

4 Powerful MLM / Network Marketing Secrets **By Rod Nichols (www.RodNichols.com)**

If you are new to the MLM or Network Marketing profession or have struggled in this type of business, here are four powerful secrets to help you succeed:

1. Join the Right Company. Not my company (although it's a good one) or the company that your best friend is in. Not the company some hotshot guru is promoting. No, you need to join the one that is right for you. You see, I joined all those other companies during my first 10 years and none of them worked. Then I started recognizing some company features that fit me and some that didn't. You need to do the same. Do they offer a product or service you can get passionate about? Does the company have the same values you do? Does the marketing approach that the company offers fit your personality and lifestyle? Will the compensation plan enable you to quickly cover your required monthly purchase? Will it enable you to develop a full-time income within a couple years or less? If you wanted, could you build a high six or seven figure income? Do they offer the tools and systems you need? Don't get caught in the hype. Look behind the curtain. Thoroughly investigate before you join and you will find the right company for YOU!

2. Find the Right Upline Team. Once you have found the right company, now it's time to research upline teams to find the one that is going to be best for you. Again, make sure you are working with people who have the same values as you. People you will feel comfortable working with and presenting to your friends and family on 3-way or conference calls. Check to see what kind of training and on-going support they offer. Get a commitment from one of the upline leaders to mentor you weekly for at least the first 6 months, while you are learning the business. Once you have chosen a team, listen to your mentor and be coachable. Attend the upline calls, webinars, and meetings. Stay connected.

3. Build Your Business Daily for the Next 5 Years. If you have chosen a good company and upline, then there is no reason for you to not make a 5 year commitment. Work with your mentor to set 5 year goals and develop a plan to reach those goals. Break your plan down to monthly, weekly, and daily goals. Then create an action plan that will enable you to accomplish your goals. That way you will know exactly what you are doing every single day. Ask your mentor to hold you accountable to those goals and actions. Don't take days off. Don't make excuses. Talk to new people very day. Follow-up on those you have already contacted. Enroll new members into your downline. Help them become successful. The more people you help become successful, the more successful you will be.

4. Never, Never, Never, Quit. Most network marketers quit in the early years of business development, which are the most difficult. If they would just keep going another 6 months, year, or two years, they would achieve success. So, put the blinders on, stop looking at all the other companies out there. If you did #1, then you are with the right company and don't need

to look around. Just keep building your business ever day and never quit - either mentally or physically.

There you go. Those are the 4 powerful secrets for MLM or Network Marketing success. If you will do those four things and commit to a 5 year plan, you will develop a full-time income and enjoy the life that most people just dream about.