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## **Introduction**

*People are quickly looking at methods that can add to their income or, looking at the rate at which people are becoming unemployed today, securing a means of livelihood. In such a scenario, network marketing is quickly emerging as the world's leading business model.*

*Let us take a look inside if this will work for you.*

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# **Chapter 1:**

Why Network Marketing Is so 21<sup>st</sup> Century

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# Summary

*Network marketing has become popular in leaps and bounds in the last 20 years. Here we talk about how this popularity has been really quite suitable.*

## Why Network Marketing Is so 21<sup>st</sup> Century

There was a time when network marketing was considered to be quite banal. This business model has been existing since over a century now, and for most of its history, people have looked down upon it as everything ranging from a futile exercise to a scam. However, today, with the kinds of tools we have access to, and the changing global scenario and people's mentalities, network marketing has secured a newfound respect.

Today, you will find companies listed on Fortune 500 lists conducting their businesses through network marketing. You will find analysts of the Wall Street heaping praises on MLM models. In the 21<sup>st</sup> century, it is beyond any question that network marketing is not just an accepted but even a coveted business model. For who wouldn't like to sell their products to a great majority of people without needing to spend millions on advertising and through the strength of verbal recommendations alone?

It is not just the desire that indicates the growing popularity of network marketing in the 21<sup>st</sup> century, we also have figures to show. Duncan Maxwell, the editorial director of *Network Marketing Lifestyles* puts an estimate that the annual turnover of all network marketing businesses in the US is 20 billion dollars. The figures obtained from the Direct Selling Association at Washington D.C. corroborate this figure. It is also estimated that, just within the US, there are about 8 million people working at different levels in network marketing.

This scenario definitely did not exist till 20 years ago. This is new trend, a very 21<sup>st</sup> century trend.

And why is it happening? Because of many reasons, as we shall see in this eBook. But one of the main reasons is the growing insecurity that people are developing for the so-called 'safe' jobs. Even the most secure company jobs with salaries are



no longer safe, because companies can be downsized at the drop of a hat. In such a scenario, people find it safest to start ventures of their own, and network marketing seems to be the most lucrative option.

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# **Chapter 2:**

The Recession and Network Marketing

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# Summary

*Network marketing has really come out of its cocoon in these times of recession.  
Part of it is fueled by the economic instability and part of it is because of  
changing global perspectives.*

## **The Recession and Network Marketing**

Since 2007, the world has been seeing an economic downturn. Things haven't been so miserable for more than 50 years now as they are today. People have started losing jobs, companies are trimming as many employees as they can, people are tightening their belts and suddenly there is a growing demand for financial security options such as insurance and medical policies. Everyone, everywhere in the world, is hit by the recession in some way or the other.

And the consequences are going to last a while. Analysts predict this recession won't tide itself over completely till at least 2012.

It is actually not surprising that, in these troubled times, people are looking at network marketing options. There is more than one reason for them to do so.

### ***Low Investment***

You don't have to put a lot of money when you are starting out with any network marketing opportunity. Basically, you might have to buy a kit which usually doesn't cost much. This starter kit contains the product that you will be promoting and various kinds of instructional material. Even if these kits are considered pricey, they won't cost more than a couple hundred dollars.

### ***Your Own Master***

This is, definitely, an important incentive for people who are trying to get into such opportunities. When you are working within the network marketing genre, you are the master of your team, because you have built it. This is the team that you will nurture and develop. Now, compare that with a desk job where you have to strictly work under the diktats of your superiors and you will understand why network marketing has become so popular today.

### ***High Money Potential***

When you are working on building a network that sells, you are also creating various streams of residual income. You are developing your network in such a way that it keeps generating money for you. Usual desk jobs don't give you that privilege. There, you earn only as much as you work.

### ***Low Risk***

The risk is low. You don't have to worry about getting fired. The companies themselves are more stable because they have bigger reserves. Note that they save millions of dollars which other companies blow away in the form of advertising expenses. For network companies, their networks are their greatest strength.

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# **Chapter 3:**

The Changing People's Perspectives

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# Summary

*Network marketing is so popular today mainly because there has been a drastic change in the way people think.*

## **The Changing People's Perspectives**

Until a few years ago, respectable people would not want to be associated with something like network marketing. These ventures were written off as scams and fads that wouldn't persist for long. But they have been in this world for more than a century now and they are still going strong.

One of the most important reasons why this is happening is because people have changed their mindsets about network marketing.

They no longer write off these opportunities as downright scams, but they take the time to understand what these opportunities are. They sit and analyze whether these can work, and the genuine ones do make a favorable impression on people. People are not shy of attending seminars and workshops where famous MLM professionals – most times, famous all over the world – speak. They listen to them talk and weigh these things with the voice of reason. This is what makes them realize that network marketing is something very real, very doable.

What has fueled this thought is the current recession. Because companies are removing people from their payrolls, they have to look at opportunities that would mean more stability. Suddenly, these network marketing ventures, which were considered as mere scams, have become more stable opportunities to be with. People have changed their ideals.

The fact is that companies that are working on MLM patterns are earning more than mainstream companies. If you use network marketing, you already have an army of people promoting your product. You don't need to spend heavily on television spots (hiring expensive actors, directors, shooting locations) or on billboards or on newspaper front pages. You have your network speaking about your product and they will keep promoting it.



Another thing that has changed people's mindset about network marketing is the advent and successive development of the Internet. The Internet has become the mouthpiece for everything commercial in today's times. The Internet has made it possible to bring interested people right to your website or blog or whatever other device you might be using. This certainly beats cold calling, door-to-door visits and other such embarrassing tactics where people wouldn't mind banging the door in your face. Now, MLM folk are respectable people. They are the ones being chased, they aren't chasing others anymore.

Times have changed and network marketing has risen drastically in the eyes of the people. They are now coveting such opportunities instead of detesting them. If you are still thinking about whether to use MLM to expand your financial coffers or not, you have to only bear this in mind – network marketing is counted as one of the most esteemed business opportunities to be associated with today.

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# **Chapter 4:**

Getting Traffic Has Never Been Easier

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# Summary

*This is the age of traffic and footfalls. The more people know your business, the more chances it has of surviving.*

## **Getting Traffic Has Never Been Easier**

If someone elderly in your family has practiced network marketing in their times – maybe your parents or your uncles or aunts – don't let them talk you down about taking up these opportunities today. They may have various tales of bitter experiences to tell you. They may tell you about how they suddenly stopped getting invited to parties, how people suddenly started avoiding them like they were carrying a virus, how they got slammed receivers in their ears and slammed doors in their faces, etc. They may try their best to deter you from taking up any network marketing opportunity today.

But the one thing you have to remember is, those were the days in which there was no Internet. People had to physically take themselves to their prospects, or whom they thought would be prospects, and then peddle their opportunities to them. Naturally, they went to people who didn't know anything about these concepts and they were understandably not interested in what they had to sell. They used methods such as cold calling and visiting their houses, which were definitely not appreciated. No one will appreciate that today either.

However, things have changed drastically. The Internet has made that happen. Today, your biggest advantage is that you can bring traffic to yourself. There are so many methods you can use online in order to bring the right people to your venture, and not the other way round.

*You don't have to kiss many frogs to find your prince today. The princes come galloping to you!*

Many methods exist. Let us talk just of about couple of them right now.

### ***Blogging***

You could have your own blog where you write about the network marketing genre. You spice this up with great insight and professional comments. People who are interested in such banter are usually looking for them on the search engines. When your blog begins to rank on the search engines, people will visit it and will become aware of your venture. These are the people you can market to.

### ***Article Writing***

Write and submit great articles about network marketing and related home business opportunities on Internet directories. Again, when the search engines find these articles, you will have a lot of traffic on your website. This traffic would comprise of people who are interested in what you are talking about, which you can call as targeted traffic.

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# **Chapter 5:**

Unleashing the Power of Web 2.0 on Your Network Marketing Business

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# Summary

*The Web has changed. Have you?*

# **Unleashing the Power of Web 2.0 on Your Network Marketing Business**

Contrary to what most people think, the Internet is not a static entity. It is on a constant process of evolution, where new things are being developed all the time. Recently there has been a spate of improvements in the methodology of the Internet, giving rise to a whole new concept of Internet usage, which is now being known as Web 2.0.

Web 2.0 is a highly dynamic and interactive method of using the Internet. Within this concept, we aren't using Internet as a static means of information, like how we would use a hardcover book, but we are using it interactively. We are able to get in touch with almost everyone else. If you like an article, you can post a comment for the author. Well, you can do that even if you don't like it. You could post reviews about products. You could find information from anyone about anything. This is what is happening. The Web 2.0 has brought the world closer than it ever was.

There are many ways in which you can unleash the power of this new Internet on your network marketing business. We have already spoken about blogs and article submissions, both of which are an important part of Web 2.0. But there is much more. There are methods such as social networking and social bookmarking which you can definitely not ignore. There are methods such as syndicating your content, building lists through lead capture pages and much more. We are going to take a look at some of these methods as we move on.

The point that needs to be made is that it is much easier to find people who are interested in your opportunity today than ever before. You can find people who are already looking for such opportunities and market to them. This is what becomes most important for the success of your business. As we shall see in this



eBook now, these methods of Web 2.0 can bring people to you, not the way it has been happening so far.

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# **Chapter 6:**

Social Networking and Your Prospects

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# Summary

*Social networking is where your prospect bank is.*

## **Social Networking and Your Prospects**

One of the best ways in which you can get people to your network marketing business website nowadays is through social networking. Social networking has become quite fashionable lately and if you are not a member of sites such as [Facebook](#), [MySpace](#), [Twitter](#), [Hi5](#), etc., you are really missing out on a lot. These are social networking sites where you can find people of all tastes and interests, and certainly you can find people who would be prospects for your business.

Social networking sites have the following great advantages for you:-

- You can find people who are actually interested in what you are looking for. Everyone who joins in makes a profile and most people will put their likes and dislikes in their profiles. Some people will also mention that they are here looking for business opportunities. When you see such people, you could invite them to your community. Now, since you know that these people are already looking for a business opportunity, they could be great assets for your business.
- In a similar manner, you could join existing communities too. It makes sense because these are the places where you will find potential candidates to expand your own business.
- You could make posts and link your profile to your blog. By doing that, you are showing these people – who are already interested in reading about such things – where they could go to get some more information. It works for you because you could impress these people with your blog.
- Most importantly, you could make your profile more meaningful by posting a photo and probably some videos about yourself. This helps because people will trust you more when they see you for real.
- Today, social networking sites are spiced up with features such as feeds. Using them, you could let selected people know whenever you post something new. People who have subscribed to your feeds are those who

have liked your previous work. These people will want to come over and check what you have updated.

Use social networking sites if you really want to be out there. This is the way the world is moving. This is what has given network marketing its reputation in the 21<sup>st</sup> century.

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# **Chapter 7:**

Giving People Exactly what They Want

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# Summary

*With the new methods we have at our disposal, we can give people exactly what they want and make them happy with our ventures.*

## **Giving People Exactly what They Want**

Your greatest achievement in your business is when you are able to give people exactly what they want. We could not do this in the network marketing models that were used in the past, but today that is very much possible.

If someone wants to enter into a network marketing opportunity that sells a health product, they can do that. If someone wants a venture that deals with holiday planning, they can do that. In fact, you can bring people who are interested in your very niche by using Web 2.0 devices.

Here are some more things that can help you.

### ***Web 2.0 Sites***

Sites such as Digg and StumbleUpon have dynamic content, i.e. content you can keep changing regularly. The most helpful feature here is that people who like your content can add themselves to your feeds. Once they are on your feed list, whenever you add something to your website, these people will know about it immediately. They can even get email alerts. This will help the people come to your website and reinforce their impression of you.

### ***Opt-in Lists***

These are a wonderful method to bring interested people to you as well. You partner with a popular website to get yourself added to their opt-in list. When someone subscribes to their website, they will be asked whether they would want any information from you. Most people will agree because this is free information. This opens your route to impress this completely new domain of prospects. If you give these people exactly what they want, which means meaningful content, they will want to take you more seriously.



## ***Email Marketing***

Though not very highly recommended, this is another way in which marketers are giving people exactly what they want. They build lists that have email ids of people interested in their business ideas. These lists are built through blogs, articles, social networking sites, lead capture pages and other techniques. Once they have this list, these people are sent emails that contain good information. The information could be life-improvement tips, how-to methods, facts and figures and such. People who add themselves to the list are actually looking for such information, hence, they are interested in reading about it and maybe even following upon it.

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# **Chapter 8:**

Who People Are Looking for – Business Leaders

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# Summary

*Most people are looking for others to lead them. If you can be a leader, you will be a very successful network marketer as well.*

## **Who People Are Looking for – Business Leaders**

A network marketer is a leader. The very fact that you are building a network means that you are guiding people who you are recruiting. You have to become more serious about this aspect. The reason for that is, in the 21<sup>st</sup> century, people are looking at leaders more seriously.

There's reason. Lifestyles have become more convoluted than they were before. A previously never heard of breed, financial managers, are become popular today. These are professionals who people are hiring in order to look after their expense and income management! It only goes to show how people are looking at knowledgeable people to help them with their financial affairs.

The same goes for businesses. Joining a large multinational company could be very intimidating, but joining the network of a single person could seem interesting to them, even if this single person is part of a big MLM organization. In the eyes of your prospects, you are someone who has already achieved success and they would like to learn from you. The new world market makes such people seem very important.

But you have to build that reputation. You have to become popular and visible on the Internet, which actually is quite an easy affair. Once you are popular, you can get a lot more people to trust you. You have to reach out to these people as well, which is possible through the various Web 2.0 devices that you have at your disposal. But, most importantly, you have to establish your leadership values by motivating and guiding them. You have to let them know that you will be there for them as well. People are looking for reassurance all the time. If you can reassure them as a stable leader yourself, they are going to trust you all the more.

Do these things and you will find your network marketing opportunity succeeding immensely even when other businesses are in the doldrums.

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# **Chapter 9:**

A Home Business Opportunity You Cannot Miss

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# Summary

*Network marketing businesses are quite special in that they can be taken global but right from your work desk at home.*

## **A Home Business Opportunity You Cannot Miss**

A very important reason why you should look at network marketing seriously right now – and why most people are taking network marketing up – is because it is something that you can do from your own home, being your boss. You are the pioneer of your network and you are its leader. The convenience of being able to run a network through the comforts of your home are unparalleled, especially in the current scenario where commuting is fast becoming the worst nightmare.

People are starting with network marketing from their home with just a desktop and a little place from where they can work. That is all you need actually because everything else is virtual. Your network is manageable through the Internet and your main office is your MLM website. Today, most MLM opportunities are allowing people to have their own websites anyway. You have to promote these websites to get your traffic come to you. Now, that is something you do exclusively through the Internet.

There is also the added security factor. When you are working from home, you are in a much secure environment where you are happy to work in. You don't have to go outside and work under the thumbs of other people. That proves to be a very great incentive for the people today.

Gone are the days when you needed to have seminars and workshops and other physical meetings to keep your network opportunities running. You don't even need to have meetings with your prospects nowadays. Everything can be managed over the Internet. All you need to have is to know the right techniques, which again aren't quite as much difficult. Once you know the ropes, you will find that network marketing is the greatest business opportunity there is, which you can do without needing to leave your home comforts.

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# **Chapter 10:**

Why Network Marketing Will Stay through the Next Centuries even

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# Summary

*Network marketing is here to stay. It is going to be here for a long innings.*

## **Why Network Marketing Will Stay through the Next Centuries even**

The way things are going is a very clear indication that the trends of MLM are not increasing just presently, they will keep increasing in the next century and the subsequent ones as well. The popularity that network marketing has gained of late is not going to whittle down so soon.

There is solid reason for that. The only reason why network marketing persisted despite all the flak it got in its early years was that some companies were making genuine money for its recruits. These some companies kept the MLM torch burning and passed it on to us today, where we are making the use of the Internet to unleash the full potential of network marketing.

Suddenly, network marketing has become a much cherished opportunity. People on Fortune 500 lists are making their foray into this. Why? Because they have sniffed the opportunity. They are into this because they now know the potential of this on a global scale. What's more, this potential can be unleashed from a single personal computer! It's quite natural that people want to be with this opportunity right now.

MLM has gained a newfound respect and because it also brings in money for a large number of people around the world today, this respect is only reinforced. People are willingly joining MLM opportunities, and are proudly wearing badges, buttons and T-shirts proclaiming that fact. The social and other kinds of taboos that MLM had been slapped with earlier have been removed.

Even people like Donald Trump have gone on record to say that if they had to make their millions all over again, they would do so by joining a great MLM opportunity. These statements have only made people see network marketing with renewed vigor. Network marketing has gained super popularity in recent

times, there is no questioning that fact, but what is quite notable is that its popularity is going to stay for a lot many decades ahead.