COLUMN | PRESENTING

Easy Does It

I'm here to remind you that you can be easy about all of this.

by **Mary K Weinhagen**

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When it comes to presenting your business opportunity the operative idea is to take it easy and make it easy. Easy is fun. Easy is duplicatable. Easy is effective.

You'll read articles in this month's issue that address the importance of telling stories, speaking clearly, and knowing the information you're presenting... all good advice indeed, but I'm here to remind you that you can be easy about all of this.

Talking about the science of your product or the in-depth math of your compensation plan is hard.

Sharing how your product will make me feel and how I can most easily earn $100 is easy and likely to catch my interest in a big way.

Talking for an hour to persuade someone to join your business is hard.

Showing me a simple 10-20 minute overview or better yet, letting me sample what you've got is easy and something I'm far more willing to give my time to.

Acting like someone you're not is hard.

Stretching a bit to be more fully exactly who you are is easy and far more magnetically attractive.

In other words, let your enthusiasm for what you're doing and experiencing shine from you, give a shout out to those who might be looking for the benefit you've found, then let those who answer give it a try. Grab a tool that explains simply, clearly and quickly what they need to do next and share it with them. One step at a time. Nice and easy.

Any questions?

--Mary K

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EXPECT MIRACLES!

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

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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.* You can learn more about Mary K at http://mkweinhagen.com