WOMEN | INDUSTRY | PROFESSIONAL DEVELOPMENT

The WOMEN RULE in Network Marketing

Fact is, the WOMEN RULE is all about OPPORTUNITY and the rewards it affords.

by **Michael York**

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In the summer of 2000 I spoke at the MGM Grand in Las Vegas for a national organization in a session that caused quite a stir…it was called WOMEN RULE!

You should have seen the looks and heard some of the comments and questions on that one. Similar I would guess to the number of you who opened up your online magazine and saw the WOMEN RULE headline. (You couldn't get here fast enough to see what THAT was all about, huh?)

Many people came, for many different reasons.

In essence, that presentation was mostly about how selling and marketing to WOMEN was/is very different from selling to men and how women INFLUENCE a great majority of buying decisions from cars to houses to home furnishings to well, you name it. As I prepared to deliver this session for the very first time under the "big show" lights that is Las Vegas, I couldn't help thinking back to one of the first rules of network marketing I had heard about years earlier while working with an organization in attracting new members.

We called it the **WOMEN RULE!**

What's the COMPELLING REASON you're doing what you're doing now? Or the reason you're NOT DOING something different if things aren't going the way you'd like them to go?

Because without a COMPELLING REASON to change, most people will simply go with the flow. Even when the flow isn't flowing all that well.

In network marketing, for organizations it's mostly about 3 things:

Attracting
Retaining
Growing or progressing your members/representatives/leaders

As a consultant to, and leader of several mastermind teams we often talk about the secret weapon of most successful businesses, products, services, and organizations. There are certainly more than one, but our favorite is the COMPELLING REASON. Giving someone a COMPELLING REASON to buy, or to come in, take a look, pay attention, take action, make a CHANGE, etc.

What's the COMPELLING REASON you're doing what you're doing now?

For the individual, this business of OPPORTUNITY is about many things. Eventually some of these things become COMPELLING enough to bring about a change. The list is long and individuals have very personal reasons why they aspire to something more than the flow of STATUS QUO. It's about more than just money, it's about the STYLE with which they live their life, or live out their dreams.

The WOMEN RULE is a compelling reason to be engaged in this industry.

The WOMEN RULE in Network Marketing is simply this… WOMEN earn as much or MORE than the men in this business!

While that may sound like a little thing, it is a BIG CHANGE from many rungs on the corporate ladders in the more traditional, conventional

tracks that most workers run on. It's not so much equal pay for equal work as it is extraordinary pay (and benefits, and lifestyle) for the extraordinary opportunity seized in this ever-expanding arena that is revolutionizing the global marketplace.

> ***And what you EARN in the process, again isn't just MONEY. It's time, freedoms, lifestyle, choices, influence, and more.***

In my book *The 10 Commitments* I write that commitment is stronger than motivation (motivation is a temporary condition), but before you can commit to anyone or anything, you MUST BELIEVE. Do you have a STRONG BELIEF SYSTEM in what you're doing? Or in what you are about to do?

Belief in your company, belief in the earnings opportunity, belief in the lifestyle choices it can afford you, and knowing that it really doesn't matter if you're man, woman, young, old, corporate exec, business owner, or out-of-work; you're just a single decision and a commitment away from an above-average-to-amazing-lifestyle in this entrepreneurial proving ground that is network marketing.

Fact is, the WOMEN RULE is all about OPPORTUNITY and the rewards it affords. And that is good news for most anyone when it comes to an industry packed with opportunity that says when you bring customers, deliver value, expand your own personal development and create freedom for others, you can be paid very well for breaking all the OLD RULES that too many individuals still live by.

To Your Uncommon Success,
Michael

Editors Note: In 2009 Michael York was named "International Business Coach of the Year" by Prime-Time Business Institute and E-Z Coaching Worldwide™

Michael York wrote the book on *Becoming Uncommon*.

He has been called "***Mr. Mastermind***" for his ability to bring together individuals and ideas that radically change personal and business PROFITS. He is a business and marketing consultant who speaks to over 50 audiences each year on Winning in the NOW Economy and Top Performance in Life and Work. Michael's most recent work revolves around the study of wealth, rich strategies for life, and what he refers to as "MONEYSHIFTING" in a constantly changing marketplace. His columns appear regularly in national publications and online as well as in his monthly E magazine available at www.MichaelYork.com

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