

Harness the power of network marketing and
make your dreams come true



Visit us at
dummies.com

Network Marketing FOR DUMMIES[®]



Zig Ziglar

*Bestselling author of
Success For Dummies*

John P. Hayes, Ph.D.



A Reference for the Rest of Us![®]

***Network Marketing For
Dummies[®]***

**by Zig Ziglar with John
P. Hayes, Ph.D.**



WILEY

Wiley Publishing, Inc.

Network Marketing For Dummies®

Published by

Wiley Publishing, Inc.

111 River St.

Hoboken, NJ 07030-5774

www.wiley.com

Copyright © 2006 by Wiley Publishing, Inc.,
Indianapolis, Indiana

Published by Wiley Publishing, Inc., Indianapolis, Indiana

Published simultaneously in Canada

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Sections 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923, 978-750-8400, fax 978-646-8600. Requests to the Publisher for permission should be addressed to the Legal Department, Wiley Publishing, Inc., 10475 Crosspoint Blvd., Indianapolis, IN 46256, 317-572-3447, fax 317-

572-4355, or online at
<http://www.wiley.com/go/permissions>.

Trademarks: Wiley, the Wiley Publishing logo, For Dummies, the Dummies Man logo, A Reference for the Rest of Us!, The Dummies Way, Dummies Daily, The Fun and Easy Way, Dummies.com and related trade dress are trademarks or registered trademarks of John Wiley & Sons, Inc. and/or its affiliates in the United States and other countries, and may not be used without written permission. All other trademarks are the property of their respective owners. Wiley Publishing, Inc., is not associated with any product or vendor mentioned in this book.

LIMIT OF LIABILITY/DISCLAIMER OF WARRANTY: THE PUBLISHER AND THE AUTHOR MAKE NO REPRESENTATIONS OR WARRANTIES WITH RESPECT TO THE ACCURACY OR COMPLETENESS OF THE CONTENTS OF THIS WORK AND SPECIFICALLY DISCLAIM ALL WARRANTIES, INCLUDING WITHOUT LIMITATION WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE. NO WARRANTY MAY BE CREATED OR EXTENDED BY SALES OR PROMOTIONAL MATERIALS. THE ADVICE AND STRATEGIES CONTAINED HEREIN MAY NOT BE SUITABLE FOR EVERY SITUATION. THIS WORK IS SOLD WITH THE UNDERSTANDING THAT THE PUBLISHER IS NOT ENGAGED IN RENDERING LEGAL, ACCOUNTING, OR OTHER PROFESSIONAL SERVICES. IF PROFESSIONAL ASSISTANCE IS REQUIRED, THE

SERVICES OF A COMPETENT PROFESSIONAL PERSON SHOULD BE SOUGHT. NEITHER THE PUBLISHER NOR THE AUTHOR SHALL BE LIABLE FOR DAMAGES ARISING HEREFROM. THE FACT THAT AN ORGANIZATION OR WEBSITE IS REFERRED TO IN THIS WORK AS A CITATION AND/OR A POTENTIAL SOURCE OF FURTHER INFORMATION DOES NOT MEAN THAT THE AUTHOR OR THE PUBLISHER ENDORSES THE INFORMATION THE ORGANIZATION OR WEBSITE MAY PROVIDE OR RECOMMENDATIONS IT MAY MAKE. FURTHER, READERS SHOULD BE AWARE THAT INTERNET WEBSITES LISTED IN THIS WORK MAY HAVE CHANGED OR DISAPPEARED BETWEEN WHEN THIS WORK WAS WRITTEN AND WHEN IT IS READ.

For general information on our other products and services, please contact our Customer Care Department within the U.S. at 800-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002.

For technical support, please visit www.wiley.com/techsupport.

Wiley also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books.

Library of Congress Control Number: 00-109411

ISBN: 978-0-7645-5292-2

Manufactured in the United States of America

15 14 13 12 11 10

1B/TR/QT/QY/IN



About the Authors

Zig Ziglar (Dallas, Texas), speaker, author, and authority on high-level performance, is chairman of the Zig Ziglar Corporation, which is committed to helping people more fully utilize their physical, mental, and spiritual resources. Hundreds of companies use his books, tapes, and videos to train their employees. Zig has traveled more than 5 million miles, addressing over 300,000 people every year at the Peter Lowe Success Seminars and at businesses, sales organizations, schools, and church groups. He also reaches countless numbers through television and radio appearances. Zig is the author of 17 books, including 10 best-sellers like *Secrets of Closing the Sale*, *Raising Positive Kids in a Negative World*, and *See You at the Top*, which has sold over 1.7 million copies, and his two most recent books, *Success For Dummies* and *Something Else to Smile About*. He also develops and markets training audio- and videocassettes for worldwide distribution. His works have been translated into more than 38 different languages and dialects.

John P. Hayes, Ph.D. (Dallas, Texas), enjoys a multifaceted career as author, speaker, trainer, and businessman. *Network Marketing For Dummies* is his 17th book in an impressive list of titles that includes business books and biographies. A “Signature Series Speaker” for Ziglar Training Systems, John speaks to small businesses, entrepreneurs, distributorships, and franchise companies on marketing and strategic

planning. He also coaches individuals and companies to help them build more satisfying and profitable businesses. John is a member of the Board of Directors and a marketing advisor for The Dwyer Group, one of the world's largest franchise companies. He is senior counsel to Bizcom Associates, a Dallas-based public relations firm. You can request a copy of John's free Special Report: *The Network Marketing Checklist*, by sending him an e-mail at: info@hayesworldwide.com. Type "NM Checklist" on the subject line. Or visit his Web site at www.drjohnhayes.com.

Dedication

Dedicated to those courageous pioneers who brought network marketing to life years ago and created a multibillion-dollar industry that has produced numerous millionaires and opened the doors of opportunity for many thousands of “average,” committed, hard-working men and women.

Authors'

Acknowledgments

Writing *Network Marketing For Dummies* required the time, energy, and cooperation of a network of individuals, and we want to convey our personal thanks and gratitude to each of them. First and foremost, we want to acknowledge the network marketers who contributed their knowledge, expertise, and “heart” to the project. These people are:

Louise Adrian, Party Lite Gifts; Shapira Alexander and David Kohina, Dr. Nona International; Cathy Barber, Pampered Chef; Jimmy and Carol Bishop, Zig Zigar Network; Jim Bruce, TVC Marketing; Mike Cheves, Zig Zigar Network; David D’Arcangelo, author; James Davis, Horizons Marketing; Kamie M. Downen, Enviro-Tech International; Connie Dugan, Oxyfresh; Todd Falcone, ProSTEP; Dan Gaub, Market America; Ray Gebauer, Mannatech; John Greene, Pre-Paid Legal; Jennifer Harper, Henn Workshops; Priscilla Harrison, Starlight International; Dan Hollings, i360inc.com; Atticus Killough, AtticusKillough.com; Kim Klaver, MLM911.Com; Lee Lemons, Excel Communications; Melynda Lilly, Discovery Toys; Edward Ludbrook, Direct Sales World.Com; Jack Maitland, Nikken; Dayle Maloney, Nutrition for Life; Nuala McDonald, Kleeneze; Jon Miller, Body Wise International; Luis Mogas and Miguel Ganem, ORBIS; Rod Nichols, USANA; Russ Noland, Excel Communications; Tom Paredes, Nutrition for Life;

“Tremendous” Bill Pike, Youngevity; Bill Porter, Zig Zigar Network; Brett Rademacher, Recruitomatic.com; Fred Raley, Ameriplan USA; Jeff Roberti and Gordon Hester, National Safety Associates; Ken Rudd, Premier Systems, Inc.; Tim Sales, Nu Skin/Big Planet; Tom “Big Al” Schreiter, Nutrition for Life; Bob Schwenkler, Nikken; Gavin Scott, Kleeneze; Kathy Smith, Discovery Toys; Todd Smith, Rexall/Showcase; Arce Trujillo and June Sweetser, Rena Ware International; Vernon Walker, Zig Zigar Network; Shawn Wheeland, New Image; Mark Yarnell, Legacy; and Colleen Zade, Epicure Selections. Each of these network marketers gave unselfishly of their time to be interviewed for the book. To all of you we extend our admiration for your success.

Two other network marketers endured lengthy interviews and then went out of their way to contribute to the book. Jan Ruhe, Discovery Toys, may know every network marketer of note *worldwide!* We know she has trained many of them, and those we interviewed showered praises upon her. Jan, consider us members of your fan club! We also are thankful for the devoted assistance of another trainer, Doug Firebaugh, Mlmleadership.com. Doug has produced some of the best products available to network marketers, and he is one of the most knowledgeable resources in all of network marketing. Doug, thanks for contributing so much to this profession.

Other professionals who contributed to the book include Jeffrey A. Babener, Babener & Associates; Travis Bond, vice president of sales and marketing, 2021 Interactive, LLC; Holly Cherico, Better Business Bureau; Bryan Flanagan, Director of Corporate Training, Zigar Training Systems; Joe and Blake Gecinger, Century Small Business Solutions; N. Ridgely Goldsborough, *Network*

Marketing Lifestyles magazine; Clifton Jolley, Advent Communications; Hilton and Linda Johnson, MLM University; Charles King, University of Illinois; Joseph Mariano, Direct Selling Association; and Kyle Wilson, Jim Rohn & Associates. Don Sherman straightened us out on several compliance issues; he's vice president of associate relations for the Zig Ziglar Network. Michael Sheffield, Sheffield Resource Network, is a consultant who never tired of our questions or requests; he contributed mightily to our work, even while traveling internationally to meet with his clients.

We greatly appreciate the thoroughness and the energy of our editorial triad at Wiley: Suzanne Snyder, Tina Sims, and Pamela Mourouzis, as well as Maureen Kelly and Ben Nussbaum. Please, ladies (and gent!), no more editorial queries! We could not have managed this project without the help of Zig's personal editor, Julie Ziglar Norman, and Laurie Magers, his executive assistant for more than 23 years. This dynamic duo flawlessly managed the writing and editing process and bolstered our confidence as we completed the book. Ron Wuerch, who provided his services as technical editor, contributed many good ideas and helped clarify the messages we wanted to get across.

Our gratitude also for Tom Ziglar, Zig's son and chief executive officer of the Zig Ziglar Network, and Richard Oates, Zig's son-in-law, and chief operating officer of Zig Ziglar Network, both of whom envisioned this book even before its authors; Bruce Barbour, Zig's super literary agent and friend to both authors; and Mark Butler, who as acquisitions editor had the confidence (and, might we add, the good judgment) to invest IDG's time and money in this book. Thank you, all.

Writing a book is an exhilarating experience and an awesome responsibility. Any errors or omissions are entirely ours and in no way reflect on the people who assisted us. When it's all said and done, we hope you, the reader, will have enjoyed the book as much as we enjoyed writing it for you. Thank you for reading.

Zig Ziglar

John P. Hayes, Ph.D.

Publisher's Acknowledgments

We're proud of this book; please send us your comments through our Online Registration Form located at www.dummies.com/register

Some of the people who helped bring this book to market include the following:

Acquisitions, Editorial, and Media Development

Project Editor: Suzanne Snyder

Acquisitions Editor: Mark Butler

Copy Editors: Tina Sims, Ben Nussbaum, Maureen Kelly

Acquisitions Coordinator: Lauren Cundiff

Technical Editor: Ron Wuerch — Zig Ziglar Network
Founding Associate, Presidential Founder/Silver Director

Editorial Manager: Pam Mourouzis

Editorial Assistant: Carol Strickland

Cover Photo: © FPG International / VCG

Composition

Project Coordinator: Dale White

Layout and Graphics: Amy Adrian, Beth Brooks, Maria Mitchell, Kristin McMullan, Brian Torwelle, Jeremy Unger

Proofreaders: Laura Albert, Andy Hollandbeck, Susan Moritz, Susan Sims

Indexer: Rebecca R. Plunkett

Publishing and Editorial for Consumer Dummies

Diane Graves Steele, Vice President and Publisher, Consumer Dummies

Joyce Pepple, Acquisitions Director, Consumer Dummies

Kristin A. Cocks, Product Development Director, Consumer Dummies

Michael Spring, Vice President and Publisher, Travel

Kelly Regan, Editorial Director, Travel

Publishing for Technology Dummies

Andy Cummings, Vice President and Publisher, Dummies Technology/General User

Composition Services

Gerry Fahey, Vice President of Production Services

Debbie Stailey, Director of Composition Services

Contents

[Title](#)

[Introduction](#)

[What Network Marketing Isn't](#)

[About This Book](#)

[Conventions Used in This Book](#)

[Foolish Assumptions](#)

[How This Book Is Organized](#)

[Icons Used in This Book](#)

[Where to Go from Here](#)

[Part I : Why Network Marketing Works](#)

[Chapter 1: Don't Laugh — \\$100 Billion a Year Is Serious Business](#)

[Getting the Facts about Network Marketing: You May Be Surprised!](#)

[Understanding How Network Marketing Works](#)

[Understanding Why Network Marketing Works](#)

[Choosing Network Marketing as a Career](#)

[You Get Out of It What You Put into It](#)

[Chapter 2: Coming of Age: The Future Belongs to Network Marketing](#)

[Emerging from a Murky Past: Defining Legitimate Network Marketing](#)

[Sizing Up the Challenges Ahead](#)

[Worrying about Saturation Is a Waste of Time](#)

[Defining a New Profession](#)

[Chapter 3: Deciding Whether Network Marketing Will Work for You](#)

[Success Begins with Desire](#)

[Becoming the Right Kind of Person for Network Marketing \(Or Anything Else!\)](#)

[Ways in Which Network Marketing Can Work for You](#)

[Understanding the Money Issue](#)

[Part II : Finding and Evaluating the Opportunities](#)

[Chapter 4: Investigating Before You Invest](#)

[Industries That Use Network Marketing: Profitability and Reputability](#)

[How to Research Network Marketing Opportunities and Avoid Becoming a Turnover Statistic](#)

[Questions to Ask Before You Join a Network Marketing Organization](#)

[Chapter 5: Evaluating Network Marketing Companies](#)

[Doing the Right Thing by Doing Your Research](#)

[Looking Beyond the Logo](#)

[Discovering Who Owns the Company](#)

[Determining the Company's Financial Situation](#)

[Knowing the Company's Philosophy](#)

[Questions You Should Ask Before Joining a Network Marketing Organization](#)

Chapter 6: Evaluating a Company's Management Team

[Knowing How to Recognize a Good Management Team](#)

[Getting to Know the Management Team](#)

[Having "Been There, Done That" Is a Good Thing](#)

[Calling on the Pros When They're Needed](#)

[Commitment to Employees: Attitude, Ethics, and Quality](#)

[Questions to Ask Yourself After Doing Your Research](#)

Chapter 7: Evaluating a Company's Products and Services

[Deciding What You'd Like to Sell](#)

[Deciding to Whom You'd Like to Sell](#)

[Marketability Issues to Consider](#)

[Tracking the Market: Where Did That Market Go?](#)

[There's No Substitute for Quality](#)

[How Much Training Is Required to Learn about the Products or Services?](#)

[Delivering Products: Is It Your Responsibility?](#)

[Questions to Ask a Network Marketing Organization about Products, Services, and Training](#)

Chapter 8: Evaluating Your Opportunity to Make Money

[Defining a Compensation Plan](#)

[Payday Was Never Like This Before](#)

[Recognizing the Major Compensation Plans](#)

[Considering Compensation Plans](#)

[Seeking a Balanced Compensation Plan](#)

[Evaluating Compensation Plans](#)

[Questions You Should Ask Before You Join a Network Marketing Organization](#)

[Part III : Signing Up and Setting Up for Success](#)

[Chapter 9: Organizing Your Business](#)

[Network Marketing Is Not a Hobby](#)

[Setting Up Your Business](#)

[Going into Business with a Partner](#)

[Working from Home](#)

[Relying on Your Corporate Office for Assistance](#)

[Chapter 10: Knowing What to Do After You Sign Up](#)

[Preparing Yourself and Your Surroundings for Business](#)

[Understanding the Company's System](#)

[Getting the Word Out](#)

["You Can't Be Serious . . . Can You?"](#)

[Chapter 11: Sponsoring, Training, and Motivating People in Your Downline](#)

[Three Reasons Why Building a Downline Is Important](#)

[Deciding Whom to Recruit for Your Downline](#)

[Training Your Distributors to Shine](#)

[Motivating Distributors for the Long Term](#)

Part IV : Sales and Marketing Skills to Help You Build Your Business

Chapter 12: Know Thy Customer

Determining Your Most Valuable Asset as a Network Marketer

Creating Customers

Identifying Your Customers

Giving the Best Customers the Best Experience

Chapter 13: Determining a Customer's Value

Calculating the Cost of Acquiring a Customer

Determining the Value of a Retail Customer

But There's More: Making Customers Distributors

Determining the Value of a Downline Customer

Chapter 14: The Art of Prospecting

First Things First: Setting Up a Database of Prospects

Making Two Decisions Now

Getting on the Fast Track to Prospecting

Being a Good Ambassador for Your Company

Chapter 15: When the Prospect Says Yes, You Shout . . . "Hallelujah!"

Some People Are Just Waiting to Tell You Yes

Every "No" Is a Step Closer to a "Yes"

Working Your Leads Repetitively

Follow Up Even When You'd Rather Not

[Using Technology to Do the Follow-up for You](#)

[Asking for Help Is Another Way to Follow Up](#)

[Following Up Keeps You from Giving Up](#)

[Chapter 16: Deciding On the Best Ways to Attract Customers](#)

[Developing Your Personal Marketing Plan](#)

[Dipping into Your Bag of Marketing Tools](#)

[Getting Face to Face As Soon As You Can](#)

[Chapter 17: Marketing Activities 101](#)

[Advertising in Newspapers and Magazines](#)

[Ring, Ring: Use That Telephone](#)

[You've Got Direct Mail](#)

[Speak Up! Speak Out! Speak Wherever You Can](#)

[You've Got E-Mail](#)

[A Web Site for Every Networker](#)

[Chapter 18: "But I Don't Want to Be a Salesperson!"](#)

[Selling: One of the World's Most Honorable Professions](#)

[Selling Is a Process, Not an Event](#)

[Understanding Your Role in Sales](#)

[Chapter 19: Taking Your Sales Skills to a Higher Level](#)

[Understanding Why People Don't Buy](#)

[Focusing on the Customer by Asking Questions](#)

[Asking Questions Leads to More Sales](#)

[Selling Big Requires More than Being a Good Salesperson](#)

[Overcoming Sales Objections](#)

[Managing Objections](#)

[Going for the Sale](#)

[Chapter 20: Creating Satisfied, Loyal Customers](#)

[Keeping Customers Equals More Profit](#)

[Loyal Customers Require a System](#)

[Building Customer Loyalty](#)

[Gaining Loyalty by Meeting or Exceeding Customer Expectations](#)

[Keeping Customers Loyal](#)

[Building Your Business from Referrals](#)

[Handling Customer Complaints](#)

[Part V : The Part of Tens](#)

[Chapter 21: Ten Plus Two Resources for Network Marketers](#)

[Network Marketing Lifestyles Magazine](#)

[Direct Selling Association](#)

[Babener & Associates](#)

[mLmSuccess.com](#)

[Direct Sales World](#)

[Passion Fire International](#)

[www.recruitomatic.com](#)

[www.mlm911.com](#)

[MLM Insider and Network Marketing Today Magazine](#)

[MLM Nuts & Bolts](#)

[Performance Tracker](#)

[The Wave 3 and Wave 4 Books by Richard Poe](#)

[Chapter 22: Ten Characteristics of Top Network Marketers](#)

[They're Dreamers](#)

[They Don't "Try," They Commit](#)

[They're Teachable](#)

[They Have STEAM](#)

[They're Builders](#)

[They're Good Finders](#)

[They're Always Present](#)

[They're Motivated](#)

[They're Persistent and Patient](#)

[They Have a Heart Condition](#)

[Chapter 23: Ten Business-Enhancing Ideas](#)

[Work "on" Your Business, Not "in" It](#)

[Organize a Business Mastermind](#)

[Feed Your Mind Continually](#)

[Don't React to Life; Respond!](#)

[Celebrate Your Victories](#)

[Don't Take Defeat Personally](#)

[Look for Opportunities to Help Others](#)

[Practice Your Affirmations Daily](#)

[Maintain a Balanced Life](#)

[Make Success a Habit](#)

[Chapter 24: Ten Questions That You'll Probably Ask about Network Marketing](#)

[Do I Need a Lot of Capital to Become a Network Marketer?](#)

[Do I Need to Buy Products or Services Every Month?](#)

[Will I Need to Store Products and Then Deliver Them to My Customers?](#)

[Do I Have to Work Full-Time to Make Money?](#)

[This Is Just Another Get-Rich-Quick Scheme, Right?](#)

[Network Marketing Isn't a Real Business, Is It?](#)

[Is Network Marketing the Same as Multi-Level Marketing?](#)

[How Often Do I Have to Attend Meetings?](#)

[If My Spouse Isn't Involved in the Business, Is That a Problem?](#)

[If Network Marketing Is a Global Phenomenon, How Come I Rarely Hear About It in the Media?](#)

[Chapter 25: Ten Ways to Get a Quick Start in Network Marketing](#)

[Find a Good Company and Join It](#)

[Get Involved with the Intent to Succeed](#)

[Be Selective about Your Upline](#)

[As Soon as Your Kit Arrives, Contact Your Sponsor](#)

[Learn One Good Lead-Generating Technique and Use It](#)

[Learn How to Make Your Presentation](#)

[Make Your First Real Presentation with Your Sponsor's Support](#)

[Commit to Share Your Business with Three or More People Daily](#)

[Attend All the Meetings You Can](#)

[Always Continue Learning So That You Can Improve Your Skills](#)

[Appendix: Glossary of Terms](#)

[: ZigOnline](#)

[ZigOnline — A Life-Changing Experience: Use It to Get Answers; Use It to Build a Global Business from Your Home!](#)

Introduction

Almost every day, in just about every country of the world, people are sitting around their kitchen tables with family and friends saying something like this: “Sooner or later I’m going to figure out what I can do to make money on my own. I’m going to start my own business.” Have you been a part of that conversation? Have you ever initiated it? Chances are, you have. Chances are, you’re one of the many people who are looking for a financial opportunity.

If we could sit at your table during this conversation, we would ask you, “Why haven’t you found an opportunity yet?” You probably would give us one or more of the following answers:

- ✔ “I don’t have the money.”
- ✔ “I don’t have the experience.”
- ✔ “I don’t know how.”
- ✔ “I don’t know what to do.”

We would then say, “Friend, if you’ll give us a moment, we’ll show you how you can overcome that challenge. We’ll also show you how you can start changing your financial situation within a matter of a few weeks, and possibly as soon as several days.” If you then gave us permission to continue, we’d pull *Network Marketing For Dummies* from our briefcase and begin to share it

with you. And it wouldn't take much time at all for you to see that absolutely nothing is standing between you and a business of your own. Whether you said you wanted to work full-time or part-time, whether you dreamed about earning a few hundred dollars a month or multiple thousands of dollars a month, you would be able to get started sooner rather than later.

Why are we so confident about *your* financial future when we don't even know you? We're confident because we know people like you. We know they had doubts just like yours. We also know what they've accomplished financially and professionally, and we believe, as they would tell you they believe, that you can do it, too. *If you want to*. Oh yes, you really have to *want to*, because even though we can show you how to get started in your own financial enterprise, success won't come easy. You won't need a lot of money to get started, and neither experience nor education matters. But you *will* have to work hard. Hey, you're probably doing that already, aren't you? Except you're doing it for someone else's business when you could be doing it for your own.

Would you like to know more? Then let us show you the opportunities that exist in network marketing, or what you might know as *multi-level marketing*. It's all in this book. Even better, let us introduce you to more than 50 successful network marketers — we think of them as the masters of network marketing — and a dozen experts, who tell you through the content of this book what to do and how to do it so that you can build a successful and

satisfying business of your own. Network marketing accounts for nearly \$100 billion in sales worldwide. Network marketers sell thousands of products and services every day, and hundreds of companies are just waiting for you to join them. Put aside your fears, your objections, and any utterance that begins with “I don’t” and begin to consider your future in network marketing.

What Network Marketing Isn't

If you read this book after someone recommends it to you (and we hope that's the case), that's network marketing. If you read this book and recommend it to someone else (we *really* hope that's the case), that's also network marketing. The fact is, we all participate in network marketing every time we share information about something we like or don't like. Now imagine getting paid for doing it. That's *professional* network marketing! And that's the subject of this book.

Would you like a technical definition? *Network marketing* is a system for distributing goods and services through networks of thousands of independent salespeople, or distributors. The distributors earn money by selling goods and services and also by recruiting and sponsoring other salespeople who become part of their *downline*, or sales organization. Distributors earn monthly

commissions or bonuses on the sales revenues generated by their downline.

Wait a minute now. We can imagine some of you thinking, “Oh, network marketing. That’s for salespeople. It’s not for me.” That’s “stinkin’ thinkin’,” friend! It’s jumping to a false conclusion. You don’t have to be a super salesperson to build a network marketing business. Experience does *not* matter. If you’re capable of communicating with people about products and services that you like, and hopefully use, then you’re capable of building a successful network marketing business. This book covers plenty more about this topic. Give yourself the opportunity to consider the facts about this profession.

Here’s what network marketing is and isn’t:

- ✔ Network marketing, or multi-level marketing (MLM), isn’t illegal, fraudulent, or unethical.
- ✔ Network marketing isn’t an opportunity to get rich quick off the payments of others who join the organization. That’s a pyramid scheme.
- ✔ Network marketing isn’t a pyramid scheme, which *is* illegal and unethical.
- ✔ Network marketing isn’t an opportunity to get rich quick. Period.
- ✔ Network marketing isn’t built on simple mathematics where many losers pay a few winners. That’s also a pyramid scheme.

- ✓ Network marketing isn't an opportunity to let someone else build a sales organization for you.
- ✓ Network marketing isn't just for salespeople.
- ✓ Network marketing isn't expensive. Unlike most other business opportunities, the start-up costs are low, almost always less than \$500 and often under \$100.
- ✓ Network marketing isn't a way for companies to sell huge amounts of inventory to distributors.
- ✓ Network marketing isn't a way for distributors to sell stuff that nobody wants or uses.
- ✓ Network marketing isn't a license to sell products and services at inflated prices.
- ✓ Network marketing isn't for people who aren't willing to work hard.
- ✓ Network marketing isn't for anyone who can't or won't follow a proven system that leads to business success.

As a profession, network marketing invites all people, regardless of gender, experience, education, or financial status, to jump on board and build a satisfying and potentially lucrative business. It's not a profession that everyone will master, however, but that's only because some people are unwilling to make the sacrifices and the commitment that's necessary to succeed. After reading this book, you'll know exactly what sacrifices and what level of commitment will be required of you. You'll also know the steps involved in mastering the profession.