

If You Don't Love It – Change It!

One of my favorite rants these days is that the old way or “Old School Network Marketing” has gone the way of the dinosaur.

by **Elizabeth Harrington**

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When my good friend George Madiou told me about the theme for the August issue of The Network Marketing magazine, I was excited.

One of my favorite rants these days is that the old way or “Old School Network Marketing” has gone the way of the dinosaur.

***“Old school” is just not working
in today’s marketplace.***

Yet many executives in our industry don’t see it. Those distributors perched at the top of the pay scale don’t seem to see it.

What I am seeing in company after company in our industry is that many decision makers want to do it the way they have always done it.

Of course my question to the people at the top is: “when was the last time you actually did any of the activities that are required to build your businesses... such as get 5-10 new customers in a month?” Or how about “when was the last time you recruited someone new to the industry and coached them to a first level leadership rank?”

After some stammering, if they are frank and honest with me, they admit they haven’t had to in many years due to the beauty of “residual income.”

The reality is, in many cases, these are the very same people who are designing the compensation plans, and creating the training programs etc.

We're living in the most cluttered marketplace in history.

The noise or "din" is deafening!

Everyone is skeptical of anything that smacks or hints at a "get rich quick" scheme or a "drop 30 pounds in 30 days" fantasy". Sales people are NOT to be trusted.

In fact, one of my favorite authors, Seth Godin has written a best selling business book called "*All Marketers Are Liars*". The title pretty well sums up the feeling in the marketplace today.

After 13 years in this industry, I still shudder at the many trial and errors I have made along the way. One of the biggest was buying into the "old school" way to drive success.

"Ya gotta have a story AND if you don't have one, tell the story of someone in your upline or company who has made it big."

I want to know today "why can't it be your story?"

What's wrong with you telling your story? Being authentic? Why not tell people why you joined your company?

Such as "I tried the ** cream and was able to play a good game of tennis without any pain. I was so impressed that I decided to join the company and share this product with the many other boomers I know who are suffering from the same condition."

If I heard that from someone I respected, like a fellow tennis player, and had that same pain, I would probably be interested in trying it. Makes sense doesn't it? If it worked, I would probably be offering that same solution and my story to a fellow player who was wincing in pain at the net.

Welcome to New School "viral marketing" or "creating

evangelists” or better yet, turning your customers into your sales reps!

So do we really need to apply the “Old School” tactic of: *“You must be hunting for recruits all the time.”*? UGH!

How many times have I heard training CD’s or calls where it is suggested to “chat people up in the line at the grocery store, the post office... funerals (how bizarre and may I say tasteless was that one!)? Or “you must practice your 30 second intro for the... Elevators, weddings, class reunions, on and on and on... ”

Or how about the “3 foot rule”? “Anyone who fogs a mirror’....OR “you can find a hero from the zeros, so don’t prejudge anyone”!

I find that whole process totally lacking in dignity and respect to others and DOWNRIGHT RUDE.

Network Marketing is NOT EASY and NOT EVERYONE CAN DO IT! It requires training and practice to do it well.

The New School way is to offer your product or business to people who share similar values and interests. Take the time to explore what other people want. Listen and ask good questions.

Did you know that many Fortune 500 companies right now are recruiting ***introverts*** for sales positions? No, that is not a typo! ***Introverts!*** Why would that be?

Well, they talk less and listen more. Simple really.

People want to be listened to, not sold to, or hustled. Let’s return to the example of the ** cream that helped me with the pain so I could play a

better game of tennis. Assuming I got the results and started to spread the word to other tennis player friends, well, ***if I was interested*** in taking on something new, I would in all likelihood express some interest to the person who sold me the product initially or google the company/product to start some research. Doesn't that make sense? Especially when studies show that 2/3 of Americans (Canadians are the same) have entrepreneurial aspirations. Where will they all go to find these businesses?

Research is showing as well that entrepreneurs today are shifting their priority from making money to finding purpose and meaning in what they do.

I know this as well because I work with the University of Minnesota as a Purpose Coach or a Life by Design Coach.

Here is the biggest mistake and I believe the most heinous "Old School" mistake --

Keep walking by the biggest and richest market of all: **WOMEN.**

For years, I've heard:

"Don't waste time recruiting the little guys (gals). Hunt down the big guns, hard-charging and successful, preferably from other companies who can bring a large organization with them.-it will save you time." Huh? Do you know how hard it is to find these people? Not just find but to recruit, not just recruit but TO KEEP! Not many of us travel in those rarified circles even after years in the industry.

What about the newbies? Now what if the stars are aligned and you've applied the Law of Attraction successfully and you've reeled in a big fish. Do you know that one of the dirty little secrets of our industry is that many top leaders are given substantial rewards to A) join your company B) Stay with your company.

A real challenge to maintain a consistent, secure income with that happening at the top!

How about these numbers:

- Women comprise of 80% of our network marketers and direct sales.
- 85% of consumer purchases are made by women and growing.
- Women join this business on a part-time basis. Part-timers comprise of 85% of our business.

As Kim Klaver says in her 11 Point Manifesto:

"Many part-timers together make up big business volume. Let's give them equal recognition."

Women join to be part of a community... to be part of something meaningful. New School is about making a difference.

"Those who stick do so because they love what they do even if they are making little money."
Kim Klaver

There is so much more to rant about but time and space are limited. Let's continue the discussion... Post a comment on [my blog](#).

Let's start a new conversation and create a different reality.



Elizabeth Harrington is a "Working On Purpose" coach and facilitator. She is honored to be a founding member of the Working On Purpose GUILD with Richard Leider of the Inventure Group and the University of Minnesota. She is thought a leader yet evolving student of the network marketing industry and has been passionate about helping others achieve their dreams and goals for more than a decade.

After initially working her way up through the corporate executive ranks with Xerox, on to a senior government post in Toronto, Canada, then spending the past decade exploring the rollercoaster ride as an entrepreneur with Unicity International, Elizabeth is uniquely prepared to understand the demands of each career role as well as the best practices required for extreme success.

Elizabeth was married in Maui, Hawaii 2 1/2 years ago to Tom Spindler. Together they are living a balanced happy life in a suburb of Minneapolis MN, where frequent visitors are bunnies, deer, and possum! She and Tom escape to Maui as often as they can to enjoy their Pacific paradise!

Following her passion of being the best leader and mentor she can be, she and Tom are currently becoming certified as Master Coaches and becoming part of the Purpose Project at the University of Minnesota (it's going to be all about vital aging over the next 2 decades)

Find out more about Elizabeth by going to her website:
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