

The business of the business

Women and Network Marketing, 3 Things Men Must Do

Women's influence on network marketing is profound; this industry wouldn't exist without their influence.

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The business of the business of network marketing is all about the woman factor. This is not coming from a woman's vantage point but from a man's there are three things that men *must* do, if they are to be successful in network marketing.

1. Listen

The key to success lies in our ability to listen.

Women are far better listeners than men. They hear what is being said because they are truly interested in hearing what's on the other person's heart and mind. They aren't waiting for the other person to come up for air, in order to pounce upon them with what's on their mind. Ok men, take a deep breath and try this out, start out already knowing that you're not going to say anything but perhaps some clarifying questions (after a long way into the listening process... perhaps longer than is comfortable for you at the moment). Practice this with everyone you talk to, especially your wife and children. Move on to the women in your upline and downline. Now you are ready to explore this new found skill with women prospects. You're going to be blown away with what you hear and what new doors will open up with the insight of a fresh new perspective.

2. Follow advice

The advice you'll get, by truly listening, will improve your business and bring it to a new plateau.

Don't listen to the women in your business if you're not prepared to follow the advice you will get. Here is the big secret; the women that you will be getting advice from, most of the time are not coming from a place of doling out advice. These women are coming from a place of helping you. We have had blinders on for so long that we haven't seen the key to success, in engaging the largest market (85% women) and that's listening to what they want. Finding out what's important to them and taking their advice and just following it. This leads me to the third thing we men *must* do, and that's...

3. Check your ego at the door

If you're not prepared to leave your ego at the door, go get a corporate job.

There are a lot of male egos in network marketing (as in every other walk of life.) In network marketing it wouldn't get you anywhere. As a matter of fact it will probably get you no where. Sure, we all can name a big powerful bully that is a gazillionaire in his company; however, even that person is living in fear of losing people in his group. Believe me, in my position with The Network Marketing Magazine, I see these guys all the time and you might not think they're afraid but they are. You see people join people, people don't join bullies, and they know that! This is why women do so well building loyal groups. They know the people they bring into their group and they know the people that are down in their group. It's important to them.

Start with the women leaders in your upline and start listening. Allow them to take you under their wing. Listen, listen, listen and then take their advice. Then talk to the women in your down line, cross line and

clothesline if need be. Practice your way to success. Women will put you on this road.

Listen, follow advice and check your ego at the door.

Men, try the big three and let me know what happened to your business 6 months from now!

Aim high!

George Madiou

Publisher and Co-founder

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George Madiou is a full-blooded Entrepreneur, complete with validating credentials, Degrees in Marketing and Management from SUNY and NYU (could ya guess he's a native New Yorker!) To date George has owned over 20 businesses, and says they varied from wildly successful to outrageous learning experiences. Among other successful ventures George has achieved high pin levels in two different network marketing companies.

George loves the thrill of teaming up with great people and seeing projects come to life and that passion is responsible for this magazine getting off the ground. George partnered with his good friend John Milton

Fogg and here we all (and we includes you the reader) are, making history happen.

George lives in a small town named Boca Raton, Florida. He says *"If this isn't Heaven, I know that God at least vacations here."* Without question, the joy of his life is his family. He and Debbie just celebrated their 28th anniversary. They have two great kids, Sara is in her second year of college and David is in his last year in High School. Taffy, their calico is sweet and fat and spoiled.

Have fun getting to know George, I have.