

Is Your Marketing Personality Driven?

Your marketing methods are hugely important, but nothing's more important than the personality and openness that you put behind those methods.

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There seems to be something missing in much of the marketing going on in the network marketing industry.

It's something that is talked very little about, but is dire if you want your marketing to be highly influential. What I'm talking about is PERSONALITY in marketing.

The fact is that its due time that you stop hiding behind your computer... and start injecting your personality into your business.

Ways to Add Personality Into Your Marketing Like Me!

I'm the type of network marketer and business trainer who can't help myself but to add personality in the marketing that I do. In fact, I could probably attribute most of my success to the fact that at times I've got an over-the-top type of personality. I've found over the years that people tend to take to my marketing much better when my personality is shining through, and I'm just being myself.

On the flip side, my marketing simply doesn't work as good when I hold back from showing my personality. Coincidence? I don't think so!

For instance I give a lot of speeches at events including conventions, and small group meeting type of things.

Now we've all seen the people who go up there and give a speech that sounds like they're reading it out of an automobile user manual. Boring!! People don't want to see or hear that, and when the people in my downline watch me give a speech or presentation like that, it does not inspire them to go out there and get moving and shaking!

Part of marketing in the network marketing industry is inspiring and motivating your team... your downline.

Of course I don't hold a candle to my beautiful wife Ann Feinstein when it comes to that. Not many people do... but I try.

When I'm on stage and presenting, you can bet my personality is coming through in full force!

If you've ever heard one of our training webinars, you can tell by listening how passionate we are, and how much we like to have fun at what we're doing. Our personality shines through with everything.

What About Different Types of Marketing, Besides Presentations?

But what if you don't do presentations? What if you are marketing primarily online with written word type of marketing? For instance what if you only write articles or blog? Then how are you supposed to let your personality shine through with that?

A lot of my leads come through my blog traffic, articles at article directories, and social networking.

For those mediums, I have learned to simply transfer my personality right through on those as well. For instance on my two blogs, www.TheMLMWhisperer.com and www.SoWhatsAlltheBuzz.com I write articles that ask antagonizing questions at times. I like to do that in life to get people thinking and considering their thoughts. It's part of who I am.

It's part of my personality. Some may like it and some may not, but that's ME!

On the SoWhatsAlltheBuzz blog I recently started using a series where I teach lessons, transferred from me to my readers... with lesson that I've learned from Dr. Seuss. Now you might say "David, you're nuts. Those are kid's books. Network Marketing is for adults. What can they possibly learn from Dr. Seuss?"

Those are great questions. The fact that you might be wondering that just shows how bringing a piece of material that's instrumental to me, from Dr. Seuss, can be very effective to peak the curiosity of my readers.

However, I don't just use it for that purpose. I'm not trying to manipulate people to read what I've written.

I genuinely believe that adults can learn a great deal from Dr. Seuss, or at least re-learn the lessons that we may have forgotten about as kids. Although it's quirky, that's again part of who I am, and I'm not afraid to let that shine through.

I also talk very much in my writing the way I talk naturally. I don't make each article or blog post an English essay. That's boring! I talk like I would talk to my buddies over drinks. That's how I think of my readers.

Listen, Oprah doesn't sell millions of books for any other reason besides the fact that people love her personality.

Glenn Beck doesn't sell amazing amounts of books and gain tons of paid subscribers because of his content alone... it's because he's a chubby quirky guy who cries a lot, and is passionate. That's his personality and a certain segment of the country and world love that about him. They tune in every day one way or another to listen to what he says. Even many people who hate tune in, because they want to see what's going to happen next. That's powerful, and proof of how important personality is.

Howard Stern doesn't have anything monumental to say to people. However people tune in, and buy subscriptions to satellite radio because they like the way he says it. He's not afraid to be who he is, and let his personality show through.

Your marketing methods are hugely important, but nothing's more important than the personality and openness that you put behind those methods. Without the *YOU* element, then it's just another person trying to sell shakes, soaps, and money making opportunities.



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."
