

Rules for Network Marketing Success

By Robert Swedeen

Do what the winners are doing and you will get what the winners are getting.

Having success in network marketing is very simple. You just need to follow these three simple rules – and you will succeed!

No. 1 – Choose the Right Company

Choose a company that sells a popular product that people would buy at your selling price even if they could never make a dime off it!

Like any other business, you need to base your business on a product that people like, and offer it at a price where people will continue to buy it (and you will continue to make money) month after month.

After all, the biggest benefit of network marketing is residual income. I have seen dynamic salespeople get into the business, start making money, and the second they stop sponsoring others their check goes straight to zero! This implies they were relying on people to sell a product that ultimately had limited sales appeal.

No. 2 – Follow the Winners

Do what the winners are doing and you will get what the winners are getting.

The winners in network marketing never stop sponsoring. You know who these people are. They are always talking about the person they just sponsored in another state or another country.

Everyone in network marketing has said at one time or another, "I want to be just like Sally Sue. She has so many people in her downline!" And your sponsor will tell you –

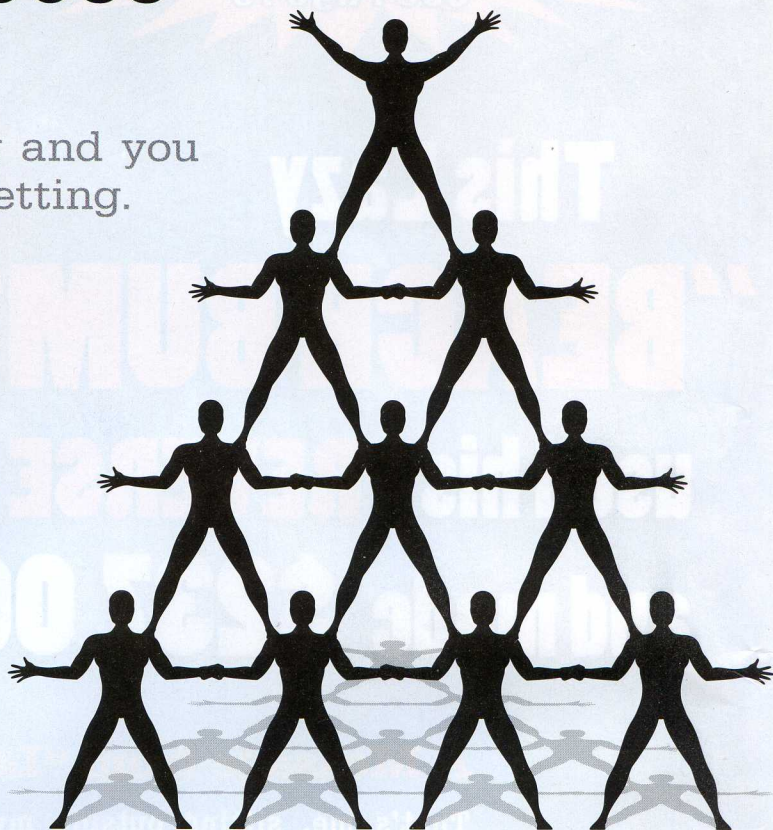
"That's great! All you need to do is do what Sally is doing."

They are right! That is all you have to do!

What they don't tell you is that Sally is more than likely advertising in magazines, like the one you are reading, and advertising on the Internet. That is how Sally became a sponsor to so many people.

Perhaps, Sally has a really big family. Don't get me wrong, I know people like Sally who earned their success the old-fashioned way – through cold calling and family networking. But I know a lot more people who grew their network marketing business through newspaper and magazine ads and on the Internet. Do not be afraid to spend money to market your new business.

After all, that is what businesses do to succeed. They advertise. Why should your business be any different?



No. 3 – Set Specific Goals

You need people under you buying product to make money. Goal-setting is needed here. Sit down and figure out how much money you want to be making with your new business. Then set a timeframe to achieve your goals. Next, work backwards, laying out a road map to get there. As an example, say to yourself, "I need to sponsor five people a week for 'X' amount of weeks to get there."

This is exactly what a successful business does to succeed. Why should your business be any different?

If you are unable to afford the money it takes to meet your goals, join with a group that promotes a program, uses advertising, and spreads the wealth to the new people in their group. ☞

Swedeen, who has been in network marketing for 12 years, is the co-founder of the Straightline Downline, which was developed in 1997. This is an innovative system in which people are sponsored directly by the last person who signed up. That means you can have others buying products from your group moments after you sign up. Other companies have been trying to copy this successful system for years, but it takes the right company for this creative method of sponsorship to work. To find out more, call 866-805-8482 or visit www.straightlinedownline.com.