

## The Key to Successful Network Marketing

If you've been working your program for a while and just aren't generating the results you need, it's time to take a step back and analyze just what it is you're trying to sell. If you're sending out emails and e-zines and newsletters like all the others that hit email boxes on a regular basis, odds are you're on the wrong track.

Marketing pieces that promise financial rewards, the freedom of owning your own business and ground floor opportunities, will not return interested prospects. The key to successful network marketing is actually much simpler. People do not like to be sold but they do like to buy and they will buy from people they like, trust and respect.

Now, sit down and think about that for a minute. Your potential prospects don't really care about the products or the compensation plans. What they're looking for is someone that they can go into business with.

Someone they can count on for motivation when the going gets rough and someone that has already done what they're trying to do and has done it successfully. So, go back to the drawing board.

Think about who you are and what you can do for the people who decide to take advantage of your opportunity. Think about what the program has done for you and how you've made it work. Reflect upon your training and identify what you liked and what you didn't.

Think about building relationships and lasting friendships, think about how rewarding it would be to help others like yourself move towards financial freedom. And then write it all down.

Make a list of things that you personally can offer to the people you recruit and bring into your business and then using that information, write your letter. Don't make false promises or hype it up. People are ignoring those messages by the boatloads. Concentrate on sincerity and warmth. Think partnership.

Once you've written your letter and are ready to assemble your packet, it's time to take a closer look at who your information says you are. We're not talking about the words now; we've already fixed that problem.

The appearance of your information, however, sometimes says more about you than the actual print. Is your information presented professionally? Does it tell your prospects that you're making money and thereby have it to spend or does it say you're barely making it and trying to get by?

Are you having your materials printed professionally or simply making black and white copies? Are your envelopes personally addressed or do they look like standardized junk mail? Do your packets make prospects want to work with you?

If not, it's time to go back to the drawing board. Keeping all of the above in mind, make the necessary changes. Even if you're not yet rolling in money, you've got to be able to make it look like you are.

Simply cutting back the number of packets you send out while making sure to maximize the ones that you can afford will immediately increase your actual return on investment while making your information the one that actually stands out in someone's mailbox.

These tips are not rocket science and with a little time and a little more effort you will begin to see the results. Pass your success on to your downline and in no time at all, you'll be able to sit back and enjoy the rewards of owning your own successful network marketing business.

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