COLUMN | TOOLS

Using Tools to Grow Your Business

Keep studying and investing in yourself and "we'll see you at the top"!

by **Debbie Madiou**

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I often get asked by network marketers "should I spend my dollars on products or purchase tools also. I always give a resounding YES!

Include tools into your business budget to help you develop personally and professionally!

I go on to explain that you cannot build a home without the proper tools and you cannot grow your business or your bank account without them either.

Last week someone gave my telephone # to a new person in a network marketing business. I told her I was familiar with her company and she immediately said "So you want to join? This person needs the proper tools to clearly communicate her opportunity.

Network Marketing is all about...

recruiting/lead generation/relationship-building
sales conversion
ongoing consumption
replicating yourself through down line motivation and training.

Let's take these different areas of the business and identify what a person needs to be successful:

Recruiting: We know that a person cannot be successful if they are not proficient at recruiting people into their downline. There are many tools to

get comfortable with recruiting. The best one is the one your are reading right now... www.thenetworkmarketingmagazine.com. This publication should be recommended to everyone in your business.

Every month there are articles on every subject for your business to help you grow and prosper in your network marketing business.

Nothing can build a business faster than building relationships with people. People do business with those they like and are comfortable with. Check out Steve Dailey's tool, tapping into 78 million leads. It is available for approximately $20 through HERE.

Sales Conversion: Once we've built the relationship lets start converting sales. Check out Kim Klaver's book: *"If my products so great how come I cant sell them"?* I think we have a few left in our inventory, send an email to debbiemadiou@gmail.com if you are interested,

Ongoing Consumption: Be a customer of the product. You cannot sell anything with integrity if you are not using it. The biggest sales tool you can use is auto-ship. Make sure you are on auto ship, and get your downline on auto-ship. This can be a very profitable part of your business.

Replicating Yourself: There are a few programs and books I recommend for sponsoring.

The Greatest Networker in the World by John Milton Fogg is an industry favorite. This book is great if you want to be lead to sponsoring more people into your business. You can find it here at the magazine, email debbiemadiou@gmail.com if you would like to purchase it or just go into the store at www.TheNetworkMarketingMagazine.com

Jim Rohn, the worlds most influential business philosopher passed away this year. He has a program for $50 that inspires you to be great, and leave a legacy that transcends your life through your network marketing business. You can order it through this website

Your business will flourish if you use TheNetworkMarkingMagazine.com every day as a resource. I am one of the few people that see the amount of time and attention it takes to build a library of articles and audio's of this magnitude. It is all there for you to grow personally and professionally.

Keep studying and investing in yourself and "we'll see you at the top"!

As of May 2010 **Debbie Madiou** has accepted the position of President of The Network Marketing Magazine, taking over the day to day responsibilities from George Madiou, the CEO and founder. This is an exciting move for the magazine because with over 100,000 members of The Network Marketing Magazine, Debbie will be able to spearhead new benefits to our members continuing with our mission statement of helping ALL networkers, world wide, to gain hope and freedom through their home-based business in the network marketing industry.

Debbie has been a leader in the Network Marketing industry for years. Debbie also brings experience in successfully running the operations of a number of businesses in the non MLM world. We are excited to have Debbie Madiou at the helm of The Network Marketing Magazine as we enter our next 5 years to reach and serve our goal of over 1 million networkers.