PROFESSIONAL DEVELOPMENT

How to Jump Start Word of Mouth Marketing for your Business

People learning about your network marketing business from people who they know and trust

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Getting a network marketing business to be profitable fast is extremely important.

In my experience and 30 years being in this business, I've noticed that those who begin earning quickly are the ones that actually end up sticking with the business, and go on to be successful.

One of the easiest ways there are to become profitable fast, and make that success sustainable is through word of mouth marketing. Letting others know about your business, and building your business in that way is powerful. So, it's important that you go about getting good word of mouth started quickly, and the right way.

What Word of Mouth Marketing Can do for a Network Marketing Business

There's something very powerful about word-of- mouth-marketing.

> **The fact is that word of mouth is much more influential than any other type of marketing, because people (prospects) are learning about your business from trusted sources.**

They're learning about your network marketing business from people who they know and trust. They're also learning about it from people who have no vested interest in your business, or the profit of your business.

Let's look at it this way…

If you had a friend telling you about a great new restaurant that they've tried, after they were done raving about this place, would you find it more or less appealing if at the end, you found out that they were part owner?

Most likely, if you're like most people, you would find it much less appealing. That's because the recommendation wouldn't seem as genuine as it would if they were just telling you about the restaurant because they liked it. It's not that you mind going to give the owner of the restaurant your business, and/or more specifically your money. But it just seems as though your friend is trying to get you to go in and order to put money in his pocket. Even if your friend has every intention in the world, it's still not the same.

Well it's the same with your network marketing business.

You can go around telling people how great your business is all day long, but it's a huge contrast between you telling them with a vested interest, and someone else telling them who stands to make no profit at all. It's just a psychological thing, and instead of trying to fight that…it's best to try to work it to your advantage wisely, and tactically.

Tactics for Kick Starting Word of Mouth for Your Network Marketing Business

Getting Attention

One of the things that you're going to have to do first is to get your business noticed. Now, most people try to do this and fail drastically, because they end up falling into the "me too" category. They end up in that category because they do all of the same things that everyone else is doing.

So right away, it's a great idea to make yourself stand out, somehow someway. It's about stepping out of bounds, and getting people to take notice. This gets people talking about YOU, and your business for a long time to come, therefore setting off the motion of the word of mouth phenomenon.

This could mean doing something that gets you and your business on the news. Having a huge party, with a lot of influential people present. Doing something that people admire, like helping a charity in the name of your business. The list goes on and on. But if you do something spectacular, people will talk.

Giving Value
The other vital step is to give value. People receive real value so seldom that when they do they love it, and they want to tell everyone they know about it.

This means in your case, giving exceptional service. This can and should start before anyone even joins your business. Going above and beyond to let people know everything they want to know about your business, without being pushy is important. As well, being totally honest about your network marketing business and products, without being pushy and hypey will set you way out ahead of the crowd that people are used to these days.

> **People love value and honesty, and if you can show that consistently, word of mouth will be a huge asset to your network marketing business.**

One of network marketing's ***premier trainers and teachers***, *David Feinstein* is an accomplished ***motivational speaker and coach*** as well as the ***author*** of many highly successful books. David believes that life is meant to be lived to the fullest, and his personal life is a reflection of what you can achieve when you live fully.

David spends his time spanning the globe with extensive travel and enjoying his ***personal freedom with his lovely wife Ann***. With over ***20+ years of experience in the NWM profession***, David is 100% happy in his daily life, enjoying financial freedom, his love of coaching, animals, family and friends and personal empowerment. David

is always welcome to partnerships and learning more about network marketing and personal branding.

David is a self-described ***outside the box thinker*** who has a true entrepreneurial spirit that began when he started managing paper routes with other children at the age of 12. As David entered adulthood he found himself running a highly successful accounting firm. While many people would be pleased with that success alone, David always wanted more. ***Managing fortunes*** for some of the most recognizable names in Hollywood was not enough and soon David began looking into other avenues.

His strengths lie in ***his ability to motivate and craft highly effective marketing plans***. His ability to engage, manage and work with some of the most demanding personalities on the planet has allowed David to truly become a leader in personal marketing.