

How To Succeed In Network Marketing Without Really Trying

By LaTease Rikard

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Financial Wealth <http://www.geocities.com/uniqueintegral/financialwealth.html>

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I know you are probably saying that you've heard it all before. Find a good program, promote, promote, promote, promote! Well, you're right, but let's look at the aspect of promoting. Its a pivotal word as well as action that will determine whether you win or lose. I like to use the old advertising adage, say it again and then say it again. See, if you look at any group of ads, they all basically say the same things. "Join My Program and Get Rich Quick." Not likely, at least quick anyway. If it were that easy, everybody would be doing it. But, lets get to the nuts and bolts of things. When you begin to market your programs, have you actually sat down and developed a plan? All successful businesses do. Have you determined or set any goals? All successful business people do. The reason why you see the same ads running consistently is because someone is responding to them. People are biting, and thats what you want, you want your worm to hook the fish. So, how do you do that? By developing a plan and implementing it. If your desire is to run a successful home based business, then make your FINANCIAL goal to be two times the amount you currently make working a real job. I say "real job" kind of tongue-in-cheek, because this will become your real job when you become successful. Say you want to set a goal of making \$10,000 a month. That is good. Now write that \$10,000 down on a piece of paper on the very 1st line on that paper. Then directly under it, decide how you are going to accomplish it. Do you have a program that you may have joined as an affiliate? Or do you market a specialty that many people don't do as well as you? Whatever commodity you have to put on the open market, write it down. This will become the means in which you accomplish your end. Let's say for all intensive purposes you are an affiliate to a wildly successful downline building program. You have decided to upgrade from a

free member into a paying member. As we all know, you don't really taste the fruit until you plant some seeds. Now that you are a paid affiliate, how do you convince, sell your product? You don't want that money to go down the tubes. You could go into your members area, and look for ready made advertising. Some of the more resourceful programs offer this asset. However, if none is available, then your marketing effort poses another challenge to you. You must create killer copy, attention getting headlines, plus figure out a method to market this thing. Already, you are thinking you may have overestimated the the difficulty of this task. Its not difficult at all. The method I use to promote my businesses is simple, traffic exchanges, safelists, viral marketing, search engines, and ezine ads. You see you must approach this thing with a certain ferocity. If not, it will consume you, and leave you lying on the side like roadkill. These are some of the tools to use in marketing your business. In my next article, I will go into detail on Traffic Exchanges. Are they worth the time? Do they really get the job done? How much time should you surf for credits? I personally am in contact with my downline daily, because I want them to succeed. Instead of the upline succeeding 1st, the downline must be successful in order for success to be realized in the upline.

Happy Marketing,

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