SYSTEMS | COMMUNICATION | PROSPECTING | LEADERSHIP

Enrich the Power of Words for your Business

Step away from the Twinkie content and put some fiber back into the diet.

by **David Feinstein**

1078 words | 4 pages

There has been a lot of traffic in the mlm industry about better content that is focused on the prospective members. Pushing sales oriented copy across the internet is fine as long as you enrich the words and not devalue them. Unique copy should have the power to retain its presence without being generic or over energized. There is too much generic copy that devalues true word play, creative writing and additional content. The importance of developing real content should be a strategy and not some ploy. Marketing has backslid to overstuffed content boxes that mislead consumers.

How do you enrich blogs, ad copy, articles and other readable content? Simple, provide quality instructions or information that is related to your products or business ventures.

Tell a story about a problem and how it was solved, relate to your audience but avoid using typical band aid content. Your marketing plan for the written word can improve your business by 200%, if you go a little creative and provide realistic facts to the reader. The average blog is potent enough without search engine optimization but if you boost your blog posts with real life content that is relevant, it boosts your trust and

reputation levels with not only your networks but from those who decide to read your material.

Step away from the Twinkie content and put some fiber back into the diet.

This means that the reader wants information that can help them solve a problem regarding finances, personal issues or health. Talk about your products and the benefits that it has to offer them, find research reports and develop a blog or article from the facts. Empower your words with facts, strong but honest opinions, leave out the over energizing fluffier content that distracts from your potential sales. We want our prospects to be knowledgeable and when they talk to us, they can feel and hear our energy about our business. It is fine that our content reflect this type of commitment but when it gets to be more fluff than fact, it is time to throw it in the fire and walk away.

This includes sales copy as well; we can turn it down a bit and focus on the highlights of the product. This means not a by-line but go in detail about the *benefits* of the product itself. Your sales copy will have to get more creative if you want some serious consumers for your business. Dipping into the “air head days” is no longer an option to make sales, facts and figures will convince 75% of the base market now. Step up your content game and away from the stuff that goes pop in the night. Your words are valuable, use them to deliver a strong, crisp and delicious message to your consumers. This could also mean more downloadable products for your business to holding recruiting conferences that focuses on the “meat” of the business. Information is a valuable resource and we have plenty of it, so why have we been covering it up under a Twinkie covering?

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.”