

Without women network marketing could not survive

It's a fact; women bring something critical to the industry!

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When I was asked to write an article about the impact women have had on the network marketing industry I found myself in a little bit of a dilemma. I don't like generalizations about any group of people. I thought about all the things that could be typically said about women in network marketing.

There are those who will say that women are better at relationship marketing because we are better at building relationships. I believe that's true for most women, but not all. I have met any number of women who have terrible people skills and don't know the first thing about building a relationship and I have met men who are excellent relationship builders.

Others will say that women bring a softer and more nurturing feel to the business. I can agree that most women do yet others don't. I have met women in the business that use the same "throwing mud against the wall" technique of building a business that is more often attributed to men. And I have had men in my business that have nurtured their people to success as well as any woman.

In reality, no gender or age group or ethnic group or religious group or racial group has a special advantage in network marketing and that is what makes network marketing the wonderful opportunity it is.

Any person who is willing to work hard and build relationships and nurture people to success can build an extraordinary business and income.

That is not to say that women do not bring something critical to the network marketing/direct sales industry. In fact we bring something, without which, the industry could not survive.

We bring numbers. Women compromise 82% of all people in the network marketing/direct sale industry. Without us there is no industry.

So a better question to answer might be, "Why does network marketing attract so many more women than men?"

There are a number of reasons. Many women are raising families and looking for an opportunity to earn income without giving up their time with their families. Others are looking for a way out from under that glass ceiling that does still exist in today's business world. Many others are looking for a way to own their own business and control their own destiny. We know that in network marketing the computers that calculate advancement and commissions do not know whether you are male or female, old or young, black or white. The computer is only interested in how well you performed and if you perform well you receive the income and get the promotion. For many of us that is liberating.

And to take this one step further, that liberation and the success that many women have had in network marketing will help create a whole new generation of

female entrepreneurs -- their daughters.

The daughters of successful network marketing women have had an opportunity to see their mothers become self-confident businesswomen who can create businesses and income that rival any created by a man. In that example we give our daughters the greatest gift we could bestow on them – the ability to realize their own possibilities.

Twenty years ago this June, I joined my first network marketing company. At the time I was a stock broker and financial planner. I owned an investment firm. I hated the business but was making too much income to leave. Network marketing provided me a way out. Eight months later I sold my interest in the firm to my partner and became a full-time Network Marketer. It was the best decision I ever made.



Kathy Robbins was a high school teacher and then owned a successful Financial Planning firm before becoming a full time Network Marketer.

She is co-owner of KAP Marketing, Inc. Since 1987, KAP Marketing, Inc. has built a number of large distributorships, spanning more than 16 countries with over 200,000 distributors in organizations that created sales of 10 million dollars a month. You can read about KAP Marketing and products available at www.mlmMadeSimple.com