



Tip Sheet Twenty-Nine: **Take a Helicopter View of Network Marketing**

So you want to make some extra money and you're attracted to Network Marketing!

Fantastic!

Great idea!

Now what!

First thing to note is that no one makes any money until the following is met:

- Someone buys something
- People meet a minimum criteria (either spend or sign up to autoship)

The big money is made when lots of people buy something, and that entire revenue rolls back up to that person.

To make the big money you need to sponsor others.

In order to sponsor others you need to find people who want to make money!

In order to sponsor other people, those people need to be on the same wave-length as you.

(Note: Don't sell your product or your opportunity... that's just a big headache)...

In order for people to stay in your downline, they will need to:

- Make money (soon)
- Not lose money
- Get value from something
- Buy something
- Get qualified

There are over 500 different MLM Opportunities to choose from.

This fragments the market!

This makes it harder to sponsor people.

This is highly competitive.

It might cost you a lot of money to find the few people who want to be with you over the long term.



You will need to bond with your downline... talk with them at least weekly, if not on a daily basis.

Never spend beyond your means even if it means that you don't fit their ideal criteria.

Some sponsors will not be happy when you don't buy your quota!

Stuff them!

Never spend beyond your means even if it means that you don't fit their ideal criteria.

Many people will try to tell you where you need to advertise!

Most advertising doesn't work.

Advertising without differentiating yourself is a waste of time.

Without credibility, trust and openness most people will struggle in MLM.

There is little performance benchmarking of Network Marketing opportunities. Without some performance indicators, selection of Network Marketing opportunities becomes a lottery.

There are over 30 million active Network Marketers.

Probably half can't sponsor anyone.

Network Marketing is inefficient when you only focus on being a Distributor for your chosen MLM Opportunity.

To really succeed in MLM all of your downline MUST become successful quickly.

To be successful quickly in MLM, everyone needs to take appropriate action now...

...together!

We need to think the same...

We need to share the burden...

We need to become qualified quickly...

We need to be a showcase for those that come afterwards...



We don't need to waste time finding each other... there are smarter ways to operate together - (Hint: Niche Private Clubs or Social Networks that bring people together)...

Keep taking a Helicopter View...

Don't get sucked into individual advertising and lead generation strategies... this just takes your money and puts it into someone else's pocket... usually without you sponsoring anyone.

Most people want to sell you a 'how to'...

For a 'how to' to work effectively everyone needs to be on the same page otherwise it'll be dismissed by everyone you talk to... why? Because they're ignorant of 'how to'...

When people don't have a common objective, they'll fragment and take their own path!

In a fragmented World there is mistrust...

We live in a World where Politician and the Banking Sector have already disappointed...

We try not to get too personal with our downline or upline for fear of being disappointed...

Yet none of us can succeed when we operate at arms length...

None of us can succeed when too many procrastinate!

If you want to succeed in MLM then you need to follow a process.

You need to be a part of a community where there is real Thought Leadership and Strategic MLM Direction for the masses.

Better still if you get paid to drive this Thought Leadership and Strategic MLM Direction throughout the World.

How does earning \$7 for each referral you make sound?

Highly attractive?

You bet!



Where can you get real Thought Leadership and Strategic MLM Direction?

Here – at the MLM Friends Platinum Club!

Where can you earn a significant income for helping others succeed?

Here – at the MLM Friends Platinum Club!

Where can you get innovative tools to help you develop your business... and which your prospects and downline can engage to help them too?

Here – at the MLM Friends Platinum Club!

At the end of the day, all Network Marketers are in business for themselves, but they cannot succeed alone...

We need each other...

We need to come together...

We need to create winning Teams where everyone:

- Make money (sooner)
- Doesn't lose money
- Get values from something
- Buys something
- Becomes qualified

Take the helicopter view and don't get bogged down in the detail of where to advertise...

If we do it... they will come... if they do it... more will come...

<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>