

SYSTEMS | DUPLICATION | LEADERSHIP

How to Make Replication and Technology Work For You

As you gain experience and expand from increasing demand, you will need to use technology in your MLM program to reach out to new and existing members/prospects.

by David Feinstein

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How do you replicate yourself in an MLM program? As you gain experience and expand from increasing demand, you will need to use technology in your MLM program to reach out to new and existing members/prospects. The basic set of hosting, flyers, business cards, and word of mouth will need some extra firepower to help boost your downline and conversions in your MLM program. What are some of the best methods to use in your business?

You may need to empower technology to get your messages, products and support out in the open market. The internet has shattered boundaries and is making this a global economy, business transactions are beyond the local sector now.

Your passion and talent can help attract international prospects and retain those prospects and convert them to “members” with the aid of videos, audios, websites, eBooks, other digital formats and much more. You are only limited by your budget to market your brand to the hundreds of million internet users.

You can mass produce videos and websites inexpensively; these sites can hold your messages, tutorials, articles, blogs and other consumable data. Preach your lessons on live webinars, chat rooms, forums, and other areas. You can record and redistribute the information on your other websites, call it a pre-packaged set of data, which can be easily interchanged. You should have a digital archive to help maintain your library of information so that you can change content as needed. You can create new content and store it in the “library” for later use.

You can share some of your experiences in the form of a PowerPoint presentation while holding live events. Your training videos, DVD’s, and eBooks are great ways to replicate your passion, knowledge and experience to new and existing members/prospects. These items can be edited as needed for later updates or you can create new ones to replace the older material. You can share your archive with your online network, this would give them access to excellent resources for training, troubleshooting or to measure progress.

The primary key in replicating is to keep the passion, positive attitude and the message consistent with your beliefs in the business.

Viewers will pick up on the energy that is displayed and a good light is better than a negative light. Put your best foot forward for the videos, chats and other social mediums that are interactive. Your message will be replicated over and over if you follow the simple steps above and your business could blossom tremendously.

Remember that technology is only a tool to use to help you boost, foster your client and conversion base. You will still need to use business cards, flyers, word of mouth and hosting events to bring traffic to your websites. Your staff will also help replicate you in their methods of operation, attitudes and behavior. Your digital information may need changing on a monthly basis, in order to retain and attract new clients. Social media is a great method to share your energy, events and business.



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 looonnnngg 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."
