

# What is **NETWORK MARKETING** (or Multi-Level-Marketing)

by Spencer Montague

Network marketing is a business model that can best be described as grassroots marketing, where face-to-face interactions drive your business. It is similar to recommending a good product to a friend. You use the product or service, you like it and then share your enthusiasm with others.

**Consider this...** You go to a movie, you like it and recommend it to a friend who goes to see it. They also like the movie and begin recommending it to their family, friends and co-workers. Word of mouth continues and eventually hundreds of people go to see this movie all because of that initial referral to just one person. Unfortunately, the manager of the movie theater doesn't pay you for all those customers. In network marketing the company does pay you! This is the essence of the network marketing model and in order to be successful in attracting others to your Life's Abundance opportunity, **it is important to understand the industry you have joined, so you can feel good about it.**

## **What Network Marketing is Not**

Network Marketing is not a pyramid scheme. In fact, it is just the opposite. When you think about it, a corporation is more like a pyramid. Does a president of a corporation make more money than the C.E.O.? No. Does a Vice President make more money than the President? No. And, surely, hourly employees never make more money than their supervisors or managers. In network marketing, you have no boss and what you earn depends solely on you.

## **The Advantages of Network Marketing**

Network marketing truly embraces the spirit of this country and democracy. Anyone can be successful at it. It does not take a million dollars to build a million-dollar business. And the average American can start a network marketing business and reap rewards that were once only available to the very rich.

### **Allows You to Leverage Time and Money**

There are only 24 hours in a day so if you don't take advantage of leveraging time, there is a limit to how many hours you can work. In network marketing, you can build an organization and leverage your time. This means you can benefit from a percentage of other people's time in your organization, which could add up to thousands of combined work hours every month. Leveraging money means you can benefit from a percentage of other people's sales in your organization, which makes it easy to see how building an organization in a network marketing company solves the problem of earning money ... even when you are not working.

### **Allows You to Earn a Residual Income**

You may think of a hit song when you hear the term "residual income." In this case, an artist records a song, it becomes popular and every time a radio station plays it, the artist receives money. When you build an organization, you can earn a residual income based on the products that you sell, the products that your Reps sell, the products that their Reps sell and so forth on a regular basis. This is especially easy thanks to Life's Abundance Autoship Program. The majority of our customers choose the Autoship option because it allows them to receive the products that they need at wholesale prices, delivered on a regular schedule of their choice so that they never have to worry about running out of products.

### **Allows You to Experience Exponential Growth**

If you recruit one Rep in your organization, you can double your business. If you and your Rep each recruit one Rep, you can double your business again. If you make an effort to teach your Reps how to effectively sell and recruit, they will be enabled to teach their Reps the same method. This is duplication at its finest, which can produce exponential growth.

### **Allows You to Help Others**

The absolute best thing about network marketing is the satisfaction of helping other people become successful. The network marketing model promotes and compensates you for helping others. When you work with someone who is able to bring much needed income into their family or to buy their dream house, there is no better feeling.

**Watch (or listen to CD) the Brilliant Compensation DVD ...** When approaching potential recruits about an opportunity, it's not uncommon to encounter skepticism about the business model, the products and/or the compensation. Packed with 30 minutes of crucial information, Brilliant Compensation addresses and dispels common misconceptions regarding network marketing. You will never have to fumble around for a response to these kind of questions again! You definitely owe it to yourself to listen to this excellent presentation, which is included in your Starter Kit.