DUPLICATING | MARKETING | PRESENTATION | PROSPECTING | TOOLS

Am I Duplicatable?

Three key areas in your business that MUST be duplicatable if you want your network marketing business to grow

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The key to long-term success in network marketing is duplication. This occurs only if you and your systems are duplicatable. Are they? Could anyone join your team, copy what you are doing and be successful? If the answer is yes, then you can skip this article. Otherwise, continue on as we discuss building a system of duplication.

First, is your business set-up. Network marketing is designed to be a home-based business, so if you're using or contemplating an office or training center, this is not duplicatable. Although it seems more business-like, your prospective distributors will look at your set-up and decide they can't afford to do your business. I remember an entire company that required leaders to set up training facilities. The company did well for awhile, but is now out of business.

So, make sure that you have a home-based office set-up that any one could duplicate.

Second, are your marketing methods. Are you doing massive advertising, e-mail marketing, internet marketing, or direct mail? Again, this may be effective, but it¹s not duplicatable. The average distributor will not be able to afford your system. If you're going to use mass marketing, make sure that you also have systems for the average distributor. I remember a top income earner who built her business passing out opportunity cards in the business district. Another who conducted face-to-face surveys. Many people have built successful businesses doing home parties or meetings. Also, remember that over 80% of the people who join network marketing companies are sponsored by someone they know, so don't forget the warm market methods.

Third, are your presentations. Are you so smooth and knowledgeable that the new distributor would feel they could never do a presentation? I often think of a top network marketer who started out giving presentations in holey jeans (because that's all he had to wear) and today he's a top income earner.

To make your business presentation easily duplicatable, start using DVD's or flip charts. Stick with information that is readily available to the average distributor. It's even best if you don't do all of the presentation. Start including others in your presentations and you'll see quicker duplication.

The more duplicatable your business, marketing, and presentations, the quicker your network (and income) will grow.

Rod Nichols has been involved in the network marketing industry since 1979, as a company founder/owner, distributor, consultant, trainer, coach, and author. His books *Successful Network Marketing for the 21st Century* and *Would You Like to Dig In My Goldmine?* were industry best sellers for several years and his latest books, *The Twelve Power Secrets for Network Marketing Success* and *The Ideal Business* are quickly becoming must reads for anyone serious about success in network

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