INTERNETWORK MARKETING | LEADERSHIP | PROFESSIONAL DEVELOPMENT

Wake Up to Social Networking Prosperity!

One of the best MLM resources available to anyone in the MLM industry is a mentor.

by **David Feinstein**

1076 words | 4 pages

Social networking is the tool for the next century; our prospects and the way we move product is being defined by each one of us now! There a variety of means to use social networking as a tool for our business. The importance of this tool to our business is in more demand than any other means. On the social network sites, our presence is directly affected even though we use “sound bites” to get our message from one zone to another. There are plenty of incorrect ways of using social media sites but let us take a look at the social media usage.

How many hours a day are you pushing your business on Facebook, Twitter, LinkedIn and others? Do you only advertise your business or products? As a networker, we should not put a nail in our foot. I have seen plenty of members only push their products, a little re-education is needed. People will spam and slam content that is not beneficial in nature to them. How are you handling your social media interaction? Take a note and go social on these sites,

> **put down the “I need sales now” attitude and use “I want a stronger network” attitude. The difference between these attitudes is the way that we develop content to attract and to cause interest.**

We have to cause interest into our products and memberships; there is no natural attraction to our business. So if you push product sales and recruiting to the edge too much, you will have a flare out and a plate of frustration pie. Let's avoid this dark meal and strive to present our information that is digestible in a social environment.

> **We should focus on creating content that is powerful and engaging, while being honest and teasing to the mind. Don't cover up that fact that you have a good opportunity but use engaging lines for the promotional aspect.**

Tweet or status updates a few times a day, interact with other people throughout and build up a conversation.

Hard sales are time wasters, let's face it; they are good for the immediate needs but for long term they don't help. We have to spend our precious time on the social media sites to create the long term sales, and always take the hard sales but you want long term consumers and new members. Some techniques work better for certain situation and energizing your content is great but I do believe that we could turn it down on every tweet that we do.

We should use a calm energy that is steady rather than a short fused passionate one.

> **Social media networks will get bogged down with sales oriented content, rise above this and focus on the audience, not your pocket book.**

Get in the right frame of mind and your pocket book will grow, deliver content that is not filler. Give your network something to consider, if you want to establish your business. This means that your content cannot be generic, unshakable and sales oriented all the time.

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."*