



The 8 Ultimate Strategies to Succeed in Network Marketing

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Table of Contents

Introduction	3
Strategy # 1: Manage your Prospect List	5
Strategy # 2: Sell Effectively	7
Strategy # 3: Recruit Quality Distributors	9
Strategy # 4: Effective Interaction with Prospects	11
Strategy # 5: Have A Great Marketing Plan	13
Strategy # 6: Use Impressive Marketing Techniques	15
Strategy # 7: Let people Find You	17
Strategy # 8: Use a Powerful Turnkey System	19

Hi,

I have written this book for those who are trying hard to get results, but still not getting success.

Have you ever thought that why you are not getting success in spite of that you have left no stones unturned to achieve it? I surely did.

I devotedly attended all my appointments, meetings, client presentations, discussed plans religiously and did everything to succeed. At last, I ended up with hitting with a solid brick wall, a huge debt, abundance of products and a declining list of friends.

You may relate my situation with yours.

And the worst part was that I could not figure out that what was wrong and why it was not working. I was working hard and did almost everything that I was asked. Still, I was not any closer to my dream of financial freedom.

So, I decided to find it of my own and began looking for real answers for why I was not getting success. I would like to share with you my discovery.

Here it is:

Almost everything that your MLM uplines teach you about network marketing business is Nonsense! And it is so because in this industry there are genuine cases of “Blind following the Blind”!

Well established network marketing companies quote something like this, **“You do not have to be a professional to succeed”**

This disguising and destructive message is transmitted to thousands of people again and again. Therefore, most of the people in this business simply crash down, as they have no sales experience.

These failing distributors convey similar delusions and misconceptions to their prospects and hence create a fatal environment, which has severe side-effects.

When I recognized this thing and started working towards its rectification, guess what?

I not only started experiencing success, but got snowed under it.

From desperately persuading a person every 5 months into my business, I went on having more keen prospects than I could handle.

I learnt how to have more eager prospects just by ignoring conventional MLM intelligence and ended up sponsoring 10 people a month as a routine.

In this book, I will describe about 8 ultimate strategies to succeed in network marketing and fade away all those misconceptions.

I invite you to take these strategies for yourself and use them.
Question your own strategies, the one that your upline teach you and the one that this same upline keep you away from...

Make your due diligence, see elsewhere, outside your own MLM company what successful network marketers do.

Be open and alert to alternative and different way to think...

That would be a incredible game changer for you!

All the best in your business!

Lelia Raynal

Strategy # 1: Manage Your Prospect List

This is one of the most important strategies which must be used just in the beginning. Managing your prospect list is incredibly important for network marketing or any other business.

Most of the distributors and sponsors in MLM business are told the lie that simply everyone is their prospect.

Wrong. Absolutely wrong!

Not everybody is your prospect. How can they be, if they have no interest in what you are doing?

So, the very first thing that you need to do here is **“Manage Your Prospect List”**.

Forget this misconception that everybody can be your prospect. Stop targeting at restaurant waitress, bank clerk, gas station attendant, local storekeeper or the postman, etc., because they are not your prospects.

Try to understand that not everybody wants to run their own business. Contrary to what you have been told, a large mass of people are 100% satisfied with their job and working as an employee.

Moreover, they have absolutely no desire to change that. There are millions of people who love their job and would not leave it for anything. Some might have so much money that they do not require anything else. So, you need not waste your time prospecting these people.

Remember this:

A person is not worth your time until he has not shown interest in what you are offering.

Even a person who fits into category of an ideal prospect is not worth prospecting, if he is not interested in your product or business opportunity.

Even a highly qualified person does not fit into your prospect list if he has no interest in your offerings and cannot change his beliefs.

So, all these people should stay out of your prospect list.

You must be wondering that why not at least prospect them. There are two main reasons behind this:

1. It gives your business a “second-rate” image.
2. It puts an awful first impression on your prospect.

If you will keep on targeting and prospecting people like this, it will give your business a second-rate image, hence second-rate results. Nobody would like to work with a person who uses cheap advertising techniques for his business.

Hence, it is very important to clearly define your target niche and prospect list.

Now read this carefully:

...Who finds who first is very important!

If you go out and chase your prospects, you are viewed as a nuisance. But when they find you out, you are viewed as an expert.

For example, doctors never go out finding patients for them, hence they are viewed as experts.

But when a personal loan officer goes out to find prospects, he is viewed as a nuisance and time-eater!

Did you get my point?

Yes. It's all about positioning!

You must not be concerned with getting immediate return or conversion out of a lead. In fact, you must focus on maximum returns for your time, money and efforts. And for this, you need to talk with people who are on the same page as you are.

Therefore, find the prospects that demand your attention, approach you and are eager to learn what you do and how you do it.

Stop targeting blindly at people who do not give a damn to your business and focus on only those who take initiative to reach you and your business opportunity.

What if instead of having to fork out money for your prospects or leads...people actually PAID YOU upfront to prospect them? Sound impossible? Not when you understand the simple methods behind “information marketing.” [Click here to learn](#)

Strategy # 2: Sell Effectively

Everywhere in network marketing, people are told this:
"We don't sell! We just share our products!"

All over the world, this lie is told by MLM uplines to each of their distributors, which has serious consequences. Due to this, a misconception is built among people that no sales skills are required in network marketing and hence they think this business as cakewalk, which leads to their failure.

So, what you concluded here?

It means that Network Marketing is not about sharing. It involves selling and hence requires huge sales skills. **It is very important to sell your product or business opportunity effectively, so as to get positive results.**

Okay, but why people use this lie?

It's because they do not want to scare away their new prospects and give them that feeling that what they are doing is absolutely unique and out-of-the-box. They know that people stay away from sales and that's why they use this lie as a cover.

Remember,

Sales are integral part of any business without which it cannot survive. Be it any business, network marketing or any other; it involves sales.

So, Sell Effectively

The mistake that most of network marketers do is that they focus too much on the product itself and not on the actual requirements of the person they are selling to.

Of course the product is important, but the most important thing for a successful salesman is to create a connection between the prospect's desires and how the product will fulfill those desires.

We all know that Word of Mouth is the most powerful form of advertising. Yes, it is!

What do you do when you eat at a great new restaurant? You tell your friends that how good food that place offers, how good is the ambiance, nominal rates, etc. and your friends should go and give it a try. Same thing happens when you see an incredible movie or read a book, listen a music CD, play a new video game, etc.

On hearing such convincing reports from you, for sure your friends go and spend money on these things. So you got my point?

Your personal opinion is so powerful that you make your friends spend money, although there is no “personal interest” behind it. **But as soon as you insert a financial interest into it, the scenario changes**

I understand that selling is not so easy and “Effective Selling” even more tough. For this, you should not only learn effective sales skills, but also insist on relating the product with that to your prospect’s desires.

If you want people to invest their hard earned money into your product or business model, you must have compelling and solid reasons to buy your product from all others available in similar category.

Only excitement about your product and telling someone with enthusiasm is not enough to get consistent success in sales. You must learn about the techniques to motivate people in order to sell effectively.

Strategy # 3: Recruit quality Distributors

In order to get successful, you must recruit only quality distributors, which in turn bring generate maximum returns. Understand this fact that not everybody can do well in network marketing.

It is so because not everybody is same and not all network marketers are created equal. Some make great head start and establish their business within few years, while others simply cannot do this.

That's the difference between quality distributors and others. As discussed earlier, network marketing is about sales. Hence, sales skills shown in very beginning would obviously make huge impact on success.

These skills are not necessary to be inherent, but can be acquired and developed over the time. Anyone willing can develop sales skills, either in short span or long.

There are three areas in which people must qualify in order to be good in network marketing:

Time, Money and Interest

They must be able to devote sufficient time.

They must be able to invest considerable amount of money.

They must have a keen interest in network marketing.

I adjudge people and interview them to make sure if they have serious interest for building a long-term business, rather than making quick money. I use the fact that more a person will do to get information, the more qualified they will be.

I usually tell my prospects that they can build their business by devoting 8-10 hours per week. But if they are very serious-they must devote at least 15 hours per week. First 10 hours are pure action-time, while rest one is for further training and support activities.

See, apart from initial investment, an ongoing monthly marketing budget is required for every business. Without having a monthly marketing budget, you can't have fresh and qualified leads for your business.

For example, if a person comes to you for business with only 6 hours per week and \$50 Dollars per month, turn him down or tell them honestly that it's not worth for them until they don't devote some more time and cash on it.

Similarly, if somebody likes your product and want to buy it, recruiting him is a very good idea. But, if he does not like it, recruiting him is not a good idea at all as it will only lead to troubles.

Alternatively, suggest them to get into a better position, so that they do not face any discouragement and failure.

There are two ways of getting leads (prospects) for your business:

1- You can generate leads by advertising your business of your own.

2- You can buy them from somebody else.

Although benefits of doing it of your own are enormous, one can combine both ways to get maximum results. So, advertise your business effectively as well as buy some leads to get productive distributors for your business.

There are very less number of people who can overcome hurdles and have enough courage. All you need to do is find these people and involve them into your business.

Strategy # 4: Effective Interaction with Prospects

Effective interaction and communication is an integral part of network marketing business. Although there are several automated recruiting systems available which claim that they will make money for you, but actually, they cannot do it all.

I believe that you might have tried some of them too, after all who does not want a system that does everything for them. They make unbelievable and silly claims like, *“No selling or recruiting required- we’ll build your downline for you!”*

You can sell two things to people or every network marketer sells:
Firstly, Products of a company such as beauty products, nutritional products, etc
Secondly, A business model; a vehicle through which they can achieve their financial goals

So, if no selling or recruiting is required, why they require you?
Why they will pay you obscene amounts of money, if nothing is required on your part?

Obviously they won’t.

And if they are saying this, then they are making a fool out of you. In order to get, you must do something. You cannot get paid without doing anything.

Now you got my point?

It’s that automated systems are important for your business, but they can’t do everything.

No matter how good and intelligent your automated system is, it cannot replace the human intelligence and effective human interaction factors. Human managing and leadership skills cannot be overlooked in front of an automated system.

No matter how much automated a system is it would still require a human being to run and manage it. It cannot work of its own. It is so because every human being is different and need different type of individual direction and mentorship.

It requires a human being for doing this. And that’s why; you will never get paid for doing nothing.

Hence, you must interact effectively with your prospects. This interaction keeps people together in an organization, which is an essential component of every business. Personal interaction keeps the distributors and sponsors together and glued with the organization.

MLM companies pay you for developing leaders, which an automated system cannot do.

Hence, the need of effective human interaction cannot be ruled out!

Want to know one of the “dirtiest,” most best-kept secrets of the mlm industry? Here it is: The heavy hitters don’t sell business opportunities. In fact, that’s the very last thing they sell to their prospects. This is not some tricky play on words either. To learn the best online strategies and explode your business, [Click here.](#)

Strategy # 5: Have a Great Marketing Plan

Your product doesn't matter so much as marketing plan does. How? Take a look at following example.

McDonald's might not make the best burger, but it has definitely the best marketing plan. After eating a hamburger at McDonald's, most of the housewives think that they can make a better hamburger than them. Even you might be one of them.

There is no doubt in that you may cook a better than McDonald's. But can you market your product better than them? May be not... Their delivering methodology and selling tricks are so effective that we cannot resist buying from them.

That's the difference! It's maximum number of people focus on enhancing their skills for making better product rather than focusing on tricks of selling and delivering the product.

So, what you learnt from this example?

It's this:

You product or business model opportunity cannot sell by itself and would not make you rich unless you do not market it well. So, you must have a fool-proof and solid marketing plan.

Remember this

It's not only you who thinks that your company or product is "The Best". Simply everybody does.

Hence, only that person succeeds who can communicate well about his company and not one who is with the best company, but cannot communicate about it.

Let me elaborate it more, so that you do not take it otherwise.

I didn't mean to say that your product should not be of high quality. In fact, it must be. I strongly believe that the best way to do any business is to provide best of products and services, which exceed the expectations of your customers.

The product or service that you sell your customer must always over-deliver and provide manifold value of the money they spent on it.

There you must have a great product and a superb fool-proof marketing strategy to get success in your business.

But the most important reason that why I am emphasizing on marketing is because it is greatly lacking in our industry.

Most of the people in MLM are told that they product is as good as gold and will sell itself.

And we forget about marketing!

The most horrible thing that I noticed in this industry is this:

The Marketing is absolutely missing from a Network marketing system!

Everywhere in network marketing, uplines tell their distributors these things:

“Best Product ever”

“This Product sells itself”

“We have the most lucrative compensation plan in the industry!”

Believe me, all these things; product, compensation plan, etc. do not work so much as a killer marketing plan does.

While talking endlessly about these things, they forget about the crucial factor for success of any business including Network Marketing, i.e., **Marketing**.

No matter how good or innovative your product is, you cannot make money if there is no marketing for the product. Nobody will know it or bother about it unless you don't use any effective marketing technique.

Your marketing strategy is the carrier of your product. If your strategy is not effective and cannot deliver your product properly, it is of no use. It is the only way to bring cash and earn revenues.

Understand and remember this:

An average Product + Great Marketing Plan = Great results & revenues

Great Product + Mediocre Marketing Plan = Bad Results & meager revenues

Strategy # 6: Use Impressive Marketing Techniques

Only having a great product is not enough. You must use impressive marketing techniques in order to increase sales of your product. Techniques, which impress people to join your and purchase your products.

You might be sick of hearing silly statements like “You don’t have enough faith in the system”. I understand because I have been through the same situation.

MLM uplines tell their distributors that they are not successful because they do not have enough faith in the system.

What do you do then?

You start listening to inspirational music, start thinking positive about it.

You go and attend every meeting and party, attend annual rallies and pump yourself with energy.

You become overwhelmed and ultimately inspired to achieve a turning point!

Now stop and think for a moment. Does it really work like this? Is this faith and motivation the real missing factors behind your success? Well...not really.

So, why we need to do all these things?

Won’t it make more sense if we will do only those things those are supposed to be doing, so that you would be able to make a consistent and considerable amount of income?

Yes, it will.

Some people are highly motivated, but still not getting good results. If a person is trying hard for the last 4 years and still not getting profits, there is something seriously wrong! And for sure, it is not motivation.

Instead of focusing on motivation and faith, which are just shams of this industry, we must focus on implementing effective marketing techniques in our business.

Try to understand that effective tools and an effective system are both very important.

**Ineffective System + Ineffective Tools = Failure
Effective system + Effective Tools = Success**

Once you will start implementing this, motivation would become an addendum.

It's not that faith and motivation are not important. Yes they are, but not more than marketing techniques.

If you will get highly-qualified prospects everyday who are eager to meet and talk to you, would motivation be a problem then? Obviously no!
But motivation becomes an important factor when you need to call a person who does not give a damn to your business.

This is what I learnt during my journey of MLM business. After recognizing the importance of marketing techniques and non-importance of motivation, I reached that "Turning Point", where everything started working.

When I stopped worrying and started focusing on real ways of marketing a business, everything started working for me. I progressed from following people for signing up with me to people approaching me to learn and adopt what I was doing.

So, motivation is not the factor my dear! Even if it is, it's only the "Internal Motivation". It's all about the system we use and the marketing techniques we implement.

Strategy # 7: Let People Find You

Let me repeat an important point from Strategy # 1

...Who finds who first is very important!

If you go out and chase your prospects, you are viewed as a nuisance. But when they find you out, you are viewed as an expert.

So, let people find you instead of finding them.

What MLM uplines lie about is this:

“Ours is a proven system and most successful business plan!”

But actually, this so called “Proven” business plan is absolutely a failure. It consists of all obsolete techniques and has a shattered carcass.

If you will take a look at the annual reports of most of the network marketing companies, you will find that only 2-3 percent of network marketers make profits and rest 97 percent don't even reach the point of positive earnings.

These figures clearly reflect the status of this system.

Try to understand that I am not talking about the MLM here, what I am referring here is the way MLM business is built. The techniques used are out-of-date and not working at all, hence there is no question of getting success.

Ironically, what network marketers are taught to do is sell their product or business model to people who have absolutely no interest in it, even though they do not know ABC...of marketing.

MLM uplines do everything...right from conducting parties, meetings and appointments, etc. But what they forget is the real essence of success, and that is, **making the customer or prospect find you for what you have.**

Remember this:

People never want what you forcibly sell them.

This is the main thing that is not taught to any network marketer or distributor and that's why they fail!

Another important thing is selling your product to the right person. If you are selling your product to a person who has zero interest in it, this would again result into failure.

To sum up, two crucial points to be kept in mind for network marketing are as following:

Rule No. 1: Let people find you instead of finding them.

Rule No. 2: You should always have the best prospect, who craves for your product.

There is a huge difference between the situations when you find people and when people find you.

You are viewed as a “Peddler”, when you look out and find prospects.

One the other hand,

You are viewed as a “Consultant”, when people find you.

Understand this difference and let people find you.

A good marketing strategy catches people in its flow, at very moment when are trying to find out ways of making money. If you want to be successful in your business, this must continue and work in a fool-proof manner.

I repeat again, invest your money and time only on right people and those who are of highest quality.

But the problem of most network marketers is that they spend most of their time in prospecting, instead of focusing on selling. That’s another considerable reason that they fail. So, you must implement an automated and effective marketing system, so as to increase your profits and positive Cashflow.

This is how I changed my destiny as a drowning MLM distributor to a successful network marketer. I used each of these strategies and my business conditions changed significantly.

Strategy # 8: Use a Powerful Turnkey System

A powerful turnkey system will help you manage your lists and market your product effectively.

In fact, such a system is extremely useful for the success in network marketing business. Do not make me wrong. I do not speak here of an automatic system that would do everything without you have to be involved.

The concept of turnkey system is really different from a simply automatic system!

A turnkey system comes with several pre-built features such as websites, funnels, sales, banners and auto-responders that are useful for those experienced in network marketing.

Besides, a turnkey system comes with extensive training programs and a wide support network. With all these facilities, you can much more easily build a strong network or internet marketing business.

There are a lot of added advantages of using a really powerful turnkey system as it not only let you effectively manage your finances and marketing system, but also helps in your own personal development.

It teaches you about pros and cons of different internet technologies, which is useful for both experienced network marketers and the newbie who wants to jump into this business.

When it comes to usage of a turnkey system, it should be used carefully just as you use new computer software. It requires as much attention and determination as any other computer program requires.

A turnkey system will help you avoid the common mistakes made by most of the online marketers and improve the output level.

Remember,

It will act as a catalyst that will enrich the user interaction and benefit you, but again it will require ample human attention.

While dealing with a turnkey system, two important points should be kept in mind.

1. Firstly, security is very important for any online business or internet activity. So, a powerful turnkey system should be implemented in such a way that will safeguard you from any web scams or rip-offs.

There are a lot of defaulters and fraudsters in the virtual world, so a turnkey system should protect you from all these evils.

2. Secondly, you must thoroughly analyze the need of implementation of the turnkey system.

Usually, turnkey systems are used to automate most of the process of network marketing business and are beneficial for both end users and entrepreneurs, but sometimes it can be used for some wicked intentions by some.

I will recall the above point once again:

**Implementing a turnkey system benefits your biz,
but it cannot do it all alone it need a good biz sense along with it.
So, the role of online entrepreneur's mind is inevitable.**

Business sense, passion about the business and understanding of concepts will make the business successful, while the turnkey system will automate the processes, give better solutions to the problems and enhance the overall efficiency of the business.

When both these things will combine, for sure your online marketing business will run successfully.

So, are your ready to jump into the empire of online marketing business and work at the convenience of your home?

If yes, select the best turnkey system and start working now towards establishing a niche for you in internet marketing business. Good Luck!

Did you benefit from this ebook?



If you have any questions about the strategies discussed in The 8 Ultimate strategies to succeed in Network Marketing, build a profitable business while learning all the or about generating your own leads, Please [visit my Website.](#)

PS: I'd love to hear any thoughts or feedback about this report! Just e-mail me at lelia.raynal@leliaraynal4yoursuccess.com This will help me with any future editions/updates that come out.