Special
Edition!

NETWORK MARKETING! WITH GVO!



Based upon a Best Selling, Network Marketing Survival Guide,
Here's How To Market The GVO TITANIUM Plan, Select Your
Team and Marketing Model to Explode Your Business Today!

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***The rebranded version is free to my downline and costs \$20 for others.**

Network Marketing with GVO

“Here’s How To Market The GVO Titanium Plan, Select Your Team And Marketing Model And Explode Your Business Today!”

Chapter 1: Introduction



Welcome To **“Network Marketing with GVO”**

In this book, you will learn most of the stuff you’ll need to know about how to survive in the cut-throat world of network marketing, and how you can get ahead of the other GVO competition!

After all, network marketing is like a jungle. If you are not careful, you will get eaten by the **LIONS** out there!

There are certain timeless principles that will never change in the network marketing industry. Principles such as:

- Providing value for your customers and prospects
- Uplines helping downlines
- Working together with a solid management team
- Building your reputation and helping others...

These things will never change. However, there are certain things like business opportunity demands, prospecting methods, competition and many other crucial business factors have changed the way network marketing is done!

The goal of this short ebook is to provide awareness for GVO network marketers and give them enough knowledge to know what works and what doesn't work. With this knowledge, you will be able to arm your downlines to the teeth!

Make sure you apply the techniques in this ebook and take advantage of the free tools that are available for you.

Just reading this ebook is not enough.

You have to take action and make your business a part of you; otherwise you will not be able to achieve success!

If you're going to encourage people to buy or to sell the GVO product, you may want to actually try it yourself first, so you can make sure it is something worth paying for. There are plenty of marketable products out there, but if you know exactly what is good about a given product, you will be able to sell it considerably better.

Once you have established credibility and the understanding of the product you are selling, you will then want to begin building a network. This is the only way you can possibly avoid the failure that most others experience by doing everything in a legitimate way, rather than cutting corners to save time.

Instead, spend the time to know the GVO product and spend even more time getting to know everyone in your network. The better they are able to replicate whatever successes you have had, the better your network will do as a cohesive whole.

So without further ado, let's get started right away!

Chapter 2: Network Marketing for Team GVO



Sales Versus Marketing

Times have changed since network marketing was introduced to the world. We must be very careful how we approach our prospects, however.

Just because the profitability of network marketing is still viable doesn't mean that using the same old techniques that were used in the 80s is going to get you the same results today!

Here is the irony part – when the term '**network marketing**' was coined, everyone focuses on the first word rather than the second. In other words, they go around networking instead of **marketing!**

Most people who are in network marketing do not have a CLUE what marketing is all about! They go about recruiting friends and family on their name list while deluding themselves into thinking that they are 'sharing' or 'marketing' their products to people.

***MYTH:** Network marketers are not in sales, they are merely sharing products with other people*

TRUTH: Network marketers who do not have a marketing system in place are actually in SALES.

What they are actually doing is that they are SELLING an idea to someone else. Whether they are selling the product or the opportunity, they are trying to convince someone to change their mind about what they have to offer.

Remember – Sharing is different from selling. **It is totally different.** If you are my friend and you are having a conversation with me right now, I would share with you about my passion for eating Chinese food.

When I'm sharing with you, I've no intention to SELL you Chinese food (unless I am getting commissions from the restaurant that cooks Chinese food).

Get the idea? Selling is different from sharing.

So the question is: How do I generate business without 'SELLING'?

I'm not saying that you do not sell any products. But what I'm saying is that the approach when it comes to marketing versus selling is totally different!

Take a doctor for example:

A doctor sells his or her services. But they don't go around recruiting patients or sending out flyers and advertisements saying that they are the best gynecologist in town!

When people go to the doctor, they seek the doctor's **expert advice**. They listen intensively to every word they have to say and they will take whatever medicine they recommend. (So much different compared to network marketing recruitment, don't you think?)

The same principle applies to marketing!

Marketers sell products, but not in the way sales people do. A person who markets their business effectively is a **LEADER**. They are **EXPERTS**. They don't go around peddling their wares like a sleazy salesman. They are good at marketing themselves in such a way that they will always:

- Find the right target market
- Find the right people to join their downline (and their downlines will listen to them and do what they say)
- NOT waste their time on the wrong people
- Attract the right people to them.

Old School Versus The Google Revolution

There was a time in the past where people had NOT heard of network marketing. If you brought them to a 'dog and pony show' telling them about how network marketing will give them residual income and CHANGE THEIR LIFE, they would gaze in awe about this fantastic NEW opportunity.

Unfortunately, network marketing is totally different today! Times have changed and network marketing is nothing new.

An average person is approached by network marketing companies at least 10 times. I personally have been approached by network marketing reps and opportunities at least once every month!

The fact of the matter is, network marketing opportunities are like the sand at the beach. There are more and more companies springing up like mushrooms after the rain and the **COMPANY : DISTRIBUTOR** ratio is going to shift dramatically. In other words, competition is going to kill the average network marketer as a result of the Google revolution.

Today, someone can go online and Google the search term – Network Marketing Opportunity or Home Based Business and get bombarded by countless business opportunities... and they can do it in the comfort of their own home without having to drive out to Star Bucks and listen to a stranger as they 'show the plan'.



The funny thing is a lot of network marketers do not realize that the Internet has revolutionized the way that network marketing is done!

Some people are sucking in paid leads like a vacuum cleaner and earning massive money online while the poor network marketing rep that is still making a name list of friends and family is going to be crushed by the competition!

Now that we know about the competition that we are up against, you have a better understanding on how to use the Internet to work **for you** rather than against you!

For more information about how to use the Internet to generate leads and grow your business, click [here](http://click-here-for.info/on/mlmsuccess) (<http://click-here-for.info/on/mlmsuccess>) to learn more.

Attrition Rates Are Increasing

People who drop out of network marketing companies are quite common today. However, because of increasing awareness about network marketing recruitment 'tricks', information overload and saturation, more and more people will be dropping out of network marketing companies – and we wouldn't want that to happen to our GVO team, right?

In the past, people were more concerned about supporting their upline and being loyal to their company. Today, there are so many business opportunities available out there that people are jumping from one opportunity to another in a heartbeat - and we wouldn't want that to happen to our GVO team either, right?

They don't want to wait 6-12 months before they break even - they want fast, relevant results!

Being aware of the rising attrition rates will give a network marketer a realistic expectation about the industry rather than jumping in believing that motivation and hope will provide the ingredients for success in network marketing.

Chapter 3: Choosing The Right Network Marketing Plan



The Right Vehicle

Let's be brutally honest with ourselves here.

Network marketing is all about making **MONEY**.

You are NOT in charity. If you are building this business because of your loyalty to your company (because you feel that it is a good company) or because you are loyal to your upline, you will **FAIL IN NETWORK MARKETING IF YOUR INTENTION IS NOT VERY CLEAR FROM THE START!**

A network marketing company (or network marketing for that matter) is just **a vehicle for you** to make money, full stop.

As an independent distributor, you are an entrepreneur! An entrepreneur must deal with partners, workers and suppliers. You are NOT in business alone (if you are, then you are not an entrepreneur but a small business person). As an entrepreneur, your network marketing company (i.e GVO) is your **PARTNER**.

Your business will survive if your partners are performing well. In business, people will break partnerships if it isn't profitable! The same should apply in your network marketing business as well!

Remember, your company is only a vehicle. If the management team is stuffing up, the margins are low (and not profitable), and the other variables do not equate to a profitable business, then it's better to find another company!

Remember this golden rule: Mixing business with emotions is a recipe for disaster!

The Right Management Team

The management team is the backbone of your business. They are your suppliers and your collection agents all in one. How can you survive in the network marketing industry if your suppliers are not delivering the "goods" on time or the company has cash flow problems?

In order to choose the right company with the right management team, you must do your due diligence on these factors (I have already done the homework for you – check the sentences in italic):

- **Their track record.** Is the network marketing company backed by a solid track record? - *GVO has a 12 year track record!*

- **Is the team here to stay?** There are some network company owners who build and burn and build again. You don't want to invest interest in a company that is there today but gone tomorrow! – *GVO has been around for 12 years as a hosting company with a 2x10 matrix commission plan – it works!*
- **The vision.** Does the company have a solid vision and are they actively working towards that vision? – *GVO's vision is to supply their customers with the best marketing tools around and include them in the TITANIUM plan.*
- **The capacity to expand.** Sometimes, when a new startup company is expanding, they might run into cash flow problems when their sales volume increases! They need to build more and bigger data centers, and pay MORE commissions and bank loans when more and more orders are taken. Just because the teams are growing and the sales are coming in doesn't mean the company is able to cope. *GVO recently moved to a new location to be able to expand their business without increasing costs*

A Product That Is In Demand

This is a no-brainer. No matter how good your company, management team, compensation plan or your upline is, a company will NOT survive if their product does not stand the test of time.

For example, multivitamin supplements were a growing trend during the 80s. Because of the rising health needs due to pollution and people spending more and more hours in the office, it created a need.

But that doesn't mean that the trend is still growing. There are some companies which came up with supplements that do not require water for mixing or swallowing. It caters to those people who are always on the run.

Today, people are not just developing new products... they are engineering new **product lines** and creating new demands while diminishing existing ones. The question remains... does the demand for your product justify your efforts for promoting it?

GVO is perfectly positioned in an era when almost every new and existing business are developing their online presence, in every corner of the world.

- What will they need? – Hosting of course, and marketing tools, and online conferencing capabilities, and more...

“GVO’s TITANTIUM Plan Already Comes With All Those Features!”

Chapter 4: Finding The Right People To Work Together With

Joining the right team is also crucial in MLM. No man is an island in this world.



Uplines will always be there to help but the attitude to be adopted is that I am in business for myself, but not by myself. Since I am in business for myself, I am the master of my fate, I create my own luck, and I am the author of my own book – it all boils down to ME.

Having an upline to help you is considered a BONUS. If you were to run a traditional business, would you expect other people to open shop for you and close the shop for you? Same goes in MLM.

Likewise, you have to be a good, responsible upline for YOUR downline as well. No one has succeeded in any industry without learning - and MLM is no different. It is the upline's responsibility to guide, train, teach and motivate the downline (hence I wrote this ebook).

“If you give a man a fish, he will feed himself for a day. Teach him to fish, and he will feed himself for life!”

New people in MLM without guidance are like sheep wandering into a wild forest – what are their chances of survival? It is no wonder 95% of Network Marketers fail to break even. The upline must lead them, empower them - but must **never** spoon feed them. Uplines must not be abused.

“Help others, even before you attempt to help yourself.”

This sounds counter intuitive, especially if your goal is simply to make money at any cost, however, as almost all network marketers learn, helping others and helping yourself often means the exact same thing.

The reason why this is so true with network marketing is because the best way to earn is to get others to do the work for you to gain leverage. Without gaining leverage, your best hope is to simply sell the product yourself through some type of direct marketing scheme.

Now, if you want to gain leverage, you have to find ways to teach others to do what you presumably know how to do yourself - which is to find prospects, introduce them to the product, and then close sales. Conversely, if you are shooting for a network perpetuation model, you will want to be able to show people how they can recruit people just like you.

With this being said, there is a significant difference between knowing and doing. You might know how to teach people this process, but if you are unwilling to actually do so, the skill is useless.

So make a habit of helping others especially those in your network. Whenever someone sends you an email, make your best attempt to respond to it quickly and comprehensively.

Even if the person himself is unlikely to earn you any money, your simple act of kindness could stir him to spread the word about your network to his friends.

Additionally, remember that helping others is only one part of the equation the other is making sure you do it correctly.

With that being said - here's the link to my help desk if you need assistance – <http://www.Ask-Anders.com>

Developing a good relationship with the company staff is also necessary for success. If you have a good relationship with the owners of the company, it is also a great advantage for moving in the same direction together.

This is even more so for pioneers with a new company, the first batch of distributors and the owners of the company must work closely together to bring the company to success.

You and Your Team's Motivation



Motivation is the driving force behind the actualization of all rational thoughts and processes. You might be able to clearly think through decisions, but in order to have the will power to actually go through with those decisions you need some sort of intent or emotion to back up those decisions. This underlying “emotional drive” can best be described by motivation.

For you, your motivation might simply be gaining the ability to care for your family or spouse. Perhaps you have been unable to find stable work for a long period of time; and you feel like this network marketing opportunity is your only chance to break out of being dependent on a boss and actually work hard to do something for yourself.

Whatever your motivation happens to be, you will always want to build further on it. Find new and more powerful ways to motivate yourself by creating lists of things you need or want; or by creating lists of ways in which you can change

other people's lives for the better if only you had access to the types of resources you could gain through this network marketing opportunity.

Now, with this in mind, consider carefully how you could motivate your own network in addition to yourself. What drives them? What do they need? And how can your network be a solution to that problem?

As I've mentioned previously, leading by example is critical – as is motivating by example. If you show constant enthusiasm for the opportunity and put all you have into making it work, then your network partners, too, will see what you've said and do and will attempt to mimic it.

In contrast, if you fail to motivate your network to action by not consistently taking action, you can expect them, too, to be more inclined to give up easily or to accept failure with little resistance.

Chapter 5: The Compensation Plan



The Importance of Compensation Plans

There are many types of compensation plans out there. Some of them are so complex that it requires a degree in mathematics to figure out how much money you will get in your next commission check!

Some people tend to neglect compensation plans. They feel that it is not important at the initial stages. But if you are not very clear how to 'place' your downlines, you will **LOSE A LOT OF INCOME** and in some cases, **some of your downlines will lose vested interest** if you fail to place the right people under them.

In order to support this way of thinking, **the guys at GVO have implemented a special feature** that enables you to 'place' new downline members exactly where you need them

Remember, losing 10% may not seem like a big amount, but when you calculate in the long run, your sales volume could total up to **the thousands** - and it is even worse when it is not **Your** income because if you cause your downline to lose money due to poor planning then you will lose the trust in your leadership which is something money can't buy back!

Single Level Versus Multi-Level

What are the fundamental differences between single level marketing and multi-level marketing? Well for starters, it is more than the amount of tiers which commissions are paid.

Allow me to elaborate how the mechanics affect a person's vested interest.

Single level programs – prevalent amongst the majority of the world's pay scheme where it involves a merchant paying an affiliate or sales person, is more beneficial for the merchant (or in the network marketing scenario, more beneficial to the sponsor).

Multi-level programs on the other hand, pay many levels of marketers. In some cases, the person who personally sponsors someone and gets a sale from him, only gets a small percentage because a lot of the commission goes to his upline(s).

So how does this apply to network marketing with GVO?

- Certain network marketing compensation plans usually pay more commission to those who personally sponsor someone. If their downline sponsors someone, the upline gets a lot less money.
On the other hand, **GVO's** compensation plan **pay more** to someone who builds their group (in essence, volume generated by one's downline – this

ensures that the sponsor will not leave their downline without any help)

This is important to remember – the size of your downline will amount to the bulk of your money!

- Single level programs allow the affiliate to make money for THEMSELVES ONLY. You see, if an affiliate recruits another affiliate for single level programs, the ‘sponsor’ does not get any money as a result of his ‘downline’s’ sale.

In other words, recruiting an affiliate only creates ANOTHER competitor! This is different for multi-level programs because the affiliate can take a cut from another affiliate so that vested interest is still there.

As a matter of fact, some network marketing companies even pay only a SINGLE level for the initial entry level sale of any new rep that is sponsored, so do NOT simply give away your sponsored downlines to the people in your group... you can lose a lot of money that way!

In the next sub-chapter, we will explore GVO’s network marketing compensation plan – the forced 2x10 matrix.

You do not need to have an in-depth analysis but at least understand how the structure works so that you can maximize your network marketing groups.

Matrix Plans

The matrix, or sometimes called, the forced matrix is like a pre-order tree. A computer driven plan puts new downline members into your group by computer, and they go in the next available slot. Usually this plan is combined with some form of a Binary – in GVO’s case it’s 2 wide, and it does work well if there are a lot of people that are recruited and most importantly -- **working together to fill the matrix**. When you recruit someone, the computer searches down for the next

open slot, and positions them there. **The GVO setup allows you to override the commission of those that you personally sponsor even though they are not positioned directly under you within the tree.**

Once again, the advantage here is that every single distributor in the tree all work together to fill the matrix and the duplication result is fantastic! Imagine if everyone finds 2 and everyone does the same thing, the matrix will be filled very fast, only 2 new members per day for each, and the matrix will complete in less than 10 days!

“Great! - So, this means that even if I don’t look for **anyone** to join the company, I will get paid when the tree reaches a certain level?”

WRONG!

The biggest and most obvious disadvantage with this compensation plan is of course that **everybody is waiting for someone to fill the tree for them**, thinking that they will get their money waiting for others to fill it. This kind of thinking **will ruin the company!**

Furthermore, unless there is a cut off system in the marketing plan, (for example, after the tenth level the person at the highest position will have to reinvest again at the bottom of the tree), the guy who ‘came first’ will get all the commissions and not do anything. – that’s why the guys at GVO decided to cut off at the 10th level.

What also happens at GVO is that when you have reached 14 direct referrals you’ll get a new **profit position** that you can place anywhere in your downline – and build a new 2x10 matrix from.

REALITY CHECK: Regardless of how good this plan may sound, it will not make you any money unless you sponsor anyone and develop them

Only **You** can make the plan work for without you, the plan in itself is dead.

Do not get too complicated explaining about compensation plans. Keep it simple while explaining to your prospects and make sure you understand that you CAN MAKE MONEY with it if you work your plan.

The 3 General Areas to make money in GVO's (or any) MLM plan.

1) The First area is Product Profit.

You must show the prospect that they can earn a retail profit with your products and services. *GVO pays 50% on direct referrals on the first month.*

2) The Second Area is Team Overrides.

This is where, just like a Real Estate broker, or Insurance agency, you get to develop your own sales team. 'Sales Managers' get paid a certain % of override off of them, just like the Real Estate and Insurance Agents do. Your goal is to help your people do the same thing. People don't understand that you have to help people or help your team in order to succeed. If they achieve success first, then only you will succeed. *GVO has 20% matching check bonuses on direct referrals 10 levels deep, so if you teach them to be successful, you will be successful*

3) The Third Area is Leadership Bonuses.

This is where you help develop Successful leaders in your group, and you get an additional bonus or override form your group. You get rewarded by helping others develop their leadership potential. Once your leaders are in place, your MLM business will go on autopilot. *GVO has monthly leadership bonuses*

Chapter 6: Prospecting Methods



Here are a couple of prospecting methods that you must be aware of if you want to survive in the network marketing jungle... after all having effective prospecting methods is your **network marketing lifeline!**

Cold Calling & Invitations

Cold calling (and going door-to-door) is one of the **MOST INEFFECTIVE** and **DIFFICULT** form of *obsolete* prospecting method in the 21st century. Some sales people might debate that this is still viable, but let's be realistic...

- You don't like to receive phone calls
- Cold calling has a lot of resistance and people turn their ears away if you are a stranger
- People don't like being sold things that they don't need
- They don't even need to see you – a total stranger!

Invitations on the other hand might still work if it is done correctly. You can invite your friends to an event or a tea-party but make sure that your intention is very clear when you invite him or her. People are not stupid and they can sense your intentions if you have promised them otherwise.

In other words, don't trick them into coming to your network marketing prospecting meeting!

Classified Advertising & Google AdWords

One important thing about advertising is to ALWAYS go for direct response advertising. Do **not** burn your money on advertising that does **not** solicit direct response and a measurable way to calculate your expenditure, leads contacting you and conversion to sales!

When you advertise your opportunity on classified advertising, make sure you have a website or a phone number that they can contact you that **must lead the prospect to the next phase of your sales funnel.**

Ad Impression → Direct Response/ Lead Capture → Build the relationship (Know, Like & Trust) → Pitch the right offer → Close sale or Follow up until the sale is closed.

The problem with people is that they dump all sorts of advertising without leading to the second phase which is the direct response or lead capture phase. They think just because they leave a website or a phone number (like leaving name cards all over town) they will get a lot of people to sign up.

With Google AdWords, you must make sure you have a [system](#) that is designed to deal with those leads and execute the steps above.

Online Prospecting

There are many ways you can acquire prospects online without spending money on Google AdWords.

You can drop by people's blogs, go to forums or build a mailing list of prospects in order to build relationships and meet new people.

Social networking sites like Twitter, MySpace, Friendster, Facebook, MyBlogLog and many other web 2.0 sites are a great place to meet new people with similar interests and make friends with them.

You must be very careful of one thing, NEVER, NEVER EVER **SPAM** forums, blog comments or other people's email. It is a very quick way to get a bad reputation or banned from those forums.

Another way in which you can build a downline is to use free advertisements. If you have a low budget, you could accumulate credits on a traffic exchanges; and then use that to get your advertisement placed on various exchange sites. This is a relatively effective and easy way to increase the amount of people who join your mailing list through your [squeeze page](#).

Thinking Outside the Box

In addition to all of the conventional ways to expand your network marketing business, you will also want to pull out all of the stops and use less-conventional, smaller, and harder-to-apply methods for finding new members for your network.

For instance, if you started off by selling your product as an Internet-based network marketer, you probably haven't done any offline presentations at all. Nor have you probably put much thought into offline promotional methods.

This creates an interesting issue: while it is much easier and often less expensive to advertise online, if you're advertising an Internet-based network online, the online market will probably be heavily saturated; whereas the offline market may have never been exposed to it at all.

One way in which you can advertise to the offline market is to create a cleanly designed flyer and post it in various public places where it is permissible.

Remember to use the problem-solution model. Start off by targeting people who have a problem (i.e. people who need extra money) and then explain how, using several bullet points, they can solve that problem by joining your network.

Another way in which you can advertise offline is to design and purchase a box of business cards for your network marketing opportunity. Having your name on a business card for what appears to be a legitimate opportunity is one of the best ways you can look professional and trustworthy, which is unbelievably important in this specific market.

You can then distribute these business cards to people you meet at seminars; and you can also even leave them at businesses, provided that they allow you to do so.

Last, you can also make an attempt to become a speaker at an offline seminar event. This will help you to gain credibility and also to begin creating interest in your specific methods of networking and promotion.

Here's a Simple, Yet Powerful System..

- 1 Advertise, Advertise, Advertise – “go to this page for FREE information” type of offers are the best converting ones. Use the FREE information from my site **Traffic Treasury** (<http://www.traffictreasury.us>) for tips on how to get traffic to your site/capture page.
- 2 Setup a Lead Capture Page (get prospect's email in exchange for the free info. You can make good use of GVO's excellent autopresponder service to capture your prospect's contact info.
- 3 The free information you are giving away positions you as an expert in your field. Now, make sure to include an OTO (one time offer), which should be an inexpensive information product. The OTO has the benefit of separating the serious from the curious, and also helps cover your advertising expenses.
- 4 Email follow-up for relationship building (*know, like & trust, remember?*) Don't forget to provide good and useful content to your new email list. Again, make good use of the GVO autoresponder service.
- 5 Monetize your list with your own products because 95% of your leads will not be interested in joining your GVO MLM opportunity. My bonus if you join GVO using my affiliate link, an elite level membership at MM1 (<http://www.makemoney-1.com>) will provide you with the latest and greatest Master Resell Rights, and Private Label Rights products that you can sell to your customers. Don't forget to also offer them hosting from your GVO reseller hosting account. Possible? You bet ! – I'm selling hosting all day long from only \$1/month for 1GB and get at least 20 new customers every month..
- 6 Support the 5% who did say yes to your GVO opportunity and enjoy long-term residual income.

Chapter 7: Common Mistakes Made In Network Marketing



Top 14 Mistakes Made by Newbie Network Marketers

1 Trying to understand everything

If you are new in your business and you sit down for days trying out the product, reading all the company brochures, understanding every single calculation about the compensation plan, memorizing all the names of the management in the company (I think we get the idea)...

This is a VERY SLOW way to get started in your business.

Your business is like riding a bike

- a You don't learn to ride by reading the best manual on riding
- b You don't learn until the moment you start peddling
- c You learn by falling down
- d You also learn how not to fall down after falling down the first time

2 Reading every single book in the industry

Most MLMs recommend a reading list and they are very helpful for new people especially if the information is factual and informative about the industry. Reading

is also a very good habit to develop. But one of the major mistakes of new people is thinking that the more books they read, the more money they are going to make! Those books are mostly self-help books or network marketing self-improvement.

Most newbies spend too much time reading books for a number of reasons

- a Overwhelmed by ignorance. Once again, trying to understand everything before going out there
- b Overwhelmed by fear. The paralysis causes them to retreat to their books without meeting people
- c Overwhelmed by frustration. They assume that after reading their first book, if they don't achieve enough success, they get disheartened and feel the need for self-help more! They try another book. If they fail again, they will blame themselves again. Always remember: Books are subjective. It may work for the author but differently for another.

3 Doing the business alone during the first 30 days

Network marketing doesn't care of if you are a CEO, entrepreneur, manager, housewife, college kid or a beggar. If you are new to the business you start from ZERO.

If you think you can earn a six figure income in 2 to 5 years time without following a system then you are grasping at thin air. There are people in traditional business who do make it within a few years but everybody learns from SOMEBODY and network marketing is no exception.

There are upline mentors to guide you and they don't cost you any money to ask for help. I would go to them like a sick man would go to a doctor instead of an architect.

4 Quitting your job

Network Marketing is a business like any other business. Don't get psyched into thinking that by burning my bridges and giving all I've got for the next 6 months, that I will survive just by will alone, without any financial support.

There is this saying that goes, if the only tool I have is a hammer, all my problems will look like nails. In network marketing, ANY form of financial pressure might kill your prospects because you will keep seeing them like money bags before and even after they 'get in'.

Some seasoned networkers only 'consider' quitting their job when their income in their business matches at least double their current income.

5 Selling the business as "I have a business opportunity for you"

What you are doing now will be duplicated downline. Most people would agree that 80-90% of the population are not trained sales people.

Most people who **can't sell**, sell things that **doesn't solve** other people's **problems**, to people who **don't like being sold to** who perceive you as a **sleazy salesman** trying to get into their pockets.

This means that most newbies make the mistake of trying to sell the opportunity to others (who don't like to be recruited or sold to). People are looking for **solutions to their problems** – therefore pitching the opportunity usually comes across to prospects as a way for the business builders to get their hands into the pockets. This usually leads to:

6 Begging people to join

New distributors get so hard up on recruiting people that they wind up coming across as high-class beggars in suits. They pitch and sell and pitch and sell that prospects get afraid of them. Some even chase down their prospects.

Always remember that the ball is in your court. They are the one who needs the opportunity and you are **helping** them to realize this. Don't try to convince them. Instead, when you start helping people out of a genuine concern, dealing with their problems, they will be attracted to you and they in turn will ask you for opportunities.

7 Explaining the business over the phone

The purpose of a phone call is to INVITE the prospect. If phone calls can close all the deals, no one will need to hold opportunity meetings anymore or rent buildings. People will just sit at home and call people to become millionaires.

Once your intention is very clear that you are just inviting, you will not confuse people by talking about the opportunity, product or plan. Imagine, the other person on the other side will have a chance to say no to you even after you have explained everything for an hour or so and that is one thing you don't want to have.

8 Telling prospects that this is not MLM or network marketing

Most newbies are so afraid or embarrassed when the prospects ask these these dreadful questions:

- a Is this MLM?
- b Is this one of those networking things?
- c Is this one of those pyramid schemes selling?
- d Are you trying to recruit me into one of those Direct Selling things?

Most will go, "Err... Um, no its not. Yeah it's MLM but we're not really selling... hello? Hello??"

Ever get those sinking feelings?

Never ever lie to your prospects. It reflects badly on you and people are not stupid. Either tell them up front it **is an MLM** or Networking business (we should be proud that we are in a multi-million dollar industry) or turn the question around by asking, “What do you mean is it MLM, how do you feel about MLM?” Then let him or her tell it as it is. Make the appointment afterwards.

Remember: if you are shady about what you are doing, your prospects will think they will have to do the same as you if they join you.

9 Tricking my friends to an opportunity meeting

Another big mistake: asking your friends or prospects out for a drink then driving them to an opportunity meeting without informing them that it is an opportunity meeting.

You gain nothing by hiding things from your prospects. Be open and proud of what you are doing! You sponsor people using **confidence**, not trickery.

10 Telling everyone what their income is

I wouldn't answer this question at all. Why would anyone go around telling others how much money they are making in their **job**? Would you find it insulting if someone asks you what your income is in your business?

If people realize the audacity about asking one's salary in work or business, shouldn't the same apply in network marketing as well?

Most networkers usually go around trying to prove their worth to others so they hope by parading how much (or how little) they are making, they hope to 'gain' others. A successful networker radiates leadership and confidence so most people won't ask them how much they are making. Its all about posture.

11 Not being yourself

This is the worst kind of disease among distributors.

Imagine if you are looking for your good buddy whom you have known since high school. Every time you see him, all you talk is jive, or nonsense. All of a sudden, you go, "Dude, I've got this business opportunity that will **change your life!**" Your friend will think you are on drugs or something.

BE YOURSELF! Don't try being someone you are not.

12 Never contact upline

Business duplicates. If you don't contact your upline, do you think your downlines will contact you? Do you think it is easier to contact **one** upline or having to chase after 10 downlines? 10 might become 100 and you will have a hell of a headache if you don't develop the habit to call your upline.

Uplines would be happy to receive your calls because it means business is growing for them and for you as well.

13 Emotional Attachment

Don't get too hard up when a prospect says **no** to your business. It is easier said than done but we must realize that MLM is just like any business – mixing emotions with it is a recipe for disaster.

When a prospect says **no**, we must not take it personally because most of the time they are saying no to the opportunity and not **You**. They might not believe in themselves or they might be having things on their mind at this point of time.

They might say **yes** in the future so don't dissolve friendships just because they don't join you.

The worst thing can happen is that you start feeling sorry for yourself and brood or complain about the business. If you let the NOs sap your excitement, it creates a domino effect which will kill your business for good.

14 Using the product before selling it

One of the favorite excuses of lazy distributors is, "I haven't tried the product yet therefore I can't start my business yet!"

It is good to use your own product so you can have good testimonials or are convinced yourself. However, have you ever seen a man sell shoes to a lady? If you are selling a good product, its quality will speak for itself, especially when there is a demand (like ladies shoes. Do you think the lady will ask the sales man if he has tried the 'product' before?)

Top 4 Mistakes Made by Average Network Marketers

There are a number of things that differentiate successful network marketers from average network marketers—or those who never manage to do anything extraordinary. If you want to avoid falling into the trap that will keep you an "average network marketer," you will want to look out for these five critical mistakes:

- 1. Avoid Doing Anything That Makes You Uncomfortable.** Yes, that's right: if you want to be completely average, it's easy; all you have to do is stick with the things that make you most comfortable. Never leaving that range will ensure that you never do anything that could possibly differentiate you from someone else.
- 2. Stop Building Your Network.** Again, being average is easy; it means that you can stop growing your network as soon as it reaches a point where you're

comfortable. So rather than growing your network further, you can simply allow it to stagnate once you've reached some critical point.

3. Don't Set Goals. If you're going to be average, you can expect that you will almost never end up succeeding in any goal you set, so why bother to set them in the first place? You don't need to be under that type of pressure.

4. Avoid Systematizing Your Business. Why bother knowing where things are when you need to find them – and streamlining all of the various functions, so you don't have to repeatedly do menial, unnecessary work? If you're going to be average, you might as well keep your organization at an average level.

Now, if you want to avoid being average, I would suggest that you train yourself to avoid all of these serious thinking pitfalls. At some point in our careers, we all fall into them; however, if we want to stay above average—or get there for the first time—we have to get past these obstacles and do something that is truly unique and consistent.

Top 4 Mistakes Made by TOP Network Marketers

By now, you've heard about all the reasons why “average network marketers” fail; however, what you may not realize is that top network marketers fail in many ways, too.

It may not mean that they're failing in the sense that average marketers are—that is, failing to make any money at all. But many of them make bad mistakes, too, which also prevent them from accomplishing goals.

Below, I've listed some of the more common mistakes they make:

- 1. They Fail to Communicate Well with Prospects.** Many successful network marketers have massive networks; and, as such, they have less time to communicate with prospects. This often causes them to lose new members who might otherwise provide an excellent contribution to the network.

- 2. They Fail to Realize that Network Members Have Limited Resources.** Often, when people have much higher incomes, they fail to realize that not everyone can afford to take as much risk. To a successful network marketer, purchasing a new product might not be a big deal; however, to someone who is just starting because they lost a job, it might simply be too expensive and risky.

- 3. They Fail to Delegate.** In general, this is one of the biggest mistakes that every business owner fails to make: they fail to send assignments to those who can specialize in that area of work. Instead, they try to do everything themselves. This limits both their time and the quality of the work they do.

- 4. They Fail to Expand Consistently.** This is yet another deadly flaw for top marketers. They are amazingly talented, but they can't seem to organize things well enough to consistently expand. Instead, they constantly find themselves overwhelmed with work—and with very few solutions in mind.

So don't despair. If you're a new marketer, you don't have to worry about being perfect; no one is. And if you're an old-timer with a lot of experience under your belt, there are always new ways to improve how you build your network; and how you then manage it from there.

Chapter 8: Conclusion



Network marketing is quite a challenging industry but the most important thing you must do is never to forget that you are the captain of your ship when things go wrong. If you wound up with a bad company, find a better one and MOVE on. Don't harp on the past.

Once you are certain you are back in the game, you must invest in a winning system and learn to take your business to the next level by using the right prospecting techniques and following the right team.

Reaching the top in any business is tough.

This is especially true with network marketing, which requires you to constantly recruit new people. If you ever want to get to the top, you have to recruit any unbelievable amount of people, gain a reputation, and then find a way to rope in a number of top players in your industry, who can multiply your own network marketing efforts by a factor of ten.

When expanding your network marketing business, I personally suggest you do the following things:

- 1. Set clear objectives for daily action.** If you don't have a goal each day, then you have no way of measuring whether or not you succeeded in doing what you should have. Additionally, without goals, it is easy to slip into inaction.
- 2. Re-organize on a regular basis.** Rather than assuming you have achieved some “perfect” level of functioning, expect that change itself is a constant. And if you don't keep up with it, you are in the process of falling behind.
- 3. Create mechanisms for coordinating with your network members.** Don't simply expect that they can figure things out without you. Many of them may be inexperienced, but if they are given sufficient training, they can be as effective as many “top marketers.”
- 4. Challenge your assumptions.** You may think that some certain guiding principle is always right; however, if you challenge that assertion and test it, you may find out that the exact opposite is true. For this reason, it is a good idea to constantly test everything you believe is true.
- 5. Create a long term “to do list” and re-evaluate it on a monthly basis.** Always set goals, but also spend the time to consistently re-evaluate them. If you find that you are changing goals too much, you will want to re-evaluate your expectations, too.

And there you have it: five critical elements of creating a successful network marketing business. Use them in conjunction with the other methods discussed in this report and you are sure to become a “top network marketer.”

I wish you all the best in your network marketing adventures.

SEE YOU AT THE TOP!

Recommended Resources

Team GVO – <http://www.Team-GVO.com>

Affordable Hosting Plans – <http://www.CheapWebhosting-1.com/>

Cheap Domain Names – <http://www.CheapDomainsOnline.biz/>

Internet Business From Scratch – <http://www.IMBizFromScratch.com>

Master Resell Rights Products – <http://www.MakeMoney-1.com>

Are You On A Budget? Quality Free Stuff Here:
<http://click-here-for.info/on/bonuses>