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Women and Network Marketing – A Great Match

Network marketing empowers women to bring their gifts to the world table in any way they choose.

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An argument can certainly be made that women and network marketing are a great match. Before someone runs off angry at that – wait - I'm not saying that women should not do other things or that they are incapable of doing *anything they choose*. Women are capable of being excellent astronauts or welders or corporate CEOs... and every occupation you can think of. In short, women are well suited to and capable of being whatever they choose to be.

That said, a great argument can (still) be made that women and network marketing are a great match. Women are good for network marketing because:

Network marketing is about team building. Women have been building teams for years. They are called families.

> **Women are great teachers and mentors. They've been raising children to be independent, critical thinkers capable of making their own contributions to the world for eons.**

Since all network marketers are independent contractors, not dependent contractors, the goal of a Savvy network marketer is to foster growth and

leadership in her recruits.

Because women are most often the nurturer in the family, they are great relationship builders. Juggling the needs of competing kids and partner means listening to what others need. Listening, really listening to that potential recruit (or customer) is critical for network marketing success.

Women are great negotiators, at some point in their lives they typically deal with two year olds! Learning to deal with people's fears and concerns so they can make an informed decision is critically important for network marketing success.

Network marketing is good for women because:

It builds vocabulary, women, alas too often, confuse power with pushy.

> **The personal growth necessary to flourish as a network marketer requires women to get comfortable with their inner strength. They come to understand the difference between influence (to persuade) and coercion.**

Helping someone to understand concepts and ideas so they can change their minds voluntarily is very different from forcing or coercing someone against their will.

Too many women simply do not have the financial resources they need to flourish. Network marketing, although it operates in the world that 'sees' glass ceilings, does not have a glass ceiling. Everyone in network marketing gets promoted when they accomplish certain criteria. Everyone. In effect, you promote yourself.

Traditionally, women are much more likely to talk things out rather than fight things out. Women are much more likely to look for a compromise that works for all rather than winner take all. Women are much more likely to forgive and move on. These are principles the world could use

much more of. If you constantly struggle to pay the rent or put food on the table, there is no money and not much energy to bring your influence to the world. Network marketing empowers women to bring their gifts to the world table in any way they choose.

Network marketing is about choice. Your choice.

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