

Network Marketing Exposed...It`s Not What You Think

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Network Marketing...

What`s your first reaction? Your first thought? Do you start thinking about MLM? About downlines and uplines and recruiting and leads and phone calls and...

On and on and on?

If you answered yes to all those questions you may have been brand washed. Yes, Brand Washed.

Think about that great tool in your tool box called Vise Grips. Do you have any? Take a close look. Are they really Vise Grips or are they just locking pliers?

Vise Grips are locking pliers but locking pliers are not Vise Grips. Vise Grips are a brand, now a household word for locking pliers.

Network Marketing is now a familiar term for MLM. But networking does not always mean multi-level.

You can use a pair of locking pliers without ever touching a pair of Vise Grips. And you can use Network Marketing without ever touching MLM.

Networking is dealing with people. Period. Whether it`s MLM, or asking questions and giving answers, or referring some business to someone you know. That`s Networking. And it`s powerful.

In the mid `90s I decided it was time to quit the Armed Forces. The U.S. Army to be specific. My entire last three days was filled with training on how to get a J.O.B.

Guess what I learned? The number one way to get a job is through networking. Yup, 86% of all jobs were found by networking.

Not classifieds, not job services, and not resumes...
Networking.

So why should life on the Internet be any different?

No, we aren't looking for a job. But we need people. People that can help us, people that we can help, and people that will become paying customers.

Do you post on a forum to get help or give answers to help?
That's Network Marketing...

Seen Joint Ventures involving the "gurus"? Yup, Network Marketing.

Do you have a friend that can design websites or install a cgi script? Ever recommend their service to someone else?

Then you are a Network Marketer.

There are many ways to market on the net. And most of them cost you money. Networking is free and it's effective. And this is how it's done:

1. Find a location where like minded people hang out. You'll often find them at forums and through ezines, seminars, etc.
2. Hang out and get a feel for how the group operates.
3. Say "Hi". This is who I am and this is what I do (Not what I sell).
4. Get to know the group. Ask questions. Give answers. Make friends.
5. Have fun.

You now have a group of friends that you can help. You also have a group of friends that can help you. You have friends that you can add to this group. And your friends have friends that they can add to this group.

A big circle of friends helping friends that will continue to grow and grow. A Network. And without trying to make even

one sale, you are marketing. And you will make sales.

If you follow the rules.

Some would call this relationship building. John Milton Fogg at <http://www.greatestnetworker.com> would call this getting rich slow.

And I call it Network Marketing.

The question for you is not what you call it. The question is will you do it?

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Article written by Jeff Neil, Editor of Always Marketing. Jeff is a two year Internet veteran who has learned the hard way to Run a Business, Not a Hobby. Will you do the same? Visit at: <http://www.mainemoosemarketing.com>
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