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# Foreword

The idea of network marketing is sold as a tool to make money based on an individual's own sales as well as sales from those recruited by the individual. This is of course a very lucrative way of garnering income thus the enthusiasm to recruit as many people as possible to join in the business the better.



## ***Network Marketers Manual***

Grab The Most Powerful Network Marketing Tools And Strategies  
And Become The Next MLM Mogul

# Chapter 1:

## *What Is Network Marketing*

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### Synopsis

The network marketing requires the individual and the team under the direction of the individual to be able to sell products using the direct contact way of marketing. Some of these items sold do require the personal contact between the buyer and seller in order to ensure the product is happily bought.



## **The Basics**

On the down side these network companies are frequently faced with problems like constant criticism, price fixing accusations, utilizing the pyramid schemes system, high initial start up costs and many others. There have also been cases where the companies are actually faced with law suits because of the sometimes rather questionable ethics and dealings.

However for those who are very outgoing and focused on making a career from this type of work, find it very rewarding indeed. For them the remunerations are worth the time and effort they put in. though it should be noted, that network marketing is not suitable for those individual who are not really committed or for those people who are shy.

Perhaps taking the relevant precautions to ensure the potential company one intends to join for network marketing is legal and sanctioned by the relevant authorities is very wise indeed. One should also be aware of the fundamentals of the company's policies so that there is not future misunderstandings and disappointments.

Training programs provided by the company is another important tool to enquire about. Without the supporting training it may be difficult to successfully sell the product in question.

# Chapter 2:

## *How Important Is Your Site*

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### Synopsis

Using the website to garner interest in a particular product is definitely the avenue to pursue in these current media savvy ear. Most people looking for or posting information do so now on the internet. Therefore although there are other more conventional ways of seeking information, by far the internet is the most popularly used source.



## **The Website**

Website can be better and different yet more effective in being the mode on information exchange. This particular form of media exposure will ensure the “right” people are being directed to the products or services they are seeking.

However knowing the various techniques that should be used when hosting information on the website will be very beneficial in garnering traffic to the site.

Using key words in order to direct potential clients to a particular website is the only way the websites can be accessed continuously and consistently.

When time is of the essence, using the internet as a search tool will be the individual seeking information on a particular issue or item a huge possible amount of solutions and further helpful information.

When the key words are type in the search will begin and the individual’s website will be pulled into the surfing zone, thus enticing the potential client to visit. This is very useful exposure which costs virtually nothing.

Creating a website that is eye catching and informative at the same time is very important if the idea is to hold the potential client’s attention. Most people will not take the trouble to thoroughly run



through a website if the initial few seconds spent on the website does not perk their interest. Therefore if one wants to host a website then the design and content should bear some serious thought. Colors and pictures are always a good attention drawing tool.



# **Chapter 3:**

## ***How Important Is The Product***

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### **Synopsis**

Venturing into the network marketing world is always risky yet exciting and the remunerations are also quite good. Therefore to minimize the risks involved, one should try to do as much research into the intended foray as possible.



## **The Merchandise**

One of the areas that need very careful consideration is in the product one decides to represent or promote with the intention of making it a business earning income. Choosing the right product will most certainly determine the success of the business venture to a certain extent.

If the item chosen is easily represented and accepted then half the battle is won. Now all the individual has to do, is to promote the item in a way that is so enticing that the customer will feel deprived if the item is not bought on the spot. This of course requires the savvy skills of a sales pitch and speaker.

Though good, if an item is on the rather expensive side, the chances of making a successful sale are also cut by fifty percent. It would be only natural to assume that the cost of the item is related to the added features incorporated in the said item, thus making is not only expensive but perhaps even to some extent to a real necessity for the average person.

This then adds to the fact that the customer base is now not only quite limited but perhaps also applicable to only a niche market, further shrinking the possible marketability of the chosen product.

Another point to consider when deciding on an above average priced product is the general economic environment of the times. If

everyone is in the process of watching their current expenses, it is going to be even harder to conclude a sale successfully. Some may even consider the product to be a luxury rather than a necessity thus nullifying the sale.



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