



Tip Sheet Four: Change the Focus to Strategic MLM Management

For want of sounding like a Corporate Animal, the World of MLM from an individual Distributor point of view needs to change from one which is mostly Tactical Advertising to one which is all about real Strategic MLM Management.

Let's face it, MLM from the Distributor point of view is struggling massively.

We've been institutionalised into behaving like cloaked 'Sales Agents' for Home Offices whose primary goal is to make money.

In that journey, Distributors have risen to the challenge and taken on a lot of the risk marketing other peoples business for free! I say for free because most are NOT earning any money!

It's no wonder that traditional Business sees MLM as a joke!

MLM Downline attrition is still high, and it's highly likely that more than a quarter of the 30 million active Network Marketers operating today have no downline at all; and if the numbers are to be believed more than 95% of all Network Marketers earn nothing!

So... in today's highly competitive MLM Industry, if we Network Marketers are really going to achieve anything like the kind of income most aspire to, then we need to increase our collective focus on strategically building a real MLM Business under pinned by a large Customer Base and Revenue.

What is Strategic MLM Management?

OK then...

Let's ask ourselves a question:

How do we make money in MLM?

If you check out my very first Tip Sheet here:

http://www.mlm-friends.com/MLM_Tips_1.pdf

... you'll see one example how you can earn \$2,000 a month...

In this example you would need to have a downline of 606 people who each spend \$100 on product EVERY MONTH. This would generate \$60,600 revenue across your Group every month which is over \$720,000 a year. In this example your earnings per annum would be \$24,000.



Strategic MLM Management is the thinking and process that delivers this outcome.

Strategic MLM Management is the framework by which all of the Distributors sign up to autoship and buy product on a month on month basis.

Strategic MLM Management is the foundation by which all Network Marketers understand that they can earn more this way whilst also working less and spending less on advertising, for instance.

Therefore Strategic MLM Management must concern itself with the actions of everyone concerned; and where everyone relishes the chance to come together... to collaborate.

To be clear, in the above example, where you have a Downline of 606 people, every one of those people needs to understand where they fit in the process... and where they fit in the overall Organisation.

That doesn't mean to say that you need to sponsor over 600 people... far from it... no, the usual process of sponsor 3 who sponsor 3 applies... only this time this option... via Strategic MLM Management... everyone involved understands that if they follow this path then they will earn more than if they were to continue to operate pretty much on their own.

This is the key.

It's not about signing up to any opportunity...

It's not about advertising...

It's about developing the relationships whereby hundreds of people want to get together develop a small business where everyone just does what they need to.

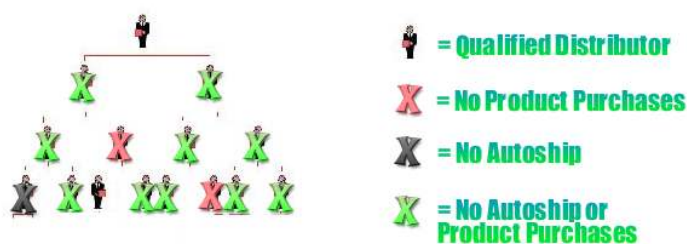
Now if we really want MLM to work as it was designed to work (i.e. every Distributor only does their small bit); then those 606 people we spoke about earlier, will also want to earn \$2,000! (...bear in mind that 95% of those 606 people will most likely be earning nothing anyway)...

So, Strategic MLM Management has to support the actions and relationships of 606 people x 606 which comes to over 367, 000 people. (...again we shouldn't forget that in today's environment most of those 367,000 people aren't earning any money either)...



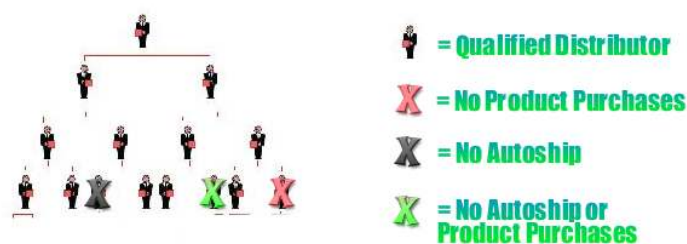
Now if we can overcome the reticence, the lack of MLM credibility, the poor communication, the poor training and everything else that causes people so much pain promoting MLM then we each have a huge potential to finally build a hands free, low maintenance business where everyone achieves growth.

Today's MLM environment is pretty much like this; an environment where people jump from one opportunity to another in the blink of an eye; where many fail to buy product or sign up to autoship... so we ALL need to go:



From this...

**No Business Transparency, No Credibility,
No Trust, No Value - just wasted time
and wasted money, demotivating, a
complete failure to capitalise on mutual goals**



To this...

**Business Transparency, Credibility,
Trust, Value - no wasted time
no wasted money, motivating, a
complete success capitalising on mutual goals**

Strategic MLM Management requires that everyone understands their best option...

It requires, that people just do their small bit to drive revenue and growth, and it has to start somewhere, otherwise we'll always be going round in circles achieving very little.

So our Top Tip today is... get involved in real Strategic MLM Management...



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>