

10 Secrets For Mining Network Marketing Gold

By John Colanzi

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Network Marketing. You either love it or you hate it.
There's no in between.

I tried it off and on over the years and I always ended
up running into a brick wall.

Why?

Because what the "Heavy Hitters" do is vastly different
from what they teach.

Are they trying to lie to you?

Mislead you?

Maybe some are, but maybe they're just repeating what
their sponsors told them. So let's forget the scripts.

In the words of Pink Floyd, I want to "Tear Down The
Wall!"

Secret # 1

Network Marketing is a business!

Forget about "Getting Rich Quick!" If you're looking to
"Get Rich Quick," you better take some heavy risks or be
awfully lucky, because this business, like any other
business takes time and hard work. No way around it.

Secret # 2

An Ezine is essential.

There's no secret that the network marketers making the most profits have the largest lists. The quickest way to build your list and keep in constant contact with your prospects is to publish an ezine.

Secret # 3

Free is the most powerful word on the internet.

Freebies are the best ways to generate leads and build your list.

Free reports, free eBooks, free software, use any or all of these to gather email addresses and your list will build in no time.

Make sure you have a method of capturing email addresses. Always make sure the prospect leaves their address in return for the freebie.

Secret # 4

Start your own article campaign.

Articles have been the backbone of my business. My message reaches more readers every week than I could ever attempt to contact on my own.

They are the most viral method of free promotion and will brand you instantly as an expert.

Secret # 5

Build a theme oriented site.

You can build a site geared around your network marketing program in specific or mlm in general.

If you'd like to build a larger prospect base you can do what I do and build a theme oriented site geared toward opportunity seekers in general.

Secret # 6

You must make a 1 year commitment!

Patience is the key. It takes about 1 year before true "Geometric Progression" begins to take place. It's no coincidence that:

* Most network marketers quit within the first year.

* Most network marketers fail.

* Network marketers that stick it out for a year or more usually end up becoming the new "Heavy Hitters."

Secret # 7

Build your downline wide fast!

Make a commitment to recruit a new member into your first level on a daily basis. There are two major reasons for doing this.

A. Momentum is a key factor in keeping you dedicated to your efforts.

B. Only about 5% of your frontline members will contribute to building your downline.

Secret # 8

The majority of your time should be spent recruiting.

This fits in with Rule #3. Most programs tell you to spend your time training your downline to duplicate your efforts.

Guess What?

We're all unique.

* Some network marketers build downlines mailing postcards.

* Some are strong in getting top search engine placement

* I enjoy using classifieds and email.

You can't force your downline to be you, you can only help them build their own system.

You'll also get a major headache trying to work with the 95% that aren't going to do anything.

Offer your help and those that are serious will contact you.

Secret # 9

There is no real secret to a large downline!

The "Gurus" didn't build those large downlines. They're no different than you or I.

Stop The Presses!

If they didn't build their downline, who did?

Patience + Geometric Progression!

99% of a large downline is built by giving "Geometric Progression" time to do its work!

So if you want to be a network marketing "Heavy Hitter," get out there and start recruiting.

Secret # 10

Diversify for even greater profits.

Once you've developed your downline and your contact list, you can maximize your profits by diversifying.

Multiple streams of income will take you to the next level and your monthly income will continue to grow.

You can diversify by:

- A. Adding more programs.
- B. Adding webmaster tools such as autoresponders and hosting.
- C. Adding informational products and programs.
- D. Adding time saving software.

When you diversify, think in terms of related goods and services that will benefit your downline.

Follow these 10 rules and you'll be mining network marketing gold.

Wishing You Success,
John Colanzi

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John Colanzi has been writing for the Internet for 3 years. He has shown hundreds of webmasters how to use mindset medication to join the ranks of the successful, prosperous marketers. Get your Free copy of Excellence Magazine at: <http://www.empowerism.com/e/70033>

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