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Profile for Network Marketing Success

Are you right for network marketing? To answer that question, here is a list of 9 things you must do to become a successful network marketer.

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It takes all kinds of people to make the world spin. And it takes all kinds of businesses. But not every type of person is right for every type of business.

Are you right for network marketing?

To answer that question, here is a list of what you must do to become a successful network marketer.

1. Meet people. This is a people business. To be successful in network marketing, you have to let your hair down and get out and mix it up with other people. The only way you'll make sales or find recruits for your sales organization is to get out there and rub shoulders. If you are not a people person, this business probably isn't for you.

2. Believe in your products. If you don't use the goods or services your company offers, and you don't sincerely believe that you're doing people a service by offering these things to them, it will show up in your sales. You need to be the type of person who can get enthused about sharing good things with others.

3. Be patient. Network marketing is like any other activity. You have to give it time. When you find a good company, you should give your new business at least two years to succeed.

4. Attend company training programs. Most companies have high quality training programs to teach you to sell the product and to recruit new distributors. If you want to be successful in this business, you must be willing to take advantage of ongoing training opportunities and incorporate what you learn in your daily operations.

5. Work with your sponsor, and work with those you sponsor. A network marketing sales organization is very much like a family. When you first join a company, you are like a child who should be anxious to learn the ropes from the person who sponsored you. As you learn and gain experience, you should actively work with the distributors you sponsor, and help them do the same for the people they sponsor. The more success they achieve, the more success you will achieve. If you're not willing to help others and be helped, this business is not for you.

6. Think positive. You are going to be exposed to a lot of motivational speakers and materials in this business. This is true of any sales business. Some will be useless and frivolous. But some will put you in the right frame of mind to succeed, and help you keep pushing ahead when things don't go smoothly. Remember this business isn't a get-rich-quick scheme. There will be hard work. There will be rejection. If it takes ten presentations to make one sale, you'll have to wade through nine rejections. If you are the type of person who can maintain a positive attitude, you'll have an advantage in network marketing.

7. Get organized. This is a business. To succeed, you must be the type of person who can get down to business by being organized and methodical. Make good use of time planners. Use your home computer for tracking customers and recruits. Set aside a place in your home that is only for business.

8. Be loyal. Don't become a multilevel junkie! Some distributors fail because they bounce from one network marketing program to another. This is a prescription for failure. While many successful distributors may be involved in promoting two or three direct selling product lines at once, the most successful distributors are those who focus on promoting the products or services of a single network marketing company over a long period of time. Find the right company, and then stick with it. Loyalty pays.

9. Work! Network marketing is not a quick, easy path to a lifetime of prosperity. Nor is it a free ride to wealth that requires absolutely no effort on your part. It doesn't work that way. In fact, it doesn't work at all unless you do! You have to devote time and effort to it especially at first. It can pay huge rewards. But, regardless of what anyone tells you, you have to work for them. If you think you can do these nine things that network marketers have to do to succeed, and do them well, this business may be right down your alley! Good luck!

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Jeffrey Babener: On any given day you can catch Jeffrey Babener, Babener & Associates, lecturing on Network Marketing at the University of Texas or the University of Illinois, addressing thousands of distributors in Los Angeles, Bangkok, Tokyo and Russia, or writing a new book on Network Marketing, an article for Entrepreneur Magazine or a chapter for a University textbook. Over two decades he has served as marketing and legal advisor to some of the world's largest direct selling companies. An active spokesperson for the industry, he has assisted in new legislation and served on the Lawyer's Council and Government Relations Committee of the Direct Selling Association (DSA) as well as serving as General Counsel for the Multilevel Marketing International Association. He is an MLM attorney supplier member of the DSA and has served as legal counsel and MLM consultant on MLM law issues for many DSA companies. He has chaired more than 50 national conferences on the subject of “Starting and Running the Successful MLM Company”. He is editor of one of the most informative and popular websites on Network Marketing, Direct Selling and MLM, www.mlmlegal.com.