



Tip Sheet Thirty: The One Critical Question You Must Ask Yourself

Is Network Marketing any more complex than other business models?

How do you view it?

Easy?

Complex?

Frustrating?

Sure, you'll have a lot of questions which need answering as you go through your MLM career; but do you know which is the most critical?

Do you know which one question you simply **MUST** ask yourself and have answered?

If you fail to answer this question satisfactorily, you may end up consigning yourself to potentially years of misery and ultimate failure.

So what is this question?

How about:

Where do I advertise?

Or:

Who is my Target Market?

Or:

How much should I pay?

Or:

When should I join?

Or:

How much should I buy?

Or:



Who should I sign up under?

Or:

How do I convert my Prospects?

Or:

Should I have my own Website?

Or:

How do I get into the number one spot in Google for my top keyword?

...as you can no doubt appreciate, these are all important questions needing answering.

But they're not the most important!

The most important question you need answering is this:

'Do I go it alone or operate in a community?'

Now you're probably thinking, why is this Question the one, I most need answering!

This is why:

Most people operate their Business alone. Sure their Home Office will have sent you their Business Pack to get started, and your Sponsor will be asking you for your first order and to sign up to autoship... but, they won't be telling you where to advertise... and they may not be helping you convert your prospect.

Indeed, if you can't find any prospects, because you don't know where to advertise then your Sponsor will not have any need to help you convert anyone and so you'll be forgotten about.

Worse still, if you haven't signed up for autoship or ordered the requisite quantity of product you'll be seen as someone who operates outside of the normal 'marketing plan' and so (quite possibly) ignored.

As this story unfolds, you'll probably end up buying less, or not at all, never sign up to autoship, never go out and sponsor anyone and so your business dies.

More over:



With the demise of your business (although it's never been a business per se); you'll become despondent with Network Marketing and start to tell everyone how bad it is and how much money or time you've wasted.

You may then go and look for an alternative business and do exactly the same!

This is a typical Network Marketing scenario – and it can be avoided!

In other words, none of us need to operate or think alone!

We DO have each other to fall back on, but not how you imagine.

We advocate a collaborative methodology which starts at 'I want to make some money' stage – NOT after the signup stage!

Collaboration needs to extend from the time we choose to go into the Industry, through the selection and signup process... and from finding the right places to advertise... to talking with each other on a regular basis... and definitely, it's about how we all think... back to how we help each other convert our prospects... and then to helping our new downline 'do' exactly the same.

At the end of the day if we choose to go it alone, there is doubt, procrastination and quite possibly a deep nagging fear and de-motivation borne from intense competition and market fragmentation.

Sure, Network Marketing is about creating a revenue stream for our Home Office... it is about developing business...

But it's also about helping each other do the best way can...

It's about motivating each other, ensuring we all have the credibility to move forward together...

Making sure we all have a process to capture leads and then show those leads that we **ABSOLUTELY HAVE THE MEANS TO HELP THEM MAKE MONEY!**

This is what we really need in Network Marketing!

And it all stems from asking one simple question:

'Do I go it alone or operate in a community?'

Make the wrong choice and it could spell disaster for you and your family...



Or you could choose to operate in a community...

This is what the MLM Friends Platinum Club is really about...

Growing a community that help each other out so that we do ALL sign up to autoship... so that we do ALL order product... so that we do ALL duplicate our downline... so that we do ALL become qualified Distributors... so we do ALL make more money!

It's your choice!

'Do you want to go it alone or operate in a community?'

If you choose community, please click here:

<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>