

Women
Plus
Network
Marketing:
A
Perfect
Match

The top 10 reasons why women plus network marketing is such a powerful combination and why there is no limit to what women can achieve in this business when they put their formidable skills and powerful hearts into it:

Fact #1: Women are opening new businesses in unprecedented numbers because they want the flexibility, opportunity, and power of building a business of their own.

Fact #2: Women are leaving the corporate world in record numbers and are actively seeking an alternative to the traditional 9 to 5 workplace.

Fact #3: Women have buying power. Women make almost 82% of consumer purchases.

Fact #4: Women make up the largest percentage of the sales force in network marketing.

Prediction: Women and network marketing are a perfect match of talent and opportunity, and women will continue to lead the growth of the industry in the future.

Here are the Top 10 Reasons why I believe this is true:

Reason #1

There Is No Glass Ceiling in Network Marketing

Women are getting increasingly frustrated with the lockstep corporate life and the futile climb to the top that results in higher salaries, but demands total devotion to the job at the expense of a personal life. Women (especially younger women) are no longer willing to tolerate these restrictions.

In contrast, network marketing offers them the chance to build their own business, to live their lives how they want, to choose how many hours they work, and when to work them. They alone get to control how much money they make, not their bosses.

Network marketing is truly a perfect business for women, allowing them the flexibility to fluidly move between a part-time or full-time schedule as their life flows and changes over time.

Women are realizing that having a career, having a partner, having kids, taking care of aging parents, and trying to make it all work is exhausting and impossible without more flexible options. Women see network marketing as a very viable work from home business option where they can set their own hours, set their own salary, and build a business of their own with the flexibility they need for their personal life.

Reason #2

Explosion of Choice

In the last ten years, there has been an explosion of new network marketing companies coming on the scene, as more and more businesses see the value of selling their products and services through the network marketing model. From tools to candles, crafts to cooking products, no matter what type of product or service is available, there is a network marketing company that offers it.

Companies know the value that women bring to their bottom-line success.

Women like the options network marketing offers them to build a business offline, online, at parties, or through direct sales and to earn a good part-time or full-time income.

Reason #3

A Ready-Made Business with Affordable Startup

Women like the fact that network marketing offers a turnkey business with an affordable startup cost. What other type of business offers women such a wide range of choices for a ready-made business with complete training and support for such a low cost of entry? Women know they can start their network marketing business on a shoestring and build it into an empire.

Reason #4

Women Are Natural Networkers

Women have always been consummate networkers. It's a skill they use every day. They constantly share information and referrals at business networking organizations and in social settings. Women are naturals at networking, and if they find a product or service they like, they tell all their friends about it.

Women also prefer to choose a business or a service through "referrals."

Before women purchase a service or choose a company, they don't go to the yellow pages; they pick up the phone and call a friend for information and a referral.

When they start their network marketing business, women can just connect with their personal network to get the word out about their new business. Women know that people like to do

business with people they already know, like, and trust.

Reason #5

Women Like to Build Relationships and Teams

Network marketing takes maximum advantage of a woman's ability to develop long-term relationships with people in both business and social settings. Women use their natural skills to build teams and solid customer bases, and they instinctively know how to build and plug into a network of connections.

Women thrive at building and nurturing the cooperative teams that are the foundation of a successful network marketing business.

The bottom line is that network marketing is a people and communication business, and women excel in these areas.

Reason #6

Women Know How to Sell to Other Women

Women know how to sell to other women effectively. Women know that women value relationships and trust and make their decisions to buy a product or service accordingly based on the customer service they receive and their relationships with a person or a business. Women sell effectively by listening to their customers and prospects, by asking questions, and gathering and sharing information, and finding out what they really want and need.

They know that the standard sales pitch isn't going to work with women.

Women know that women value good service, quality products, good prices and value for their money, not sales hype and false promises.

Reason #7

One Size Does Not Fit All

Women embrace their differences and know that there are many roads to business success and that one size definitely does not fit all. They know that they need to work with the strengths of their team, not shoehorn them into a particular sales method that doesn't fit their talents and personal preferences.

Women offer their teams a variety of ways to approach the business—not just a “system” using traditional hard sales techniques.

They provide a selection of options to their team, so they have many to choose from, not just one.

Reason #8

The Internet and the Global Economy

The Internet has leveled the playing field for everyone in network marketing, and women are using it to leverage their time, talents, and communication skills to their best advantage. No longer are women confined to a small geographical region in their business.

The Internet opens up the whole world to women in network marketing and allows them to expand and build their business globally.

Reason #9

Innovation and Creativity

Women bring their own personality, creativity, intuition, and sense of style and fun to their network marketing business. Women are constantly creating innovative ways of doing

business, and network marketing is a better and stronger industry because of it.

Reason #10

Strong Code of Ethics and Integrity

Women believe strongly in operating their business with ethics and integrity and building a relationship of trust with both their customers and downlines.

Women do not believe in taking shortcuts and breaking the rules to make a quick buck.

Women know that this is a great industry, and they understand that to keep it great, we need to follow a strong code of ethics and integrity if we want it to continue to grow in the future.

So, there you have it. Ten of the top reasons why I believe that women plus network marketing is such a powerful combination, and why there is just no limit to what women can achieve in networking marketing when they put their formidable skills and powerful hearts into it.

Linda Locke is the editor/publisher of *MLMWoman* newsletter and the *MLMTalk* and *MLM Marketing* blogs. She has been involved in the MLM and network marketing industry for over ten years and enjoys mentoring women in the business through her website, discussion forum, newsletter, and blogs.

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