COLUMN| TECHNOLOGY

Technology and Relationships

Let's explore how today's technology can enhance and support the success of your business

by **Mary K Weinhagen**

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Like most things in life, there are two sides to technology... the light and the dark, the yin and the yang, the upside and the downside... so lets take a moment or two to explore how today's technology can enhance and support the development and success of your business.

Best-selling author of *The Greatest Networker in the World*, John M. Fogg, often talks of network marketers being in the 'shipping' business:

> ***"Network Marketing is all about Personal Growth, because it is a Shipping & Receiving business. It's Relationshipping, Friendshipping, Partnershipping and Leadershipping, and when you do those well and rightly, you Receive (amongst many other things) a check."***

So how is technology impacting all of this 'shipping' today? Let's take a look at how it stacks up in each of the four areas -

Relationshipping

Prospecting is all about getting into relationship, right? And what does prospecting consist of but building rapport, asking questions, and flushing

out dreams and aspirations, in other words, their why. Network Marketing really *is* the relationship business. And our capacity to build relationship has exponentially skyrocketed with the multitude of online social communities.

If you're not taking advantage of at least Facebook, Twitter, or Google+, you are going to be left in the dust. Today you can personally introduce yourself and engage with more people right from your kitchen table or home office than you can at the busiest shopping centers; Primarily because the people at the shopping center are on a mission to get their shopping done, and are more reluctant to stop and engage in a conversation with you. When you're interacting with people currently online at a community like Facebook, you're connecting with them at a time when they are interested in connecting. You're also more likely to be connecting over a common interest due to the nature of whatever drew your attention to one another in the first place.

Friendshipping

The relationships we form grow into friendships when we discover how much we have in common with and how much we enjoy one another. Score another point for technology... because by giving us the ability to easily and effectively share great content, content that reveals information, helpful tools, and even our sense of humor or justice, that allows many of those relationships to flower into friendships. And when you're looking for business partners wouldn't you prefer to continue working and playing with a good friend?

Partnershipping

Speaking of business partners, we once again look to technology. Now is when we can host a webinar or google hangout to share our business opportunity with a few invited friends. It's easy to offer friends the opportunity to partner with us in any way they wish, as a customer of our product/service, or as a business owner themselves and we can do this easily from home, yet together with a group, where we can give each person an understanding of what we have to offer, without requiring them to leave the comforts of their own home. We can then share with them a link to our website where they can purchase our products or join our business. And naturally, we don't want to drop the ball here... so we let them know how they can stay in touch with us and what kind of training and mentoring we have to offer them in an on-going way. Which leads us to...

Leadershipping

Leaders show the way. And the technology we have today allows us to reach farther and higher than ever before. As a leader you want to do what you're asking others to do, while also teaching, training, coaching and celebrating and this can be done in so many ways with today's technology. With the use of mobile phones and apps, webinars and hangouts, blogs, online magazine and books, etc. you can get the same consistent message to everyone, any time and you can be available in a way that helps balance your 'work' life and your leisure time.

All in all, I'd say technology simply helps us ramp up the basics that have always held true in our industry... taking people from relationship, to friendship, to partnership, to leadership in a personal, yet duplicatable way! I can't wait to see what comes down the pipe next!

And hey... we should totally hang out. Come connect with me at facebook: Mary K

--Mary K

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EXPECT MIRACLES!

-If you're able to be yourself, then you have no competition-

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The best thing about network marketing for me is that it asks... even encourages... me to seek out people who are willing to explore and share their dreams and vision. It gives me reason to invite people to share— from their heart— early in our relationship.

I love this because sharing dreams and clarifying vision puts us together in an energy that feels so good— so alive. It opens us up to take inspired action, which consistently results in greater and greater levels of success. What a joy sharing this kind of ride with others!
— Mary K.

"What I admire most about Mary K. is that she literally and figuratively incarnates one of my most treasured quotes: Dag Hammerskjöld's "To all that has been— Thanks. To all that will be— Yes!" She speaks about the joy of sharing this 'ride' with others. Mary K. IS the joy— to know and to work with."
— JMF

In addition to editing the articles for TheNetworkMarketingMagazine.com, one of the projects Mary K is involved in is contributing to raising vibrations through her blog, Downstream Parenting, *meeting your child in the vortex.* You can learn more about Mary K at http://mkweinhagen.com