

**How to Get Started
and Succeed
in Network Marketing**

by

Wayne Woodworth

Getting Started in Network Marketing

You've started your network marketing business, or are seriously considering it. Congratulations! Network marketing is a great way to build your own business and take control of your own future.

Or maybe you've been in the business for a while and want to know if there is another way to do it. I won't say a better way because you can't argue with the results that some traditional network marketers have achieved with their face-to-face hotel meeting approach.

Most traditional network marketers that I've heard always preach the gospel of recruiting.

1. Build your list of people
2. Call the people on your list
3. Convince the people you call to sign up
4. Teach your new people the gospel of recruiting
5. Repeat these steps for the rest of your career

I don't believe that this approach makes any sense. According to the compensation plan for the company that I am with, the only way that a brand new distributor can make money is by selling product to retail customers. You can sign up 10 people on your first day, they all place a small order, and you make exactly \$0.

Here's my approach to network marketing. The basics are the same as you've seen before but the implementation is a little bit different.

#1 RETAIL SALES

The first thing you want to do in your new business is make some money. Most people quit network marketing in their first year because they spend money but never make any. If you can make some money right away, at least enough to cover your expenses, you are more likely to stick with your new network marketing business.

Study your compensation plan to see what ways are available to you right now to generate immediate income. As I already said, in my business that is retail sales. It's probably the same for you. With retail sales, selling products to customers at the full retail price, you earn retail profit. You don't need a team or anything else to earn retail profit.

#2 HOW DO YOU ADVANCE?

Take another look at your compensation plan to see what you need to do to advance in your company's structure. Your goal is to see how you can increase your income.

For example, in my company you start out as a Direct distributor and the only immediate income available is retail profit. Your next step is to move up to the Executive rank by generating a certain amount of volume in a calendar month. When you reach executive you can earn commission on your downline team, so it doesn't make sense to even consider recruiting until you reach this rank.

If you were on my team you would already be selling product at retail. So your next step is increase your monthly sales until you create enough volume in a month to move up in rank.

Every time you advance, consult your compensation plan to see what you need for your next advancement.

Now you know what you have to accomplish to start your network marketing business. You know what you need to do right now to make money and how to advance your business. Next you have to figure out how to do it.

Success in Network Marketing

So you have the framework to create your success plan for your network marketing business. Now let's look at the pieces that you need to put together to actually make your plan and build your business.

#1 LEARN YOUR PRODUCTS

Order 1 or 2 of your company's products for your own use. It is much easier to make money selling something that you have personal experience with. Your customers will have questions that you need to be able to answer. You also want to be able to honestly say "yes" when your prospect asks you if you use the products yourself. When you have experience with those products, order a few more as you have the money to invest.

#2 FIND CUSTOMERS

You have 2 options in network marketing – online and offline. The basic idea is the same either way. The only real difference is the means that you use to communicate your message. If you're familiar with what I do, you know that I prefer online, so let's look at offline first.

Offline Network Marketing

You have to get out of the house and be where the people are. Strike up conversations with them. Build relationships with them. Find out what their interests and needs are. Once you've done that, you have their trust, and you see a need for your product, then you ask them if they would be interested in taking a look. That's where your prospecting tools come in. Give them a taste of what you have.

Throughout the process your focus has to be on building the relationship first. Do not try to sell them the first time you meet them. You've heard the saying before – people love to buy, but they hate being sold to. People friend me on Facebook and immediately try to sell me. I know that's an online example, but you get the point. They come across as desperate. Don't be desperate.

Online Network Marketing

I believe very strongly in building your network marketing business online.

- Work at home
- Global reach
- Internet works 24/7, even while you sleep
- Passive income

Network marketing is often promoted as a home-*based* business. While it is true, you are *based* at home, in the offline world you don't actually work *at* home. As I said above, you have to get out of the house to be where the people are.

Working online you actually do get to work *at* home. I usually get out of the house twice a week, but not for any kind of business activity.

The Internet is a global network that is always on and any content that you post will theoretically be available all the time and forever. I see each piece of content I post as a salesperson that works for me 24 hours a day, 7 days a week, never needs to take a break, sleep or take a vacation.

My website is my primary marketing tool, but there are many ways to build your business online.

- A website
- Social media – Facebook, Twitter, Pinterest, Linked In, Instagram, etc.
- Article sites – Medium.com
- Forums – Quorra

They are all great and they all work.

I still recommend that you have at least a simple website, even if you decide to build your business offline. Your own website gives you a place to send your prospects to find out more. They are probably going to get online and do some research anyway, so send them someplace where you are still in control.

You need an address on the Internet that is yours, you own, you control. Every other website, like Facebook for example, is controlled by someone else and they have the right to take your content down at their own discretion. You don't control it.

Why not just link directly to your company provided page? Because the URL can be easily modified and you lose your traffic. For example, let's say your name is John. Your company-provided URL will probably be something like one of these:

http://www.company.com/john
http://john.company.com
http://www.company.com?distributor=john

Your prospect may remember your company name and forget your name so they go to www.company.com and get assigned to a random distributor. You lost them. I send my prospects to my own website, www.getmywellness.com (Get My Wellness). There's nothing that could accidentally get left off that would land them with a different distributor. I stay in control even though I'm not physically there.

Some people don't actually create a website. You could just register a domain: www.joinjohnnow.com (Join John Now) and have it automatically redirect to your company website. You have an easy address that your prospect can't mess up that goes directly to your company page.

#3 RECRUIT TEAMMATES

A lot of network marketers start with recruiting. That's what I was told to do when I started. There are a few challenges with that approach. We've already talked about this, but to summarize:

- 1) Can you make any money from recruiting at first?
- 2) Do you actually know enough to be able to recruit people yet?
- 3) What do you tell people when they ask if you've made any money yet?

If you wait until after you have some customers, have made a few retail sales, and have actually made some money then recruiting becomes a lot easier.

When you wait until after you have made some retail sales you can better explain what network marketing is, how it works, and how you earn money. When your prospect asks you if you've made money you can honestly say yes.

As we talked about with finding customers, you can work offline or online.

Offline Recruiting

The approach here is exactly the same as finding customers except that the product is now network marketing – your business opportunity itself. Instead of getting them to buy a widget, you want them to join your team.

There is a big question in network marketing that I used to hear all the time when I played in the offline network marketing world. That question is – should you lead with your product or your business opportunity.

If you understand what you are really doing in network marketing then the question just goes away.

Like we already talked about, your goal is to get to know your prospect and learn what their real needs are. I hear it about blogging all the time. Find out what their pain points are. If you can satisfy their pain point with your product, then lead with your product. On the other hand, if you can satisfy it with your business opportunity, then that is where you want to start.

Your prospect should always come first. What you lead off with always depends on what they need most.

The best tool I have found to learn how to do offline network marketing is the book **Go Pro** by Eric Worre. Actually, I recommend that you read it regardless of whether you intend to work online or offline.

You can get the book on Amazon here: <http://amzn.to/2ruyHE9> (affiliate link)

Online Recruiting

The end goal is the same when you work online as it is when you work offline. You want to attract prospects, build a relationship with them, then have them join your team *if it is right for them*. The methods are just a little bit different.

You can chat with people and post content on social media. You can record videos and share them on YouTube. Most importantly, you can build your own website and share your best content there permanently.

As I already said, I strongly encourage everyone to have at least a simple website whether they work online or not. I have another website where I am teaching my team how to build their own website – www.playlikeamillionaire.com (Play Like a Millionaire).

There is one thing you have to be careful of in the online world though. You have to make sure you have your prospect's permission to talk with them.

If they follow you on social media or read your website then obviously they are there by choice. You can share all you want.

The permission part comes in when you email your prospects. You need them to opt-in to receive your emails. That is exactly what you have done to receive this report. You asked for my thoughts on network marketing. You will continue to receive emails from me and hopefully respond back and/or leave comments on my website with your thoughts and opinions. We have this opportunity to get to know each other, and if it is right for you, you will join my team. If not, then that's fine too. The relationship is the most important thing.

#4 PERSONAL DEVELOPMENT

Based on my experience, the network marketing part is easy, either online or offline. The hard part is in working on yourself – building the belief that you can actually be successful in this, or anything else.

I'm a firm believer in the law of attraction and positive thinking. I don't mean that you can sit on the couch, believe great things are going to happen, and they just fall out of the sky into your lap. It can appear that way sometimes. Some of the biggest days in my business happen when I spend the day out playing with my family. Those days are really the result of all the work I have put in since the day I started – the benefit of working online. It's really nice though to come home from a fun day and have those numbers.

Let me put the law of attraction and positive thinking in a way that I think most people can accept. When you think positively and expect good things to happen, you carry yourself and speak, or write, more confidently. Your customers and prospects pick up on that and are more likely to order from you or join your team.

I have also found that when I expect good things to happen I'm more open to good ideas, to inspiration. Positive thoughts attract positive ideas. Since I work online, those ideas tend to be topics for blog posts or things that I can do differently on my websites to get more traffic.

Here's a real life example from my business. It's a little on the extreme side. I wish things worked like this all the time.

Several years ago I was still an executive distributor in my company and I decided that I would go for the silver rank. That was a significant move and provided me significant financial benefits, essentially doubling my income. I thought about it and worked on really believing it until one day I woke up and absolutely knew that I was silver. It was real in my head, now I had to make it real on paper.

At the time, the company had some product packages with nice incentives. I had them on my website but I never put much effort into promoting them. All of a sudden people started buying these expensive packs. Over the course of 2 months I met all the requirements to move up to silver. I actually skipped the rank between where I was and where I wanted to be.

After I met the requirements people stopped buying the packs. I never did anything different during the 2 months or after that I wasn't doing before. The packs and incentives had been around for several months and continued to be available for several more months. It was absolutely crazy.

That's how the law of attraction can work but my usual experience is more like what I said before, getting inspiration for blog posts and improving my websites.

#5 FAITH AND PERSEVERANCE

Many people who try out network marketing don't make very much money, if any at all, or even lose money.

Part of the reason is because of one of the words in the statement that I just made. They “try.” It's a weak word and gives weak results. It leaves open the possibility for failure.

Like Yoda said in Star Wars - "Do or do not. There is no try."

If you want to succeed at something you have to make the decision to do it.

I don't like goals for the same reason. Goals are where you score points in sports. In soccer you kick the ball down the field and "try" to kick the ball into the goal. There is even an obstacle, a goalie, whose specific job is to block your attempt. The concept of a goal has failure and obstacles built into it.

Instead, make the decision that you will do something and that you will succeed at it. I like decisions much better than goals. That's what I mean by faith.

Perseverance is the will power to stick with your decision until it is accomplished. There is a lot of turnover in network marketing. You start out with company A all excited. After a few months you haven't made much money so you decide that company A doesn't work and you jump ship to this shiny new company B that just started last week. A true ground-floor opportunity. After another few months you still haven't earned much so you go to company C. If this one doesn't work then you're done! Sure enough, you're in network marketing less than a year and all you've learned is that network marketing doesn't work!

The truth is, network marketing does work. Many people have earned A LOT of money in network marketing. The problem isn't in network marketing. Every now and then a scam company may turn up in network marketing. That's always a possibility. They don't usually last very long before they fall apart though, so go with an established company with proven products and history. That's what I did.

If you are with a proven company then you can't say the company doesn't work. Their only business is to offer quality products for you to sell and then pay you on time for what you accomplish. Chances are there are at least a handful of successful people with that company. They are proof that the company works.

If network marketing works and the company works, but you still haven't found success, then there is only one other factor left, you.

You have to **DECIDE** that you are going to do this and be successful at it. You can be successful with any legitimate company. The only reason to move from one to another is that you no longer believe in their product or they are in a financial or legal difficulty that you don't think they will recover from. Otherwise the company doesn't really matter.

Besides, people aren't going to take you seriously if you jump around a lot. You'll have a hard time recruiting people to join you.

DECIDE that you will be successful with network marketing. **DECIDE** what company you want to work with. Then stick with your decisions and make them happen. I believe the information I have given you here will help.

ABOUT ME

I made those decisions and I've been in network marketing with the same company since April 2006. I'm not at the top (yet), but what I have done has been successful. I've been a top 5 and top 10 retailer with my company many times.

I have decided that my place is at the top rank in my current company. That's one of the things I really like about network marketing. There is room enough at the top for everyone who makes the decision to be there. I have recently make the decision that I will get there. I will continue to be a top retailer as well.

I will also continue to do it all online as I have done for the past several years. That gives me the lifestyle that I enjoy.

If you are open to network marketing and want join a team that is headed somewhere, then consider joining me. [You can find out more about me and my vision on my website.](#)

If you are already in a network marketing opportunity and want to learn more about how to build it online, I am working on a [free membership site](#) that will help you.

DISCLAIMER

I do not make any claims or guarantees that you will make money in network marketing, either online or offline. I can only tell you that I do what I shared above and that I do make money in my business. How much money you make or lose depends entirely on what you do and is your responsibility.