

Turbocharge Your Network Marketing Business As a Heartpreneur

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The question is, “Why should I trust YOU?”. If you don’t have trust from those you are speaking to about your business

opportunity or your products and services, your ability to grow your network marketing business will be dismal.

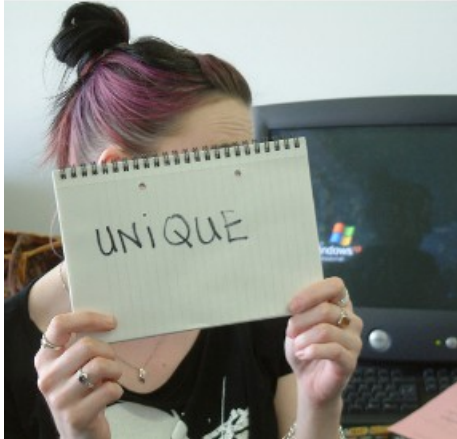
**This is why you need to have a
Core Unique Positioning
Statement, that quickly tells
people exactly how you help
them, addresses their biggest
problem, and tells why YOU.**

This single statement builds massive trust with your audience, and yet, most network marketers never create a statement like this. Even those who have a

unique selling proposition, usually only have that for the company they represent and not for themselves. People do business with YOU and the company is not the reason they are attracted to your business opportunity or to the products and services you represent on behalf of the company.

How To Create The Perfect Core Unique Positioning Statement

1. Begin your statement with the words, "I help, I serve, or I support".
2. Next, tell exactly who your ideal customer and business partners are.
3. Then promise a result or a benefit that your product or service provides for your ideal customer. Be certain this is either the answer to something that keeps them up at night (For example: stressed out about being overweight) or is something they really want to achieve as a goal (For example: wanting to make \$100,000).
4. Don't use jargon or cute phrases. The sentence should be simple to understand, too.
5. Be sure you tell how getting the products or services through you or being part of your team is unique. How do bring value to them? Why should they want to order through you and sign up with you? What exactly and specifically do you provide to them that is different from others?
6. It is your unique ability to serve your audience and your commitment to do so that makes all the difference.
7. Don't over exaggerate.
8. Back up everything you say with hard core proof.

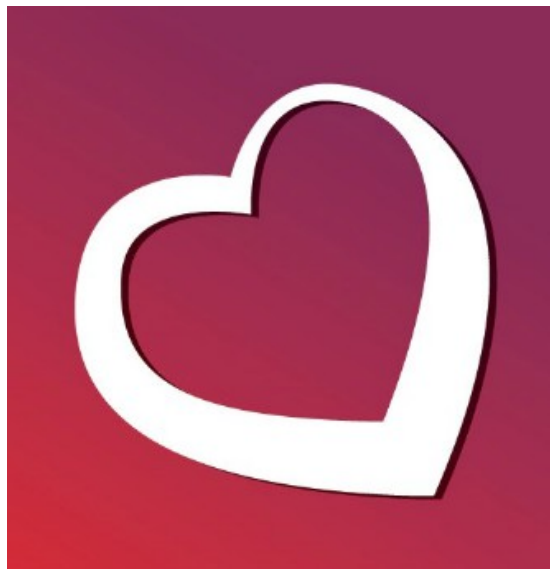


Shift to Becoming a Heartpreneur™

When you are credible, transparent, and communicate heart-to-heart with prospective buyers and business partners, then you will attract more people who resonate with you and the products or services you represent. This is

the first step to becoming what I call a Heartpreneur™. Heartpreneurs are honest, authentic and don't sell. That's right.

They don't sell. Through their honesty and authenticity their ideal target audience is simply attracted to them and chooses to do business with them without being sold to.



To take your network marketing business to the next level, first create your *Core Unique Positioning Statement*. Then make sure everything you say and do is with integrity. Next, stop clicking from place to place hoping to get more prospects. Get out of your home or your office and out from behind your computer and connect with prospects face to face. Join clubs and organizations and go to networking meetings and local events. Your prospects are

waiting there for you.

Once you connect with people heart-to-heart, you can share your Core Unique Positioning Statement and the right people will select themselves in, without you doing any sales or marketing.

This will create more freedom in your business and your life, as well as more income!



Bestselling author, keynote speaker and business mentoring expert **Terri Levine** is the Chief Heartpreneur™ at www.heartpreneur.com. Terri helps network marketers to double and even triple their incomes while learning how to sell heart-to-heart. She also works with these direct sales professionals to create the life of their dreams at the same time and has begun the Heartpreneur™ Network to serve this new breed of entrepreneur