INDUSTRY | VALUES | WOMEN

Our Modern Day Heroes – The Women We Love – Protecting Our Profession with Ethics

It's critical we be completely ethical, go the extra step and mentor to the best to our ability, and call out those who don't.

by **David Feinstein**

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It's getting more and more difficult these days for moms to run their household without feeling like the month is closing in on them. Wondering where the money is going to come from for the bills that are already stacked up on the table... not to mention the bills that are on their way... can be immensely stressful.

With women taking on more and more responsibility these days than ever before, including careers and motherhood, many women don't know where to turn anymore when it seems that they're already doing all that they can do.

> ***It can be overwhelming, but when it comes to providing for her family, just like a mother bear, a woman can become fierce. And instead of ever giving up, you'll find that most women will begin to look for a new way to solve the problem.***

Many begin to look for a second income, or even a new and better full-time income. They begin to search for a business that they can start in

their spare time (or at least the time that they create for spare time)... while on their own terms.

The problem of overwhelming choice quickly becomes apparent with their search, as well as the fear of getting scammed into something that will not only NOT work, but waste both their precious time and money.

> ***This is the time when they need a great leader, trainer, and mentor to come into their lives and show them the solution to their problems.***

Someone that they can count on to show them the absolute fastest track to profiting and getting themselves and their families out of the tough spot that they're in.

Unfortunately this is also the time when those not-so-ethical "recruiters" smell fresh meat, and come out of the woodwork to play on the *desperation* factor.

This does amazing damage to the network marketing industry, and the home-business industry as a whole.

> ***This is the reason that we – as professional network marketers – need to really start going out of our way to strive for excellence in ethical behavior our own selves, and go above and beyond for those that truly need our guidance.***

We need to remember that those hard-working moms with the worry of getting food on the table, keeping their children with a roof over their

heads, and the electricity bill on, need and deserve to be treated for what they are... modern day heroes.

Now that doesn't mean that you have to carry anyone through the race, or over the finish line. This doesn't mean that you have to deal with time wasters who aren't willing to do the work for themselves. But it means that you SHOULD go out of your way to genuinely CARE about those who are in a desperate situation, and respect wholeheartedly that they're willing to really put in the elbow grease to do everything that they can for their family's well-being.

This also means that **we have to start being tougher on our selves and our peers...** and when we see unscrupulous behavior from other's in our industry that we call them out on it. It means that we become tougher watchdogs for the very industry that allows us to live and enjoy the lifestyles that we have been able to create.

The industry of network marketing is an industry for personal growth along with an industry that opens doors for great financial opportunity. There are people out there actively tainting that fact, and undoing what we've all worked so hard to do. And some of those that they prey on are our most beloved women... our mothers, our sisters, our daughters, and our wives!

And they're doing it when they're at their most vulnerable. We can't let this happen, and we have to fight for our industry.

> ***We do that by being completely ethical, going that extra step and mentoring as best to our ability, and calling out those people who don't.***

David L. Feinstein has been published by Pro-Publishing Company of California, for a series on Leadership books.

Exposure to business at an early age along with cultivation of artistic talent in writing is the background that David Feinstein brings to his business associates, prospective candidates and audiences alike. His experience throughout his career in sales and marketing and having owned and operated his own international accounting & financial management services company, is a key success factor in helping develop his international notoriety in the network marketing industry.

David and his wife, Ann have been significantly involved in direct marketing and direct sales for 21 years, serving as a distributor (team member), speaker, trainer, Top Leader, and author in the industry on a worldwide basis. Working together, they coach, mentor and train those seeking empowerment, greater self esteem and branding image, and training people seeking financial success and personal life freedom. David and Ann have grown their business that today spans over 40 countries with over 65,000 team members.

For more information go to: www.AnnandDavidFeinstein.com

David & Ann's personal passion of "showing people there's a better way" to market their business lays the foundation for the inspiring and motivating topics they speak and teach on.

Innovative, creative, interactive and dynamic, David & Ann speak on topics in marketing and sales that most professionals find difficult or challenging to understand. Applying their unique and visionary approach easily, safely and comfortably draws audiences in from the beginning and keeps them engaged until the end. Their extensive knowledge in marketing and sales makes these topics easy for audiences to understand, as they address and speak from their personal experience and with authority and passion.

Mr. John Fogg of MLM/Network Marketing, author of *"The Greatest Networker in the World"* has said the following about myself and wife/partner Ann:

“It's been a looonnngg journey from their "weird" first exposure to network marketing where Ann— a Park Avenue Research Consultant, and David— the owner of an entertainment management firm handling the careers of rock stars such as (the early) Rolling Stones, Led Zeppelin, Michael Bolton, Cyndi Lauper, Phil Collins, and other famous others, found themselves at a meeting full of strange "new agers" from Sunrider— that was 21 years ago— to where they are today: Significant six-figure income earners with Agel Enterprises leading an organization of more than 65,000 people in 40+ countries around the world.

Above all else, Ann & David are focused on mentoring and leadership. Their combined expertise in recruiting, coaching, training and international development has made Ann & David much sought after direct sales business experts.

The Feinstein’s approach marries both classic MLM and the technology advances of the Internet and social media. The first people they have their new people speak with are family and friends, they do meetings, build for and around events and David even unabashedly asks people, "Do you keep your business options open."

They meet new people through weblogs, electronic newsletters, Twitter and Facebook leveraging their time and global reach. The business is all about relationships and giving value for Ann & David Feinstein… and consistently building their brand.”

Recorded interviews and Videos:

John Fogg interview--
http://themastermindsessions.com//AudioFulls/051709_AnnDavidFeinstein.mp3

David Feinstein—Are You An Online Marketer Video… http://www.sowhatsallthebuzz.com/all_the_buzz/david-feinstein-on-stage-are-you-an-online-marketer