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Prepare your game plan before the big day

Some MLM business owners use technology as a tool to help clarify their methods of operation.

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MLM business owners need to be prepared to have their game plan ready before every event, they are hosting. The world of MLM business depends on the readiness of every member but the owners are responsible for having everything in order. The game plan is vital in recruiting new distributors or prospects for your downline. You will need to have everything in harmony; this will help explain your business easier to the new prospects.

Some MLM business owners use technology as a tool to help clarify their methods of operation. Your game plan is not always going to be fool proof; it should be flexible like the wind. You may need to change it, due to a new training method, incorporating a new policy or technology. If this happens to you it is important to update your plan before the next meeting or event. Outdated information or lack of information can have a rippling that may set your company back.

You can look over your plan during the weekend, during the week or anytime that you can spare. Your plan may include benefits, compensation, awards, leadership levels, general information about the company, etc. This plan could be in a digital form, where you can make changes to it easily. PowerPoint presentations are the most common and effective media to present your plan to a group of prospects. You can get more specific with individualized videos, audios, PDF's and much more and visitors can download them directly from your website.

You can have a public plan and a private plan for your downline. These two different plans offer

only one difference, the public plan is a little more generalized than the internal plan.

It may not be suitable for all companies to use two different game plans. You can give away the public plan as brochures, leaflets or as a “business card”. Your plan needs to be consistent across the board, meaning one person should not be following a different plan than the next. Unless they are in a leadership role but that falls under compensation and generally is explained in the overall game plan for recruiting purposes.

When you develop your plan for the network to use, the plan needs to be concise and precise with the information. If you use Microsoft word as a processor or some other word program, you can use bullets, sub headers and much more to help clarify any vital information. You can place graphics into the program and other graphics to help breakdown financial income, or some other difficult concept for new members.

The important issue is to keep the plan simple and effective for actual field use.

Try to avoid theories and other untested concepts into the working plan. If you decide to keep a digital copy of your plan, use a thumb drive to save a backup copy too. You can always edit and reissue the plan later down the road, once the theories are proven to be successful or a training method has been approved by upper management.

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."