

# Create More Contacts By Varying Your Promotion Methods

By Joe Bingham

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Most likely, you are restricting the growth of your business by unknowingly restricting how you promote it.

So many in network marketing promote their opportunity in a very limited fashion. They approach others with the idea of working from home or owning their own business.

But is that really the only way you can market?

Now, eventually to sign someone up under you, that subject is going to have to come up. But still, there are many other ways you can lead in with people to start with.

## PRODUCTS

I've always maintained that people should not join companies if they don't believe in the products they will be selling. As well, if you are not using your company's products yourself, how do you expect to sell them to your downline?

With that in mind, why not attract more people to your business opportunity simply by first introducing them to your products? A happy customer makes a natural prospect for the business opportunity. Plus, this method can increase your own personal product sales and encourage even those who choose not to join in your business to refer others they know to you.

## YOU'RE TESTIMONY

Another way to bring up your business opportunity is to simply talk about what the company or its products have done for you. Don't start out with a business proposition when talking to prospects, but rather pique their interest by first relating personal stories of how you have benefited.

Is there a product you use personally that has enriched your life?

Let them know. People recommend products to each other all the time. This is a natural and non-threatening way to start a conversation about your company.

As well, you can talk about how you've benefited from having your own business. Has it made you extra money? Given you more options? More freedom? Or allowed you or your spouse to quit a regular job?

People are much more willing to listen to personally related real benefits than a sales pitch. Once you've interested them with what your company has done for you, then you can suggest how it could do the same for them.

## OTHER'S SUCCESS STORIES OR TESTIMONIES

Most likely there are others in your company that have intriguing success stories. Everyone likes to hear about regular people making it big as it gives them hope of doing the same.

Are there stories you can tell to solicit interest in your company? Can you then relate them to how you are doing AND how your prospect has the same potential?

You will need to put everything on a personal level for your prospect in order to be effective, but often other's success stories can generate an initial interest you can then build upon.

Using other's personal product or business testimonies can be effective as well. It lends more credibility to what you are saying if you have other people's words backing it up.

## INDUSTRY POTENTIAL

Think about the business you are in. Is there something exciting about your industry or market that will interest people? Is it experiencing rapid growth? Does it have long term profit potential? If you can relate WHY the market you are in is a great investment for the future, wouldn't that interest people looking to take care of their own future?

## THE BUSINESS OPPORTUNITY

Finally, you can directly use your business opportunity to interest some people. However, realize that depending on what group of people you are talking to, many have already heard too many generalized 'work from home' offers as it is.

With so many companies offering the same work from home clichés, it no longer appeals to those that have been around. In fact, it most likely will turn them away.

That's why it's important to represent a company with real, solid

value. A company with valuable products, that you and others personally use and benefit from, with successful leaders, that's in a growing industry, gives you multiple options with which to attract prospects.

In other words, the better your company, the more there is to talk about AND the more ways there are to interest prospects into learning more about it.

Think about the company you represent. Consider the different aspects of it and how you can talk with others about them.

Unfortunately, there are many network marketing companies that restrict their members simply because there really just isn't much to the company to begin with. Opportunities that offer no real value but rather work solely off selling the 'dream' of working from home simply do not last.

If you want to build a true life-long residual income, you've got to seek out a better company with real value in all of the areas mentioned above.

Sure, playing on emotions and selling 'dreams' is initially appealing, but it takes real value to keep people around. Consider this when investing in a network marketing company.

Then, don't restrict your marketing approach to just one method. You never know what it is about your company that may interest someone. Working with multiple methods gives you a better chance of contacting more people and interesting them into learning more.

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