

# WHAT YOU NEED TO KNOW ABOUT NETWORK-MARKETING



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# WHAT IS NETWORKMARKETING?

## *Simply explained...*

The simplest explanation of network marketing is that it is a method of marketing that utilizes independent representatives to reach potential customers that a company otherwise would not reach with traditional online or offline marketing methods.

### **Why are companies willing to pay you to do their marketing for them?**

...Why don't they just utilize the internet or other traditional marketing methods? It's quite simple, they want access to your network, that is your network of friends and family members! Today, there are hundreds of companies offering products and services. Many of these products and services are easily recognized by their brand name!

### **So why do they need us?**

Traditional marketing methods have companies spending millions of dollars each year to market their products and services. They know that word-of-mouth marketing is a far more powerful and effective method of marketing, especially, when that message comes from those whom we know and trust!

And these companies are more than willing to pay you, to communicate this message to your network of friends and family. It is extremely important to understand that this method of marketing is not about bugging your friends and family members, as many would love for you to believe.

It is about your ability and skill to determine from those individuals within your circle of influence who would be interested in the products or services that your company has to offer.

I truly believe Robert Kiyosaki summed it up nicely: "*it really is the business school for people who like helping people!*"

If you want to call your own shots in life, if you're willing to get the education you will need to run a small business, if you enjoy working with people, then network marketing just might be right kind of business for you.

# WHAT IS YOUR MOTIVATION?

If, however, you are only in it for the money or do not enjoy dealing with people, well then....

You will most likely end up failing!

Personally, I've found running a network marketing business to be a very rewarding. While it also gives you the freedom from punching someone else's clock, now you'll be punching your own clock and will have to hold yourself accountable!

In order for you to be really successful in network marketing, it is important to understand why you should even bother. The truth is that it takes time, effort and energy to build a business. Most people are quite comfortable with where they are, so why bother?

From the year 2000 onwards, with the rise of the Internet, we moved into a new age. "*The Information Age*". Today, companies like Airbnb, UBER, Twitter and Facebook are changing the business world. Today, it is about building and owning networks. This has levelled the playing field. There has never been a better time in history to build and own your own business.

We all have a clear choice now. We can then either get a job, earn a living and retire in 50 years on the equivalent of a minimum wage... or, we can build a business and have the opportunity to retire after only 3-5 years. This is the metamorphosis of the Industrial Age changing into that of the Information Age at its most obvious. Those who realise this will be the ones who will benefit massively financially.

For over 100 years, the reason people clung to jobs was that of security. Today, with more and more people getting made redundant in a shrinking market, job security no longer exists. People are now looking for a more secure way to earn a living. What is more secure? Having one income stream with a job, or an income coming from a hundred places, which you get from having a customer base? Today, jobs are now the risky option.

# ASK YOURSELF THIS...

Here is the big question: At your current place of work, who is making a living, and who is getting rich? It is whoever owns the asset. The asset is the business. This is where the control and wealth is.

By working as an “Employee,” you are spending your 8 hour day building someone else’s asset. You are earning a living, and the owner is building a fortune. You are not only making 10x less money but also paying twice as much in tax.

One of the top reasons for owning your own business is that it leads to financial freedom. Meaning, being able to earn lots of money without you needing to be there.

The problem with a job is that you are “Selling time for money”. This means that you can never stop working because your income also stops.

With a business, you have hundreds of customers that are generating the income. This means you can go on holiday for a month and be making more money when you come back than when you left.

When you get to a certain point in a multi-level marketing business and you have your team in place, your business then begins to build itself. You cannot do this with a job. This is how you can go then away on holiday and be making more money when you come back than when you left. **That's leverage!**

Please visit my website: [www.leontienhomulle.com](http://www.leontienhomulle.com)

# THE DO'S IN NETWORK-MARKETING

## Be present.

Woody Allen said "70% of networking is being there!" Make sure you don't just turn up, but that you are fully present.

## Create an elevator pitch

be quick, concise and accurate when describing your business, make it memorable. Focus on the benefits and results for the listener, not on what you do.

## Share your story,

Talk about your pain, the solutions you found and why you choose this business without talking about your company. Keep it general, get the other person interested, curious that they want to know more.

## Listen and learn

Learn from other people experiences, most companies offer a lot of educational information, don't be afraid to ask the person who introduced you. Probably you can find tutorials on You-tube, be sure to be informed well so you can answer the questions or know how to find the answers.

## Avoid selling.

Networking is about building the business relationship and exploring the potential and possibilities which may derive from it.

## Patience is virtue

The average is five exposures before a person signs up. That means five meetings, calls or business info's, five times they have to hear about it before they take action. This is not a quick rich schema, but the growth is exponential, the first few people are the hardest to get interested.

It takes time for relationships to grow, and for people to know, like and trust you enough to recommend you.

## Learn to take no for an answer

but try to find out what is behind their no, what is their pain and offer a solution.

# THE DO'S IN NETWORK-MARKETING

## Find some common ground.

Small talk about travel, sports, hobbies, family etc builds the foundation of relationships.

## Listen carefully.

Active listening involves concentrating and listening with purpose. This will help you to learn more about the other person and understand their needs better.

Ask people open questions, be interested in them. If you build relationships based on a genuine interest in people, it is far more likely that you will be referred on.

Offer help, advice or support whenever you can. As you network with people, always think about how you may be able to help them by connecting them to other people in your network. If you help others, invariably they will help you!

Always follow up. It is easy to send a personal message via email. You can also use LinkedIn to connect online, making sure that your message is personalised.

Invest time into your networking, and be consistent. *Although it may be tempting, try not to give it up when you get busy.*

# THE DO NOT'S IN NETWORK-MARKETING

## Don't push and don't become irritated.

If someone doesn't want to see the opportunity to stay respectful. Not everybody is ready or open to change. Most people prefer not to think about their future instead of taking responsibility.

## Don't forget to follow up

If you have talked with someone, introduced them to the possibilities, always follow up the next day or at the most the day after. The best is to plan the next meeting before you go away, that it is in both your diaries.

## Do not expect results in record time,

Don't get frustrated, it doesn't work that way. Networking marketing is about building relationships and trust, which takes time.

## Do not limit your network of contacts

Do not be exclusive about who you admit into your sphere. Expand your network to include professionals at varying experience levels, not just your peers. And look outside your industry for potential contacts. You never know who might have the right connections. Be creative in your thinking.

## Don't give up.

Even if those you meet aren't able to help you, don't give up because networking is first and foremost about building relationships and not about what you can get. Maintain your network, be grateful for your contacts, and your attitude ultimately will lead to new opportunities.

# WHAT IS IMPORTANT TO KNOW ABOUT THE COMPANY?

*Always carefully research the company.*

**Find out how long they have been in business.**

If the company is less than 2 years old, the probability of failure is high. You don't want to invest your precious time and resources, not to mention your future, in something that may not be in business the next month.

**Is there a genuine need for the product or services, do you like the product or service yourself?**

I think it is very important that you believe in and are enthusiastic about what the product or service being provided. You have probably heard horror stories of people ending up with a garage full of products. Your product or service must fill a real need at a fair price and there should be a large untapped market for it.

**Be sure that the compensation plan is easy to understand and to explain.**

Does it reward new associates who sponsor a couple of people, or do you have to sponsor hundreds to make a decent income?

Check if there are purchase requirements so you can weigh that monthly investment into your decision. Also find out if commissions are paid monthly, weekly or daily. Weekly is best, it puts less strain on the company and provides quick and consistent pay for you.

**Find out what type, and how much, training is offered.**

Does the company offer a reasonably priced associate training kit?

Is there training available online? Are there conventions and conferences held in cities near you?

Is the person who is introducing you to the opportunity committed to YOUR success?

A stable company offers training opportunities, this could imply the product or service is a winner, (and, of course, if you're willing to learn) **you WILL succeed**.

# CONTACT ME

*It is important to understand the difference between a “sponsor” and a “recruiter.”*

A sponsor coaches, motivates and trains and a recruiter just signs people up and in most cases, abandons them. Be sure to ask all your important questions concerning the business before you sign up, get in contact with people already working with this person or business.

**You can do it all by yourself but why should you?**

The best thing about network marketing is you have a team to work with and you get to build. When you find several companies that meet your criteria, you then have to use your gut instincts to make a final decision. Does this company feel right? If so, you're ready to begin a career in network marketing.

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If you are interested and would like to know more please feel free to visit my website or contact me [awesomemlm@leontienhomulle.com](mailto:awesomemlm@leontienhomulle.com) and I will be more than happy to have a personal chat with you.

If you like to know more about my company and how you can become part of an elite group who is committed to set up their own business together with likeminded people; you are not afraid to be held accountable but you prefer some guidance and support, then the masterclass could be your next step.

Find out about Masterclass 2019

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