

LISTENING | SPEAKING & LISTENING | MARKETING

Secrets to Success in Network Marketing, and you don't have to lie!

As long as you identify the things happening around the 30 days, you will always be bringing value.

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1000's of people in this industry stretch the truth everyday on a variety of topics as it relates to their MLM business. They say they are making more then they are, have more members in their group they they do, and have better results on the products then they have, and that's just a shame. So how can you have success in 30 days?

I hope you will see the big picture that I am wanting to share here in the short 400 plus word article.

There are people that have a 1 day story, a 1 week story, some have a 10 year story. These are people that are always talking about what happened to them today or this week or 10 year ago, and they tell the same one all the time.

Think about when you hear someone tell a story, what are you listening for? You want to hear stuff that is of interest to you, right? If that's the reality for you, you can bet it's also the reality for the people that are going to listen to your story as well. With that in mind, if someone is looking to join you in business, no matter if they are new to the industry or seasoned veteran's, they are going to want to know what your story is.

The key to telling a compelling story is to keep it inside a framework that the listener can understand.

They can understand a 30 day story. Here is the good part, say you have been with your company for 3 years, and you are just now beginning to really work your business, you can tell them that and not feel embarrassed. Here is how you can do that, you would say something like: *"I have been a product user for the past 3 years, I have really enjoyed the benefits I received from them, now I am building my business, and I can share with you what has happened in the last 30 days for me."*

Again that is just one example of a 30 day story. The key is that no matter how new or how old, always tell truth about where you are, and then tell your 30 day story... people will have more confidence in you for being up front.

Remember no matter the success you have had, they can not do what you have done, it serves only as information they can use to give themselves belief the process works.

Now knowing this, you can create 30 day story's for any part of your business. 30 days after a convention, 30 days after a new product launch, 30 days after school started or let out. As long as you identify the things happening around the 30 days, you will always be bringing value.



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