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You Keep That Which You Give Away

Marketers have basically one of three dominant marketing mentalities... one will serve you very well

by **Dale Calvert**

703 words | 3 pages

When I first started my network marketing career I had a large framed poster that hung in my office from Dr. Forrest Shaklee which said:

"*You keep that which you give away"*

Granted this poster was way before the Internet was even a thought. But in today's marketing world, this statement is more important than ever. I believe that most marketers are honest and strive to give value to their clients, however we hear about the scams and rip offs.

Over the years I have found that all marketers have basically one of three dominant marketing mentalities. They are:

Survival Focused
Greed Focused or
Value Focused.

> ***As a marketer, you have to understand that your income is in direct proportion to the value you offer to the markets you serve.***

The more value you provide, the larger your income grows.

The mortgage business wouldn't be in all the trouble it is in if more lenders had been Value focused instead of Greed focused. As

consumers we typically do business with those that we perceive to be Value focused.

There is a local car dealership here in Kentucky that has been in business over 50 years. Their reputation is beyond reproach because they have tens of thousands of satisfied customers who sing their praises and wouldn't think of buying a car at any other dealership.

As network marketers, we must understand that people don't care how much you know, until they know how much you care.

You are looking for talented people that you can develop into leaders. Let's face it there are some people involved in network marketing that really shouldn't be. I blame their sponsor.

It does nobody any good to sponsor someone just because they have the cash for their distributor kit. Survival focused distributors can fall into the trap of sponsoring anybody sometime, because they need the commission to pay their car payment.

I tell all survival focused clients the same thing. What you need to do, is get a job to pay your bills and build your business on a part-time basis until your residual income is enough to cover your monthly expenses. Note, I said residual income. I am not talking about up front commissions from adding new people to your team.

Those who give value understand the law of reciprocation.

That the more you give, the more you receive, all good deeds do come back to you multiplied. Last month we just launched a new website at www.DaleCalvertGifts.com where we give away several training programs that at one time we sold. Some marketers thought I was crazy. However new customers who have visited that site and received their free gift have purchased several thousands dollars in products from us in less than 30 days. Why? Because they were able to experience first hand the **depth** of our training.

One of the smartest things George has ever done is to make TheNetworkMarketingMagazine.com free to all members. By doing so he has tapped into a universal principal that ultimately will come back to him multiplied.

Yes, there is no question that the top marketers understand the importance of offering Value and the fact that You keep that which you give away.

Dale Calvert started his first business from his parents home at the age of 14. For the past 25 years he has been supporting entrepreneurs and marketing professionals with some of the most powerful training programs in the industry.

MLMHelp.com is Dale's Catalog site featuring training articles, quotes and poems, MLM greeting cards, and more. This is where you can subscribe to Dale's Top Rated Ezine.

Dale Calvert is a 25 year marketing professional. A directory of Dale's websites can be found at DaleCalvert.com. His new course will teach you 21 Ways to create leads in your local market. You can get all the details at LocalMLMLeads.com

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