

Reach for a Customer!

5 Reasons Network Marketing is the most powerful way to reach customers

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As I write this article we're on the brink of Super Bowl XLVI (who uses Roman Numerals?!?) I know there are a lot of football fans out there, eagerly looking forward to the 'big game' here in the U.S. In addition to the football game itself, many people look forward to... *THE COMMERCIALS!*

These ads create a buzz... and cost a bundle!

I'm not suggesting in network marketing we need look at any kind of head-on competition for customers with Super Bowl ads, but I will share that I believe network marketing is a more powerful way to reach customers on a regular, consistent basis. Here are my top 5 reasons:

1) Network Marketing is about sharing memorable stories in a personal way. We've all heard that facts tell but stories sell. It's true...and it's why the *best* Super Bowl ADS become the best... their 'story' grabs people.

Yet here's the thing... the 'networking' part of Network Marketing means we get out and meet people, talk with people and get to know them. As we get to know them we learn to see where and how our product or opportunity could be perfect for them. So we share a story that highlights exactly why it could be perfect for that individual.

2) Most, if not all, network marketing companies offer a 'try before you buy' so the prospective customer can experience the products or services for themselves *before* they make the commitment to buy. Just that fact alone is buzzworthy and likely to inspire them to share this good news with their friends.

4) The appeal of owning and operating a home-based business can't be underestimated in terms of drawing more customers. The fact that an intelligent entrepreneur knows it's just good business to become their own customer along with the low start-up cost for this kind of business, the customer base expands through a natural expansion of the business itself.

When a customer's experience is good they naturally want more... and most will be delighted to discover they can receive the same product for a lower cost by becoming a preferred customer or distributor themselves. In other words, they're sharing the good news and either bringing *you* new customers or bringing them to *themselves*. Either way, everyone wins.

Have a fabulous month... why not go out and tell that story to a few more people right now!

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-If you're able to be yourself, then you have no competition-



The best thing about network marketing for me is that it asks... even encourages... me to seek out people who are willing to explore and share their dreams and vision. It gives me reason to invite people to share— from their heart— early in our relationship.

I love this because sharing dreams and clarifying vision puts us together in an energy that feels so good— so alive. It opens us up to take inspired action, which consistently results in greater and greater levels of success. What a joy sharing this kind of ride with others!

— Mary K.

"What I admire most about Mary K. is that she literally and figuratively incarnates one of my most treasured quotes: Dag Hammerskjöld's "To all that has been— Thanks. To all that will be— Yes!" She speaks about the joy of sharing this 'ride' with others. Mary K. IS the joy— to know and to work with."

— JMF

In addition to editing the articles for TheNetworkMarketingMagazine.com, one of the projects Mary K is involved in is contributing to raising vibrations through her blog, [Downstream Parenting. meeting your child in the vortex](http://DownstreamParenting.meetingyourchildinthevortex). You can learn more about Mary K at <http://mkweinhagen.com>