

Technology – A Powerful Way to Leverage Ourselves

Technology contributes a better way to leverage time, a higher means of communicating product benefits, greater opportunities to reconnect with people we have lost touch with and the easy availability of education.

by **Dana Gore**

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It's amazing to think how far we have come.

Not to date myself here, but I can remember a Nickelodeon show back in the earlier 80's titled "*You Can't Do That on Television*". It was a favorite of mine and one of the episodes involved a character watching television from his watch. Back then... this was a BIG DEAL!

Nowadays, we communicate with people from our past and present using virtual playgrounds (social networks), view anything we want through our mobile phones and even do our shopping this way. It just goes to show that thoughts and ideas really do become things.

Even as I write this now, I am sitting in a well-known coffee shop. Thanks to modern technology, I am able to communicate my thoughts with the world knowing that this will be published in less than a week whereas what seemed like just a short while ago, the old type, stamp, mail and print process would have tied this article up for weeks before being ready to view.

So how does this relate to Network Marketing?

Network Marketing is a business model that for many years was (and still is) built around meeting people face to face. Spending time with them at their comfy kitchen table and demonstrating compensation plans and quality products that help create health and wealth is, in the author's opinion, a form of humanity that offers no substitution.

What technology *does* contribute, however, is a better way to leverage time, higher means of communicating product benefits, opportunities to reconnect with people we have lost touch with and the availability of education.

I am certain I am not the only one who has wished to have the ability to be in more than one place at a time. Through the use of conference calls, we can now speak with current and prospective business partners and customers regardless of geography.

While it is still desirable to meet in person to further establish bonds and trust, being that this is sometimes impossible, technology has allowed us to make up for this.

Being able to use the internet to demonstrate product benefits is a powerful tool. Typically, the products distributed through a Network Marketing company will have ingredients, demonstrations, reviews, FAQs and more available with the click of a link.

Technology also allows those of us who are in business for ourselves to no longer have to carry any stock since warehouses and call centers take care of the entire ordering process... not only making life easier for all, but creating jobs as well.

The invention of social networking has made it possible to reconnect with people we have lost touch with! Because Network Marketing is simply about listening to what people are saying and offering solutions to their

problems, being in touch with old friends, family members and colleagues puts us in a position to be of help to people we not only care about now... but those who meant a lot to us in the past as well. An old friend of mine I had recently gotten in touch with thanks to social networking had wanted to drop a few pounds and because I coach a weight-loss system that is available online, over the phone AND in person... I was not only able to help her learn some healthier habits but we were able to reconnect as well.

In any business, continuing education is imperative. Products improve, services offer extra perks and benefits and let's face it... we don't always remember everything we learn in any specific class or lecture. This is why webinars, online coaching, video demonstrations and group conferencing are such amazing tools to not only educate our customers about what we have to offer, but ourselves and business partners as well.

Life goes on and we have our day to day responsibilities, so the fact that technology allows us to stay plugged into everything our business has to offer is priceless.

Besides... I doubt I'm the only one who has thoroughly appreciated taking a class or viewing a power point presentation in my jammies while avoiding traffic at a time of day that is most convenient for me.

I have mentioned this before and it bears repeating... while there is nothing quite like face to face interaction, we have to appreciate the gaps that modern technology can help us fill in both personally and professionally. The key is knowing which approach works best in certain situations and utilizing the best of both.



Dana Gore is an Author and Certified personal Training Specialist, CPTS.

Having spent many years practicing unhealthy habits that led to obesity and eating disorders, she found her passion and became formally educated in the area of Exercise Science through Fitness Institute International School of Fitness. She is now lean, fit, healthy and in a position to coach and inspire others how to incorporate good-sense and healthy habits into their daily lives.

Dana understands the power behind thoughts. In a society where information about health and wellness is abundant, she focuses on becoming excited and connected to the process of well-being rather than the goal of weight-loss itself for permanent lifestyle changes.

Dana contributes to several written publications, has been a guest speaker for internet radio shows and along with her husband, instructs people on how to utilize safe and structured fitness routines based on their own individual needs, medical histories and personalities.

For more information, Dana can be reached at fitness@bodyoffitness.com.

Her website is www.bodyoffitness.com.