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I know that there is money to be made in network marketing, because I've made it; I have enjoyed tangible proof. I have enjoyed incredible success from this business. There is the opportunity to enjoy tremendous financial rewards in network marketing if you are willing to do what it takes to succeed.

Why does network marketing provide such an incredible business opportunity? What's so wonderful about it? Why does it attract so much attention? Why do people either love it or loathe it? Why do some people do amazingly well with it and others fail, and yet others are borderline? What gives? Is it luck?

The two main attractions of network marketing for me are the opportunity to earn a lot of money and the ability to work your own hours from home. The costs to set up one of these businesses is negligible, yet remarkably, the risks are negligible, too.

How many businesses do you know of that have the potential to earn lots of money, can be set up for next to nothing, and are also relatively risk free? Can't think of any?

No, I didn't think so.

Today people are losing their jobs as companies downsize and regroup, and the employment market is flooded. Younger people cannot find work because they're too inexperienced or there is little available for them. Older people cannot find work because of their age and companies do not want to pay the higher salaries they command. There are those who have young children at home and don't want to leave them to go back into the full-time workforce, or single parents who might not be able to afford childcare so they can go back to work.

When you want to make money and you can't find an employer, the only option is to be your own employer. Be your own boss. Make your own money.

Depending upon how much effort you put into your networking business, you can become a millionaire, or you can make just enough to contribute to your family's income. It is entirely up to you. You can work at your own pace.

There are few other income earning opportunities that will reward you for your effort as easily and fairly as network marketing.

Take a look at today's large and successful corporations. Do you see them paying hefty bonuses to employees who go the extra mile and put in the extra time? No. You don't.

Many people work overtime and long hours, because if they don't, they'll lose their job. They don't earn any more money for doing it. In network marketing, you can make as much money as you want. If you are going to work those hours and put in huge efforts, why not get paid for it?

Traditional businesses are not forgiving when it comes to women and men wanting to work less hours or flexible hours so they can spend more time with their family. Businesses don't care. If you want a freedom lifestyle with flexible hours, you have to strike it lucky with one of those rare businesses that does care, find a secure part-time job, or work for yourself.

Setting up a business for yourself is a challenge for many people. And yes, setting up a traditional business requires knowledge and a certain set of skills—which can be learned, but this all takes time. On the other hand, with a network marketing business, you can start operating instantly.

There are so many amazing network marketing companies today offering excellent business opportunities that you can pick one that most interests you, and you can set yourself up to work from home easily and cheaply and quickly.

Network marketing companies provide YOU with the guidance, training, and materials you need to succeed.

A network marketing company wants you to succeed and be wealthy, because the more successful and wealthy you become, the more successful and wealthy they become. It's in their best interests to pull out all the stops and help you as much as possible.

Name one other business opportunity where you get that type of free support!

Then there are those people who simply want the extra income a network marketing business can give them. Maybe they are saving for annual holidays, their children's education, a big boat, a fancy house, or just help with the regular monthly bills.

The flexibility of this type of business means that you can fit it in at the times that suit you, and if you only want to work it enough to earn “pocket money,” you can do that and still be successful on your own terms.

Is it any wonder people are attracted to network marketing opportunities?

One of the main differences between mediocre network marketing people and highly successful ones is their appetite for “more and better”—the successes are ALWAYS hungry for something “more and better.” They have the right attitude. If you are saying things to yourself like, “I’ll never be able to find enough people,” or “I’m not qualified,” or “I don’t think I can do this,” then you are sabotaging yourself. You are convincing yourself you are a not a winner before you even start the game!

Network marketing is not about selling to people... it’s about serving them.

If your business offers a great product or service that you truly believe in and know will help others, you will love talking about it with people. You will love being able to make a positive difference in people’s lives by sharing your knowledge of the product or service with them so they can make an informed decision.

Forget the days of the old-fashioned salesman who would sell the shirt off his granny’s back to make a buck and who would say anything to make a sale, even manipulating people and making them feel bad if they didn’t buy.

Network marketing doesn’t work like that.

True, not everyone will be interested in buying your product or in signing up under you to be part of your organization, but if you don't tell people about the opportunity, you deny yourself the possibility that some will be interested and will sign up! You should no more prejudge what is right for other people than they should prejudge what is right for you!

You are taught how to present your program and its products or services, and you will have people in your upline who will help you do this until you feel comfortable doing it on your own. With network marketing, your job is to invite people rather than do a hard sell to them. This increases your potential, instead of limiting your success.

As with ANY business opportunity, you do have to take risks, but the good news is that the risk you have to take in network marketing is minimal. You are not risking your life savings or your house or your reputation... you are risking getting a "no" response. That's all.

People are allowed to say no. When you go into a shop, do you always buy, or do you sometimes just browse and walk out empty-handed?

All you can do is put the opportunity out there. It is up to others to accept it. And just because one person says no doesn't mean everyone will. Others are entitled to be offered the opportunity. It is their choice whether they choose to take it.

Perhaps you are not the world's most confident marketer, but maybe you'll sign up people in your downline who are "naturals" and can do better than you, even though they are below you on your team. You share in their success. You earn passive income. You earn money while others do their work,

and the more successful they become, the more successful you become. And again, by helping others become successful, you become successful.

The main drawing card to network marketing for myself and other business entrepreneurs I know is the opportunity for earning passive income.

My personal goal in having passive income streams is to have ways of generating income even while I am sleeping—and not through my regular coaching business where I trade my time for money.

Who doesn't love the idea of earning more money and having more free time in which to enjoy it without having to work long hours for it?

I believe working in a business in which you can choose the product or service that excites you... start up for very little cash outlay... earn passive income... have the ability to expand internationally... and all working from home, choosing your own hours, is an opportunity that is just too good to pass up!

In any event, I know that there is money to be made in network marketing, because I have made it. I have enjoyed tangible proof. I have enjoyed incredible success from this business. There is the opportunity to enjoy tremendous financial rewards in this business if you are willing to do what it takes to succeed.

And you don't have to be an outgoing, extrovert type to be successful. I know a number of shy, retiring network marketers who are now making enough to afford to drive around in a new luxury sports car while they contemplate which part of the world they'll spend their holidays next year!

Network marketing isn't brain surgery. If you honestly feel passionate about your products and services, it's no "biggie"

sharing this with other people—and reaping rich financial rewards for doing so isn't bad either! Knowing you are in control of your own earnings and aren't limited by a paycheck or the fear of downsizing and being out of a job tomorrow is both reassuring and liberating. Is it any wonder network marketing is a booming industry?

To be honest, for me, it is not just about the money. I get a huge thrill helping others to succeed, and the structure of network marketing allows me to help my downline become even more successful than me.

This is important to me. My personal mission is to help others achieve business, personal, and financial success. In network marketing, by bringing in a lot of people, I am able to help create passive income value for others as well as for myself. Talk about a win-win-win!

Terri Levine, master coach, best-selling author, and CEO of ComprehensiveCoachingU.com and CoachInstitute.com, is a successful international network marketing expert. She now coaches network marketers and network marketing organizations around the world and has a passion for coaching them to success. To learn more about Terri's coaching and related programs, or to sign up for her free newsletter, visit <http://TerriLevine.com>.

