MARKETING | CONSISTENCY | PROFESSIONAL DEVELOPMENT

The MARKETING of Your Network Marketing Business

How do you show that you use and believe in the products you distribute?

by **Dana Gore**

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Soon after opening up my network marketing business, it had been brought to my attention that one of my uncles possesses a natural interest in marketing goods and services. Of course I was thrilled to know this because I needed some pointers, so I asked him for a few tips and he graciously offered me his expertise.

Meanwhile, as this conversation was taking place, I was casually drinking from a bottle that had the name brand of a popular beverage company advertised on it, however, what was inside that bottle was NOT what was on the label. Instead what WAS in the bottle was a healthy combination of a couple of the products I distribute from the network marketing company I proudly represent.

So, to make a point, this uncle of mine *just had* to ask me what I was drinking, which meant I *just had* to answer him, sheepishly of course because I already knew where this was headed. Have you figured out the lesson yet? Just in case it isn't obvious, what I learned here was…

Be a product of your own product and let the rest of the world know!

This is marketing 101 and I wasn't following protocol. I was promoting sales for a company that I not only wasn't profiting from, I wasn't even using the product I was advertising! I felt a bit foolish, but since no real harm was done I quickly forgave myself and remained grateful that this was pointed out to me sooner rather than later.

So we live and learn.

Since then, I have gotten myself a fabulous blender bottle with the name of my company beautifully displayed for anyone and everyone to see. I am now officially loaded up with materials that show I not only market my business, but I use and believe in the products we distribute.

> **I am a product of my product and now I make sure people know it using materials that support my company and make recognition possible.**

This short story may sound simple, but how many of us ignore this one rather imperative rule of marketing? I had written an article in *The Network Marketing Magazine* (a publication I highly recommend by the way) about being a product of your product, which again was what I was doing at the time I was being schooled about marketing from my dear uncle.

> **What I did not cover in that article was how important is it to show the rest of the world that we love and use what we represent. We do this by advertising with the use of company branded materials.**

With such an abundance of products and services out there, how is one to believe that your product is the best one for them? Well the first step is to let them know your product exists. We do this by obtaining materials that support the opportunity for people to take notice of the fact that there is something for sale. Blender bottles, apparel, cosmetic application aprons, pens, and stationary are just a few of the materials that are available to help us grow our business. In fact, this is such an important aspect of marketing that small (and large) companies have been created specifically to market your products and services for you!

> **Just taking this necessary first step opens up the possibility of dialogue. This makes room for personal testimonial and of course, brand recognition comes next. Again, it's simple, yet so easily overlooked.**

So, to close out today's lesson, let's recap.

1 – Use your product in material that supports YOUR company.
2 – Be a product of your product and casually discuss the benefits you have received.
3 – Discover the many materials available to you that highlight your company and use them.
4 – If asking an expert for advice, be prepared to realize your mistakes and fix them asap!

Dana Gore is an Author and Certified personal Training Specialist, CPTS.

Having spent many years practicing unhealthy habits that led to obesity and eating disorders, she found her passion and became formally educated in the area of Exercise Science through Fitness Institute International School of Fitness. She is now lean, fit, healthy and in a position to coach and inspire others how to incorporate good-sense and healthy habits into their daily lives.

Dana understands the power behind thoughts. In a society where information about health and wellness is abundant, she focuses on becoming excited and connected to the process of well-being rather than the goal of weight-loss itself for permanent lifestyle changes.

Dana contributes to several written publications, has been a guest speaker for internet radio shows and along with her husband, instructs people on how to utilize safe and structured fitness routines based on their own individual needs, medical histories and personalities.
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