

The Secret Is In The System

By Arlene Windell

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Beat The Odds Ezine <http://www.webventurist.com>

Let's be brutally frank here. I'm talking to you! Well, maybe not you, but then certainly someone in your downline. I'm talking to the aspiring online marketers that can't figure out why they haven't made any money yet.

Realize this! Not everyone is going to grasp what it is you're trying to tell them. No matter how hard you try you can't get inside their head and know what pre-conceived notions they have that are standing in their way of duplicating and growing their businesses. Their problem may be a poor self image, or they're too shy to talk to people, or just not knowledgeable in what it takes to grow a business.

In some instances it may be a lack of computer skills. Other times you will hear a resistance to doing the necessary postings as it generates too many emails, which they wrongly refer to as spam, (when in fact it may be an automated response to their posting to someone's service).

Oftentimes it is the unwillingness to spend any money. The simple fact of the matter is somebody has to put some money in before anyone can take money out. If you think that you are going to sign up free and then get other people to spend money on products or services that you were unwilling to purchase, (sigh,) you just ain't gonna make it.

Failure to do effective, timely follow ups with an upline leader also neutralizes the results of their marketing efforts. There is, it seems, a natural tendency among some, to come into a program, (having been told the requirements to put forth some effort, time and money), and then fail to follow the program.

These individuals seem to read into the instructions only what they want to hear. And usually what they want to hear is how fast they can make money, and lots of it.

While we know it is possible to make a lot of money fast, (if you know what you're doing), what we fail to tell people is that we don't have a magic wand to wave to make it happen for them. If we did, everyone would be very rich, and no one would have to be networking.

The expectations for new people must be clearly understood by them. Anything less than a commitment to follow the system that is in place results in failure for their business, and ultimately yours.

To minimize the failure rate of eager new business owners, it is necessary to lock them into a system that does most of the work for them, including, marketing, follow-ups, closing the sales and teaching them to mentor their downline. In other words, a system that is pretty much failure proof.

As you know I have two programs that I actively promote. In both cases these programs have advanced to the next level of creating systems that truly minimize the chance for failure. Systems that are so simple, virtually anyone can succeed if they plug into the system. That does not mean that there is no work involved.

You have to be willing to do what it takes to get the system up and running, and then let the system go to work for you. While the systems are doing the work of putting people into your downline you need to brush up on your mentoring skills and be able to help the new people who come into your programs to get on the fast track by plugging into the system.

How do you do that? By learning everything you can about the system you're using. Know your company, know your product. Become an expert. **IF YOU DON'T KNOW IT, YOU CAN'T TEACH IT!**

Let me ask you a question. Are you doing what is required of you in the program that you're promoting? Or, are you doing only what is convenient? Get out of your comfort zone. What are the successful people in your program doing that you aren't? When you grasp that point you will have turned the corner and be on your way.

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Arlene Windell publishes BEAT THE ODDS EZINE weekly.
The ezine is dedicated to those online marketers who want to beat the odds of failing online. Content is a combination of inspiration, perspiration and desperation.
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