

Why Mastery Equals Profits

By Paul Polanco

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Dawn contacted me about 8 months ago; frantic about her failing network marketing business. She came to me as a referral from another networker who asked me if I could help her out.

Her main complaint?

In her own words: "I've put \$4,000 into this business over the past 2 years, and I have NOTHING to show for it."

She was clearly frustrated.

I then asked her where that \$4,000 was spent on. "Oh my, I spent it on websites, advertising, long distance phone calls, audio tapes, and more."

After further probing, I found out that she thought that listening to training tapes and participating in her group's conference calls were a "waste of time." As she put it.

"I already KNOW all that stuff," she said, quite adamantly.

I advised her that **knowing** and **doing** were two completely different things. She knew what she had to do, but she wasn't doing it. When I consult with people, I don't hold back. That's what they pay me for.

I worked with Dawn for a few months, but she rarely followed my advice. She has since stop responding to my phone calls and emails. Her business came to complete halt.

If you are not seeing any growth in your business, it's time to be brutally honest with yourself. It's time to ask yourself the following questions:

1. Do you have a **duplicable** system in place to build your business? One that anyone with the right desire can follow?
2. Do you **consistently** set X amount of hours every week to work your business?

3. Are you **actively** and **consistently** prospecting?
4. Are you participating or listening to at least 2 hours of training every week?
5. Do you use your upline / downline / anyline as a resource to help you?
6. Do you have a continual stream of prospects going through some kind of marketing funnel?

If Dawn had simply taken the time to **master** the fundamentals she'd be in a much better position today. I see it all the time.

If you're not growing your business then my experience tells me you haven't mastered the fundamentals.

While there are dozens of fundamentals that need to be mastered, there are 4 **key** areas that are of paramount importance:

1. LEAD ABUNDANCE- This is when you have so many prospects, you are unable to get back to all of them. There are many ways to do this.
2. FILTERING SYSTEM- You need to have a **system** in place to "sort" through your prospects. This holds true for both using email marketing as well as prospecting over the phone.
3. TRAINING & SUPPORT- Training and having others to turn to is another key basic that needs to be mastered. Even if your upline or group doesn't have good support, you can find some great support out there.
4. THE PHONE- Yes, the Internet is an extremely powerful tool when it comes to building your business.

Unfortunately, you cannot build a viable, long-term organization without using the phone.

All the big-hitters in this industry started off by using their phone. Many of them used it along with the Internet.

The truth of the matter is you CANNOT build a strong relationship with your prospect with a website or through email.

In a future issue I will discuss how some old web technology is being used to day to build global organizations. All **without** using the phone.

Stay tuned.....

By mastering these 4 key areas of network marketing and staying **consistent**, it is very difficult to fail in this business. I will be going into much more detail over the next several issues.

Over 90% of networkers fail because they have not mastered these 4 laws of business in our industry. If you can master these 4 key areas and stay **consistent**, your chances for succ^eeeding increase

tenfold.

Ask your organization about these 4 keys areas. Talk to the successful people in your group and find out how they are getting their results.

If you are a group leader, then these 4 areas will make great training topics in your conference or web chat calls.

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