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Are You Walking the Walk?

It's easy to talk the talk, but if you want to build a large and lucrative network marketing business, you've got to walk the walk.

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Network marketing is full of people talking the talk, but very few who are walking the walk. It's one of the reasons why the turnover rate is so high in network marketing. It's easy to talk about how great other people are doing or how much money they are making or how great you're going to do. It's a lot harder to actually do it. Here's what it takes to walk the walk:

1. Use all the products/services

You must become your own best customer and know your products/services inside and out. If your company sells vitamins and one of your prospects comes over to your house and sees a bottle of Centrum on the counter, what are they going to think? By using your products/services, you can speak from experience. You can share testimonies of what the product/service has done for you. This is much more compelling than a sales pitch.

2. Review all the marketing materials

Order one copy of every brochure, CD, and DVD. Invest some time checking out the company web site. What is the USP (unique selling proposition) for the company? In other words, what makes this company different from all the others? What are the benefits of being a customer or distributor? This is the information you want to share with prospects. Part of your review process should be to decide which tools you will use and recommend to your downline. You might want to get the input of some valued friends or family members. Tell them what you are doing and ask for their input on the tool itself. A caution: Don't make this a veiled sales attempt or it will blow up in your face.

3. Attend all company meetings

Training, business briefing, regional conferences and national conventions. All the leaders will be there.

If you want to walk the walk, you must be there too. Plus, you will learn new things that will help you build your business and these meetings are great for prospects and new distributors.

Work hard to have at least one new prospect at every business briefing (but go, even if you don't have anyone). If your downline distributors see you there with prospects, they will do the same.

4. Participate in conference calls and web conferences

Review the available conferences yourself before inviting prospects. Determine which ones you want to use and recommend. The best way to utilize a teleconference is to 3-way a prospect in. This way you can talk with them afterwards and get their feedback. Makes sure you also keep your downline informed about the teleconferences and web conferences and encourage them to participate as well.

5. If your company has a voice mail system or e-mail system

Make sure that you are on the system and that everyone in your downline gets on board too. This will help you to stay up to date and also to communicate with your downline.

6. Prospect people every day

Look for prospects every where you are. Encourage your downline to do the same. Use the three-foot rule – prospect everyone who is within 3 feet of you. Look for people who are outgoing, personable, and friendly. You might find them at your favorite restaurant or grocery store, they might be your bank teller, or your neighbor. Keep your eyes and ears open for people who are seeing to better their financial situation and gain more control over their time. Also, you should have a lead generation system of some kind – advertising, card decks, funded business proposal, and social networking are a few examples.

7. Communicate with your upline and downline regularly

The first 30 days with a new distributor are the most critical, so stay in touch often during the first month.

> ***One rule of thumb, when you are feeling down call your upline and when you are feeling up, call your downline.***

Never vent frustration with a downline distributor. Also, don't treat your downline like employees – they are independent business people who have their own dreams and goals. If you help them reach their dreams and goals, you will meet yours as well.

8. Be a top performer

Work hard to be a top recruiter and top money earner. You can't ask others to do what you aren't. Plus, when your downline sees you on the lists of top distributors or receiving awards on stage at big meetings, they will not only be proud to be in your downline, but will also emulate you. Leaders beget leaders.

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Rod Nichols has been involved in the network marketing industry since 1979, as a company founder/owner, distributor, consultant, trainer, coach, and author. His books Successful Network Marketing for the 21st Century and Would You Like to Dig In My Goldmine? were industry best sellers for several years and his latest books, The Twelve Power Secrets for Network Marketing Success and The Ideal Business are quickly becoming must reads for anyone serious about success in network marketing. Rod has trained tens of thousands of people and is know as a "nuts and bolts" trainer. He is available to

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