MONEY | INDUSTRY | MANAGEMENT | MARKETING

Breaking the Bank on the Use of Money as a Tool

It starts with you, the effort and trust in yourself will always carry you through the darkest of times and it will place you on the path of freedom

by **David Feinstein**

1095 words | 5 pages

Your MLM Success may be attributed to other factors than money measurement. It should not be, without a proper network and recruiting campaign, you would not have the money. Most men may have measured their MLM success by money, but their networks and interpersonal skills are singing a different story.

Money can be used as a tool to help measure a specific set of success in general but on a personal basis, this may come across a bit egotistical to some people.

Why Do Some Men Use Money As a Tool To Their Prospects?

The answer may be psychological that helps boost their confidence level, when dealing with peers or with a potential recruit. When speaking to a potential prospect about joining the downline, personal money measurement should be kept at the bare minimum. Most people may not admit that they do not like to hear about personal financial gains. If you are speaking in terms of business, this changes the whole concept of using money as a tool.

Talking about your business success from a financial standpoint is not a bad idea, considering the personal aspect is restricted; most listeners realize that you have a support

staff and it does not come across as egotistical.

Why Do Women Measure Their MLM Success In A Different Fashion?

Most women may view money as a tool to boost their resources but not as a temporary confidence influx. They prefer to network and build up the psychological aspects with conditioning then base their success on a materialistic view.

Their downlines reflect the time, energy and creative approaches to success. They tend to treat money as a tool to help foster new business relationships across the networking board. There are exceptions to everything and this may not apply to every case (men or women) but is a general idea since the dawn of business.

You Can Empower Your Downline with Incentives to enhance their behaviors to produce more, measure your gains and losses, measure your short and long-term goals.

You cannot always measure success or achievements by money. **The greatest method to measure your success is through human management;** *this key concept is the core foundation for the top tier of corporations and moderate sized businesses.*

Human management is more social and mental and it starts with your way of thinking. If you talk to 20 new people every day with the wrong mindset, the chances are they will simply ignore you or create a reason to break away from the conversation.

Money, Human Management, Marketing, Ethical Business Practices and Education are the

primary tools to measure your success.

There may be additional tools that are beneficial to your business success but the core roots should be established and evaluated on a nearly constant basis. You will find success if you develop the right tools from the start and revamp them accordingly to the business needs. **It starts with you, the effort and trust in yourself** will always carry you through the darkest of times and it will place you on the path of freedom.

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."*