

Are You an MLM Hunter or Farmer?

*Farmers, as opposed to hunters, must be much more patient.
But which serves better?*

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Recently, I read this wonderful article about the difference between two types of MLM personalities... the hunter versus the farmer.

Farmers, as opposed to hunters, must be much more patient. Rather than waiting for a day or two to bring home the bacon, a farmer must wait an entire season to bring in the bread. However, whereas the hunter must go back out and hope he didn't shoot the last of the game available (or scare them all off), the farmer can replant every

year and get a whole new harvest.

In network marketing, there is a technique that is often passed on from upline to downline called the 3-foot rule. What this means is that anyone within 3 feet of a networker should hear about their business and products. The concept is that the networker can't find prospects unless they are talking to people and they should never judge which people may or may not be interested in what they are marketing.

Therefore, talk to everyone and let them make the decision themselves. This is the hunter approach to prospecting.

As a hunter goes out in search of their prey, the networker goes out in search of the next distributor or customer. The hunter is not selective in their target and does not concern themselves with what will be available the next time they come out. In the same way, the networker does not consider the impact their approach will have on future prospecting efforts.

The networker only considers the immediate future in their desire to find a good prospect right away. The hunter approach is wrought with problems and often leads to extinction of prospects.

Who is going to lose if we take this approach?

- * The networker loses because he's turned off the person he's trying to interest.
- * The person he alienated loses because they think their experience is because MLM is bad rather than a misguided process.
- * Other networkers lose because once again MLM gets a tarnished name.

While this may seem like the only way to build a business, if a networker doesn't want to talk to their warm market, there is a better way if long term results are what is desired.

The network marketing farmer is much the same as a real farmer. The farming approach to prospecting requires the networker to plant seeds, cultivate, and then harvest.

How is this done? By creating and building relationships. Network marketing prospecting should focus more on what the networker can do for the "prospect" in terms completely unrelated to the networker's business or product.

By giving out unconditionally, the person will gain more in the long run. If the networker [looks for](#) opportunities to help others and truly does so from a place of giving with no intention of what they will gain, then they will gain though it may not be from that individual or from where they would expect.

When we become farmers, we go to networking events, socials, activities and all the other events that take place in our lives with the goal of making a new friend. Making these friends is the act of planting the

seeds. Developing, or cultivating, the relationship while finding ways to give is the next step.

Harvesting is simply accepting the results of our efforts. Doesn't that sound a lot more fun than worrying if you might turn someone off by your presentation?

Let's all be farmers.

To get the real innovative marketing knowledge and [training](#), so you can be at the cutting edge of using technology to build your network marketing business correctly, visit;
http://www.davidfeinstein.com/work_with_david.php



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."