INDUSTRY | PROFESSIONAL DEVELOPMENT | LEADERSHIP | WEALTH

Wealth Building

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Start to build your wealth from day one. Use the tools that you were provided with, these tools have been tested over and over. If one tool does not work right, it is possible that you are not using it correctly, go back and read up on the tool again. If you have to ask how to build wealth, I recommend that you speak to your mentor about getting retrained.

Wealth building is a concept that comes in different forms; only 5% of all networkers use all the available means to generate income.

Ethical income building is recommended to help bring the industry out of the muck that it has been haunted by.

Keep your content fresh, original and transparent. This is the first step to creating a successful business.

Why is there so much harping about ethical practices? There are bad apples that have tainted the barrel. It is your job to run your business and create the opportunity for your prospects to be successful, this is damage control and yet your benefit is the income. This is one stream of financial compensation, there are other perks that your company offers and these can be nice but may not be residual.

Once you establish good ethics on how you treat people, bookkeeping records and great business practices, you should move onto affiliate programs that are available. Your lines of wealth building are expanding, don't forget you can sell digital content from your sites and offer incentives to other marketers to carry your products and not just the company products but expand into training courses that have real merit.

No one likes lifeless content that is nothing but filler and no meat. Teach a lesson from start to finish and then use the sales pitch.

Your website has the power to influence your consumer base and driving home with the right content will ensure that your lines of operation will stabilize.

Build your empire from merchandise sales, content sales, affiliate programs, your company products and this is all online. Imagine what you could do if you held events and attended networking conventions around the world. You could make physical sales and build your network empire at the same time. It's all about quality content and the way you market it to the consumer. When you use ethics in planning your marketing campaign you will face fewer issues.

Combining all these abilities to make your wealth, you can take some time out and chill. You will have more time to relax and troubleshoot your business problems. You can help your downlines define safe practices that are beneficial. It is important that every stream that you create to make you money, should be reviewed on a monthly basis for any issues that may have arisen. Always handle your consumers or prospects with a gentle glove. This means returning phone calls or emails that they have sent about a product, service or just because. You never know what may happen if you chose to ignore them.

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."