

PROFESSIONAL DEVELOPMENT

Keys To Success in Your Network Marketing/Direct Selling Business

Anything is possible when you develop into a leader and have the opportunity to help hundreds

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How successful would you like your Network Marketing/Direct Selling home-based business to be? What is it that some business people do to become successful while so many others struggle and become frustrated, overwhelmed and stuck in 'analysis paralysis'?

Here are a few suggestions and recommendations of what I've done over the years to develop a full time career income and so have many other successful entrepreneurs in the Direct

Selling - Network Marketing profession who are earning 5, 6 and 7 figure incomes.

It starts with treating your network marketing enterprise like a REAL business and that means getting set up like as a business entity right from the beginning.

If your plan is to attract the right kinds of people i.e.: entrepreneurs, business professionals and those seeking to become entrepreneurs and business owners, into your business, it best that you start presenting yourself as a business professional right from the start.

Every wise business owner starts with a plan for success, sets their goals and puts their goals in writing. They usually share them with a trusted

confidant, coach or family member to help them stay accountable and on track. Check with your sponsor and/or upline to see if they have a business plan outline.

Proverbs 16:9 says, *"The mind of a man plans his way, but the Lord directs his steps."* God honors a Plan. Without a clear concise plan confusion is inevitable.

Every serious business person starts with writing a 'business plan' - goals and plans are extremely important for your success because they give you a road map to follow and keep you on a clear path. Of course when goals are met, others goals are set, some may not be met due to some unforeseen circumstance. Any course can always be re-adjusted.

Once your plan is in place it's time to start taking ACTION by following your plan to achieve your goals!

There are some significant tax advantages available to home business owners so make sure to check this out with your accountant. Consider them a part of your business team. Ask your sponsor or upline for a referral or seek out a referral in your local area from other business professionals.

-Obtain a separate phone line - which is actually required for tax purposes - check with your accountant. If you're going to deduct expenses you will want to be set up as a real business. This is important because you do not want your children or anyone else answering your business line. It does not present a professional image and you may not be able to deduct that expense.

-Put a professional outgoing message on your voice mail. No kids, dogs, husbands, family, or other non professional agenda on your business voice mail. For instance on my voice mail on home office line and mobile people hear - Example - You've reached the home office of Sue Seward. I'm not available to take your call at this time so please leave a message with your phone number even if you think I have it and the reason for your call and I will get back with you as soon as possible.

-Get a voice mail box to use for advertising, business cards and flyers. This way you do not have people calling your phone line at all hours of the day and night and they cannot trace you to your home line for safety reasons.

-Use a professional email address - preferably your first and last name or your business name - it's better not to use anything hokey for a business email address. always use my first and last name. This also helps to brand your name.

-Set up a separate office area in your home - this can actually be required for tax purposes - always check with your accountant.

-Get business cards - all professionals use them and preferably order them from your company or a printing service and not printed on your computer - business cards are one of the most inexpensive tools available to a business entrepreneur.

**Quick Networking Tip* - Order some biz cards from Vista Print and pay a little extra to have a TIP chart put on the back. Some years ago I was networking and received one of these cards from a Realtor and still to this day carry that biz card in my wallet and pull it out every time we're out at a restaurant. Every time someone pulls that card out they see YOU and your business on the front of the card. Just had someone comment to me the other day that they loved my biz card with the Tip Chart on the back!

Add a professional photo on your biz card to brand YOU!

-Order professional sales aids from your company - ask your upline leaders what they use. Copying materials is not professional looking. Remember success leaves clues.

-Use a marketing system that will duplicate for your entire team. Systems duplicate people usually do not.

-Attend company events such as company conventions and regional's - remember these expenses are most likely tax deductible - (check with your accountant).

Self Development is a key to your success! Never stop learning and growing yourself!

Keep reading books, listening to CD's, attending trainings and events with your company as well as generic trainings. Experience and personal growth is something that no one can take away from you. You can take it anywhere and profit from your growth!

"When I started my career in Network Marketing I had no income of my own, no business experience, no credibility, no college degrees and barely made it out of high school. Everything I've learned has come from being involved with the Network Marketing profession for over 18 plus years. This is priceless!" Sue Seward

-Plug into conference calls and training calls especially when first starting out and if you're a seasoned Network Marketer and have joined a new company attends all calls to become familiar with the new company, management, products, compensation plan and policies. Your organization will also see you attending calls and will most likely follow in your foot steps when they are serious about becoming successful in their own enterprise. Remember you're the advisor/messenger.

You do not need to know everything before deciding to build your MLM business. Use the tools to deliver the message. Such as online webinars, tele-conference calls, website, 3/ways with your sponsor and upline, CD's, marketing materials, etc. It's up to each individual to decide after reviewing the information to believe and take the steps for themselves based on their own personal reasons (their purpose)! People will react more to the excitement, enthusiasm and love for what you do.

When first starting out spend as much or at least 80% of your time prospecting and plugging people into the information and after sponsoring them plug them into the training. Let them decide. You keep networking, prospecting, connecting with people, and bringing in new people to your business. Never stop doing this! Soon it will become fun! It will become something you love. If it's not fun find out why? Seek out advice from your sponsor/upline about this. Strive to keep a balance in your life.

Sponsor two, three or five people depending on your companies compensation plan and plug them into a SYSTEM that they can duplicate, help them to sponsor some people and then sponsor some more and keep on doing the same thing and teaching others to do the same.

This way you are plugging people in as you sponsor and people will duplicate and that's when you'll start to see the leverage develop.

Reach out to your sponsor and/or upline to work with you in the beginning if necessary. Ask for coaching in areas you need help with and to assist with 3/ways if needed. They want to help you to succeed because when you succeed they succeed too!

Set your plan on doing all of the above. Be like a sponge and you will succeed in your network marketing home based business enterprise. If someone is not successful perhaps it's because they are not teachable, have not set up their plan, just do not want it badly enough, refuse to plug in properly and/or many times they just give up and quit way too soon because they thought they were going to get rich quick! Most of us successful entrepreneurs have failed our way to success! With each failure we learn and grow and become better.

Have you planned to improve the quality of your life? Think about WHY this is important to you? That's all a part of writing your Success Plan & Goals which keep your burning WHY out in front of you at all times helping you stay on target with your keys to success in MLM!

In developing a Network Marketing career, you will learn more about yourself, other people, and develop skills and talents you may never have thought were possible! Anything is possible when you develop into a leader and have the opportunity to help hundreds and even thousands of other people create a better life for them and their families.



Sue Seward is a Network Marketing professional and business owner who has been networking, connecting and building relationships online and offline since 1996. She has created a full time career in Network Marketing with ***Yoli The Better Body Company*** and lives at Lake Travis in Austin Texas with her husband and two sons. Co-author of the Direct Selling Women's Alliance book 'Build It Big' - 101 Insider Secrets from Top Direct

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