

The Psychology of Network Marketing

What is the mind, make-up and consciousness of network marketing? What is this thing called network marketing all about in your mind.

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consciousness of network marketing? What is
this thing called network marketing all about in
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**There are over 100
million people, worldwide, that
are involved in network
marketing. Are they all on the
same page?**

This form of business has evolved over many decades. Some of this evolution has been for the good and some for the not so good. One thing is for certain, network marketing, is by far, the very BEST way for a person to get out of a dead end work environment that is not helping them or their family and get them into what could be the most gratifying, fulfilling and profitable opportunity they can invest their time in. The investment of their time is critical (and far more than their investment in money.)

So let's touch on the not so good and get that out of our way. There are many people out there that want the easy path to success. There are individuals out there, that realize that this "easy path" group is large, and they go after this crowd. These "leaders" are people for the most part, that might not have not succeeded big in network marketing and if they

did, they don't know how they did it. They definitely also did not bring many (if any) of their downline organization with them to duplicate their financial success. Why? Because they don't know the fundamentals of building a successful, duplicatable organization, using effective systems. For the most part, they got lucky, with one or two people in their downline, that did it on their own and the "leader" reaped the rewards. This Leader used his personality as a pied piper to have people follow the dream of earning big dollars, but they never had a system to follow. Unfortunately, these followers are about 70% of networkers today. They are floundering around until they get so frustrated that they quit and lose the dream.

3% of networkers make up a group of very successful networkers. Some of these networkers are these lucky "leader" types. In this group, also include, the great networkers that have not jumped from deal to deal but they chose a company with great consideration and put in the time to grow a business with the company and develop a relationship with the people in their organization, being devoted to growing a successful group. These "TRUE Leaders" have learned and understood that learning and teaching systems that work for themselves and the people in their group, that are willing to learn these systems and put them into practice, is what creates success, and duplicates that success in their organization.

I call these people in the organization the 27%ers. I got the term 27%ers from a great friend, teacher, and mentor of mine, Dale Calvert. This concept perfectly describes the network marketing psychology and philosophy that guides us at The Network Marketing Magazine. We are here for the 70%ers, but our concentration is to see that the 27%ers succeed. You see, these are the people that are willing to learn the systems and are willing to do the work and duplicate what they've learned, down into their group. This is how Dale Calvert has skillfully described these 27%ers.



"The truth is that many network marketers are not willing to invest in themselves or their business & the ones that have the disposable income already have all the answers, and perceive investing in education as a sign of weakness. So I understand my audience, and quite frankly it is not 73% of network

marketing distributors, it is the 27% who are the good, honest, hardworking, TEACHABLE 27%ers. Unfortunately, there are not as many 27%ers today in society as there used to be. This fact alone makes it even more important for you to spend quality time with these people when they do enter your organization. It is your obligation to provide these people with proven retailing, recruiting and personal development systems for them to build their business and themselves.” That is how Dale Calvert perfectly defines the part of the industry we are looking to support, THE 27%ers!

Dale epitomizes what we are all about at *The Network Marketing Magazine* and what we see is the psychology of network marketing. You see, we make a promise, to the 27%ers, that we will deliver systems and information that will grow your business. We have started our second decade and this is the mission we are taking on.

We are concentrating on supporting the 27%ers!

If you are a 27%er, keep an eye out for what we will have for your success in the very near future, we are very excited about the achievements of you and your team, the people in your group that want it like you do!



George Madiou is a full-blooded Entrepreneur, complete with validating credentials, Degrees in Marketing and Management from SUNY and NYU (could ya guess he's a native New Yorker!) To date George has owned over 30 businesses, and says they varied from wildly successful to outrageous learning experiences. Among other successful ventures George has achieved high pin levels in two different network marketing companies.

George loves the thrill of teaming up with great people and seeing projects come to life and that passion is responsible for this magazine getting off the ground 5 years ago.

George lives in a small town named Boca Raton, Florida. He says "If this isn't Heaven, I know that God at least vacations here." Without question, the joy of his life is his family. He and Debbie are celebrating their 32nd anniversary this year. They have two great young adult children, Sara and David.