



Tip Sheet Twenty-Three: **Responsible Network Marketing and DUTY OF CARE**

As a Network Marketer it pays to act responsibly, doesn't it?

In fact, don't we have a **DEFINITE DUTY OF CARE** to our Prospects and Downline?

Anything less diminishes our credibility in the Market, without which our Prospects and Downline simply won't listen, let alone act.

So how do we create an environment which has Responsible Network Marketing and Duty of Care as central pillars?

Is it the provision of a Business System?

Is it showing others how to get leads?

Is it showing people how to convert Prospects to Paying Downline Members?

Is it having people make lists of Family and Friends?

Mmm!

Or is it something else?

Now doubt, having a 'system' is important; as is the ability to get leads... and clearly converting Prospects to paying Members is paramount...

But is this it?

Is this the pinnacle of 'responsible network marketing' or 'duty of care' – and is it enough to enable success for more people?

If not, what more could we possibly all do?

Any ideas...?

Mmm ...!

Mmm ...!



Here at the MLM Friends Platinum Club we invite everyone interested in Network Marketing to take a more proactive role...

One that goes beyond pure advertising and lead generation...

...to ensure we operate responsibly and instil a real duty of care to the people we bring into our lives...

Who knows what the future really holds for 30 million Network Marketers, and the many Opportunities that now avail themselves to us as Distributors...

But, one thing is for sure...

...if we don't act responsibly or develop the necessary duty of care to each other, driven not by Leaders or Sponsors but by everyone interested in making money then Network Marketing might never really be taken seriously or grow into its potential!

Or will it?

An interesting debate, don't you think?

Come on... make an impact...

Join us today:

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



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>