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The Future of Network Marketing and Entrepreneurship

Once you understand that your business is always evolving to meet new demands and have the ability to respond to the environment, your future is secured above your competition and your team will stay motivated.

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What is the future for network marketing?

Can this question be really answered or do we need a high quality crystal ball?

The future of entrepreneurship is changing on an everyday basis, there are more home based entrepreneurship's now than ever and this trend is growing.

The U.S market has around 18 million home based business owners. This trend is expected to grow over the next few decades, due to the popularity of building a quick income that is residual. There may be some pitfalls on the way but what we do now will determine the success of our industry in the global market.

How can we define the future? Our actions are the number one cause for the succession of our generations that follow us. We must provide the right tools, knowledge, skills and attitude to help secure their footing on the beach. As companies rise and fall throughout the business cycle, we must be careful in our practices on the ethical front.

Communication, knowledge and innovation are the key elements to sustaining our companies' success in the future. These three elements are built in the foundation of every mlm business that has achieved success, even though they may be titled differently.

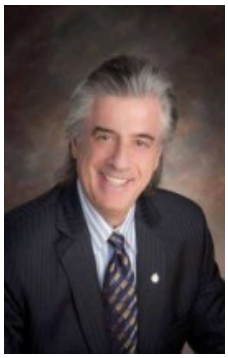
How will you ensure that your business will thrive?

Do you have the persistence to ensure that your education, communication and ideas are sound for the next five, ten or twenty years? Can you recruit from anywhere on the planet and train them to be successful? Let's look at the possibilities of neglecting the business in any fashion for a moment. If you forget, get tired, worn out from long days on the road and not handle your back end administration. Your business can sink below the radar because your sales pitch on your website ignores or discriminates against buyers from a country in the Middle East. Your future depends on your ability to respond to real world situations, market's change and so does the minds of consumers. How can you stay ahead of this curve?

You can't without spending millions on intelligence gathering operations but you can launch polls, surveys and other data gathering tools through the net sphere and study the results. Hire a specialist firm that deals with the consumer base, let them gather the Intel for you and decide upon the next course of action. You have to be a step ahead of the consumer, get into their minds quickly and efficiently. Your every social action, blog post, article submission should be focused on their needs, wants, desires, hopes and more. The emotional response marketing has been around since 1930's through the old cartoons and radios. Do you remember the old "Acme" reference in the cartoons?

Once you understand that your business is always evolving to meet new demands and have the ability to respond to the environment, your future is secured above your competition and your team will stay motivated.

Your prosperity starts with your continuous striving to meet the needs of the consumer base, keeping your products in good shape and being ready to ship on notice.



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.*
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> *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.*
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> *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."*
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> *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."*