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5 Reasons That Network Marketing Is A Great Vehicle For Women

With over 85% of all network marketers being female, this is more than just a fact and it shouldn't be ignored!

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With 85% of all network marketers being women, it's no wonder that ratio holds true for the successful ones, the struggling ones and everyone in between. Why is networking marketing such a great vehicle for women? Let's explore 5 reasons…

Reason # 1

Patience to succeed

Once a woman has made the decision to start a business in network marketing, she is far more patient than her male counterpart to stick to it and succeed. Women are less likely to jump around and find the next greatest opportunity. They understand better than their counterpart that success does not come in a "get rich package." They understand that one of the key components to success is patience. They are more comfortable with the concept my friend John Milton Fogg teaches, Get Rich Slow!

If it were up to men (and we were able to bear children), we would try to give birth in 30-60 days! Well, child birth doesn't work that way and neither does network marketing. Success in network marketing, requires patience for success and that's one of the reasons that network marketing is a great vehicle for women,,, and they have the power to stick to it! Guys, if you want to build a great and solid base in your business, start talking to patient women you come in contact with in your life!

Reason # 2

Desire to help others

You can't succeed in network marketing if you don't have a desire to help others. I'm not saying that men don't possess this desire; however it is a trait that is far more prevalent in women.

To help others it is important to be able to listen to the one you're helping. Our friend and contributor Dr. Carol McCall, an expert in this field, puts it this way, "don't just listen to the words, listen for the meaning those words are conveying." Women are much better listeners. They aren't waiting in the background ready to pounce when the one they are helping takes a breath. They have more of a tendency to listen to what is needed. They are more able to identify that other person's WHY.

If you can identify another person's WHY, you will be able to help that person with the program that you are in. You will also be able to identify if that person is a potential business partner or just a good customer. When the focus and the desire to help is on others there will be success. That's one of the reasons that network marketing is a great vehicle for women

Reason # 3

Natural nurturing qualities

Nurturing qualities and the desire to help others are similar but that nurturing quality is almost an intuitive tool that women have. It helps them to take the focus away from themselves and really tune into the person that they are with. This nurturing quality is one of the traits that helps identify a customer from a business builder. So it's not about you, it's about the person who is being nurtured, and when that person is being nurtured it's so much easier to identify if this person can be helped in any way with what you have. It's also easier to "let go" if there is just no match. The ability to nurture is one of the reasons that network marketing is a great vehicle for women!

Reason # 4

Ability to be coachable

Success in network marketing relies on the ability to be coached. We were not born nor were we taught in school with the many facets that need to be learned to be successful in network marketing.

Success in network marketing is like learning the three basic unshakeable beliefs represented in the three legged stool.

1. The first leg is learning and developing an unshakeable belief in your company, your products or services, your compensation plan and everything else related to your company. Your company and your upline are the ones that are most qualified to teach you these things. Women are consistently patient and coachable to become extremely competent to develop these three unshakeable beliefs.

2. The second leg is learning and developing an unshakeable belief in yourself. Many people who enter network marketing have never been exposed to the teachings of personal growth that our industry has to offer. Often, a person entering into network marketing has never been in business for themselves. This could be a scary thing. Leg two and leg three is the place that coachability is so important. We have assembled world class coaches at www.TheNetworkMarketingMagazine.com to make this journey much easier. We find that women excel with our tool.

3. The third leg is learning and developing an unshakeable belief in our great industry. Network marketing is a non-traditional way of doing business. If you are not taught to handle objections, you will not succeed.

Women are consistently patient and coachable to become extremely competent to develop these three unshakeable beliefs; that's one of the reasons that network marketing is a great vehicle for women

Reason # 5

No glass ceiling

In the 21st century it would be nice to say that in today's world we have equal pay for equal jobs. It would be nice to say that it doesn't matter if you were male or female when it comes to getting to the top of your organization. Unfortunately glass ceilings are a very real thing today as in years past. There are truly no glass ceilings in network marketing and for that, it's one of the greatest reasons that network marketing is a great vehicle for women today!

Aim high!

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