

Published based on [The Dirty Truth About Network Marketing That you Must Know and Understand If You Ever Want to Succeed](#)

The Dirty Truth About Network Marketing That you Must Know and Understand If You Ever Want to Succeed

Here it is:

On the surface, network marketing companies appear to be thriving communities of consuming customers all happy with the product that they are consuming and they really are, but what drives that community of thriving consumers has absolutely nothing to do with the product itself.

Let's think about this statement.

Let me ask you a question:

Why did you decide to get started in a network marketing business?

You don't have to say anything out loud but answer this question in your head right now to yourself.

I guarantee your answer is somewhere along these lines "Well, I started my business because I wanted to make some extra money and who knows maybe even become financially free."

Am I right?

Well let me ask you another question now.

When you prospect and talk to leads about your business what do you talk to them about?

Most likely you try to stick to the corporate script which inevitably ends up with your prospect asking you questions about your network marketing company's products or services.

And by the end of the conversation you've lost control of the call and both you and your prospect end up confused (usually get somewhere between details about your company's product or service and the compensation plan).

You get off the phone and hope that by some grace of God your prospect you paid \$5 to confuse will decide to join your business.

Likely story!

Here's why:

Successful Network Marketing has **NOTHING** to do with selling your prospect on your product at **ALL!**

To the contrary, the only thing that you should **EVER** talk to your prospect about is the same thing that got you sold on your company's business . . . **More Money and Financial Freedom!**

You see network marketing is built on financial hopes and

dreams and honestly, if you're looking for business builders to recruit into your organization your prospects hopes and dreams of financial success are the only thing that you should speak to them about, so they can sell themselves on it.

As an illustration of this principle think about the situation this way, if you had equal amounts of your company's product in one hand and money in the other which do you think your prospect would choose?

The top money earners know the answer to that question and that's how they make all their money!

Here's the other shift in perspective that you're going to have to make if you want to have ultimate success with your business and it's simply a logical continuation on the point just discussed.

What you think of as your company's product is NOT its real product at ALL!

Do you think your network marketing company's product is its moon juice or long distance service?

If you do you're very wrong.

Continuing on from my last point, remember your network marketing business will not grow if you just push product it will only grow if you sell people on their financial dreams.

So if you think about it, your company's real product is its sales training and marketing system. The better your company's marketing system is able to help you generate sales the better any more quickly you will be able to reap the financial benefits of your business.

To extend this point further, eventually you'll want your downline to do all the work so you don't have to.

The simpler and more effective the marketing system plus the stronger the training your company provides the easier your system will duplicate.

If you want to think about it in its most simple form, your company's real product is its duplicability.

If you find a system that is easy to duplicate and you can have your prospect "sell themselves" on their financial dreams you will have a highly successful network marketing business.

Your Job is Simple:

Find people that want to attain financial freedom your way and then shorten their learning curve so that they can go out and do the same.

Resource Box:

Discover how to earn a whopping \$4,567,09 per month in your spare time even if nobody joins your MLM business. Forget cold calling. Forget those home meetings. In fact, forget everything you've ever been taught about building a solid income in Network Marketing from the "gurus". Let this 25-yr "unknown" marketer show you how he built an organization of over 4,120 in 14 short months without making one phone call! ==> <http://bit.ly/orkHP3>

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