



Tip Sheet Twelve: Creating the right environment for MLM Business Success

The Internet provides some fantastic opportunity for the average person to build a significant income stream from home; this is the upside of man's creation.

The downside of it, is the huge amount of hype, misrepresentation, misinformation, gibberish and lies that seems to be flowing from so many web sites.

It's unbelievable!

Now, not only have people got to identify where best they should be investing their time and money, they also need to be careful what they read and what they implement.

MLM is an area where there is so much nonsense written... some stems from Home Offices who are clearly living in the Stone Age, and much comes from the many self-styled experts who consistently talk about the same things.

Now all of us engaged in MLM, we're all Home Based Entrepreneurs; in the main we're all decent people; and in the main we don't want to invest too much time and money in our venture... that said we want a good return on our time and money investment.

Whether we just want to earn \$500 a month or \$10,000 a month... it doesn't matter!

What matters is that we act together for the good and benefit of everyone.

How we act for the good and benefit of everyone is of paramount importance because no MLM Distributor can survive on our own... we need each other.

This Tip Sheet outlines the key areas that we should be mindful of as we build our respective income streams together.

Do NOT Focus on the Product

Isn't it bizarre?

No one likes to sell, and yet the first thing we Network Marketers are often taught to do is make a list of our Family and Friends and then pitch our Business to them.

It's little wonder that the results we're getting are poor... so what else should we be doing?

Mmmm!



OK, here's the number one thread that binds us all together... the desire to make money!

Other threads that bind us all together are these:

- We're all human
- We all eat
- Most have families and children
- We like to entertain ourselves
- We like to travel and do new things
- We want time freedom to do as we please
- Our World revolves around relationships

Mmmm!

Interesting!

As a professional Procurement Executive, I've had countless numbers of Sales People pitch their products or services to me.

They've ranged from the downright rude, the obsessive (who thinks they got the best product)... to those that really couldn't care less and who's service has been equally as shambolic.

Now the successful Supplier I've dealt with, are the ones who:

- Listen to what I want
- Fall over themselves to deliver what I want
- Are courteous and friendly
- Smile
- Have the full support of their Organisation
- Spend time talking about other things that are not work related
- Are interested in me

And in return, I always:

- Give them as much time and help that they need
- They know they've got my full undivided attention
- They know I will do everything in my power to make things happen for them
- Fulfil my promises
- Spend time talking about things that are not work related

When these relationships are nurtured, you can achieve almost anything. But that's not all...



These relationships last.

Even when I move from Company to Company, I always remember these people, and I invariably look to do business with them again.

So then, a Lesson for all Network Marketers is this...

Given all of us as Distributors and Prospects have got so much in common it's imperative to focus on the relationship with each other.

All of us can spend the time necessary to build the best possible relationships with a half dozen people globally...

It really doesn't matter, who they are... or where they come from... or their background...

You can overcome all of that with the right attitude and the right desire. Give people the time of day, treat them well and they will repay you...

If they want the same as you and you have a relationship that is unbreakable, then they will join your Team...

Now to the second point:

Go for Your Highest and Best Option

Without doubt there is pressure to bring in more money; yet one of the problems with MLM is the lack of performance transparency and individualism.

This means that it's very difficult for people to find the right income opportunity or the right Sponsor to help them meet their income goals.

In other words it's easy to jump into something without first understanding if it's your highest and best option.

It's important that you do join your highest and best option because there is pressure from Home Offices and Sponsors to have their Distributors buy product and sign up to autoship straight after joining.

If you know 99% that it's your best option with a Sponsor that you have a relationship with then fine...

But you can understand that when there is no strong personal relationship between the Upline and Downline; and when there is no business performance transparency or proof people do tend to not take the necessary action even after signup.



And that destroys the opportunity for everyone.

That's why there are so many free members who haven't bought product nor signed up to autoship.

Now extrapolate this type of environment and activity across the MLM Industry and you can see why it is what it is!

Clearly, if MLM is ever going to attract more people who are active and who invest and contribute to the overall Industry things need to change.

All of us need to move towards a better, more efficient, fulfilling and profitable MLM experience and that has to first be at the grass roots level.

Distributors need to have the right attitude and outlook...

Distributors need to build the right relationships with people who are willing to reciprocate...

Distributors need to participate fully...

Distributors need to come together... not to advertise but to network.

That's what the MLM Friends Platinum Club is really all about.

It's time we raised the standard of MLM together.

Come and have a look today... see what the MLM Friends Platinum Club could do for you?

It'll only take you a few minutes to sign up:

<http://www.mlm-friends.com/friends/index.php?mode=join>

Thank you and see you soon!



About the Author



Bob Thompson is the Founder of the MLM Friends Platinum Club - an amazing new Private Members Club for Network Marketers, one that provides a collaborative environment to select and promote MLM, Network Marketing and Matrix type business opportunities with like-minded home based entrepreneurs.

His Network Marketing experience spans over 17 years; and he's been an Online Instructor for a US Marketing Company too.

But that's not all; Bob is also a senior Procurement Executive with a lot of experience transforming Corporate Procurement across EMEA; he has also developed from scratch a Procurement Consultancy which successfully sold into the UK Public Sector. Bob has used a combination of Technology, Processes, Resources and leading edge thinking to create Procurement integration and improvement within the Corporate Environment providing significant multi-million \$ commercial value.

It's from this unique background, that Bob has identified a 'no-nonsense' way to help Network Marketers throughout the World find, invest and collaborate in the best Home Business Opportunities for faster and bigger residual income checks.

Bob understands that MLM today is not just about marketing and advertising. Indeed, he goes on to say that "poor choices when investing in new online MLM opportunities is more likely to kill your business before you've even started marketing it."

His new Private MLM Club, the MLM Friends Platinum Club is jam packed with web tools and advice to get Network Marketers everywhere collaborating together in the best opportunities so that everyone earns more.

Bob is a Full Corporate Member of the Chartered Institute of Purchasing and Supply and Institute of Logistics.

Links:

MLM Friends Platinum Club: <http://www.mlm-friends.com>