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Women's influence on network marketing

Two things came to mind: relationship expertise and nurturing.

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When I first thought about this topic, my mind immediately went to all the wonderful gifts that network marketing has bestowed on my life as a woman. Those gifts were not only financial but include wonderful friendships and life changing personal development.

Then I realized that the topic really revolved around woman's influence on network marketing. Two things came to mind: relationship expertise and nurturing.

Women in general are natural relationship builders.

Relationships are very important to women. From the time a woman is a little girl, she grows up valuing her friendships. From a woman's relationship with her parents to her relationship with her spouse, children and grandchildren; they all encompass the greatness of her gender. She honors them, protects them and nurtures those relationships.

For many women, nurturing is in the DNA.

Network marketing is a relationship business. The better you are at developing those relationships and nurturing them to grow, the more rewards you achieve doing what comes natural.

So, that pretty much concludes my article on the influence of women in network marketing.

Now for how I really feel.

> ***I don't believe women have influenced network marketing as much as network marketing has influenced women.***

Years ago I read a book called “Hardball for Women”. The book basically discussed the difference between the way boys and girls are raised. It was very enlightening. It talked about how girls are taught from a very early age to be kind and share, whereas boys are taught to be tough and competitive. If a boy is playing sports and he's aggressive, he is applauded for his performance. If a girl is aggressive she's reminded of how unfeminine she is and encouraged to show sensitivity to everyone else's feelings.

The skills of sensitivity and cooperation serve a network marketer, irrelevant of their gender.

> ***Building business relationships and nurturing those distributors to be the best they can be is worth millions in network marketing.***

Women represent 80% of network marketers. That is because it is a great opportunity for women to run their own business part-time around the needs of their family. They are finding the flexibility and opportunity far superior to Corporate America without the glass ceiling. The start up is affordable and they can choose to build through numerous methods.

So, I guess when all is said and done, for many women it's a fit. It's like being girls again. We just need to remember to share, cooperate and be sensitive to others feelings.

Paula Pritchard was pursuing her doctorate degree while teaching at Kent State University when she was introduced to Amway**.** Out of a million distributors at the time, Paula was the first single woman in the United States to reach the coveted Diamond level. Since Amway, she has risen to the highest possible position and income levels with a number of network marketing companies, building organizations of over 200,000 distributors, in more than 15 countries, producing hundreds of millions of dollars in business**.** Because of her success, Paula has also consulted with both established and new network marketing companies in both the United States and Europe.

As one of the most consistent top performers in network marketing, Paula has proven and time again that her business building methods work. Her techniques for building large successful organizations have created many successful leaders in the industry and have been well documented in her book *Owning Yourself* and the CD audio training series “What You Need to Know to Build a Profitable Network Marketing Business.” Today Paula

is known worldwide as one of the top network marketers, trainers and leadership developers. Additional information is available on her website MLMMadeSimple.com