



## Get Connected, Stay Connected

### The Name Of The Game Is Communication.

*By Michael S. Clouse*

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**T**he single most important step you will ever take in building your network marketing enterprise is to get started. Getting started right starts with getting connected. If you want to build your organization once and get paid on it for a lifetime, take the time to get plugged in; access the ongoing stream of information offered by your sponsor, your support team, and your company.

#### **The System**

A well constructed system will show everyone on your team a specific way to:

- 1) get new distributors started;
- 2) explain when, where, and how to find prospects;
- 3) teach distributors how to professionally present your products, services and business opportunity; and
- 4) be simple enough so that the cycle will continue accurately, time after time, new distributor after new distributor.

Ask your support team about the system they use and how they recommend you get started. Odds are good that the system is already in place--and that if you follow it, you'll find you can achieve any level of success you desire.

#### **Genealogy**

Your support team can play a key role in your early success if you know who they are and how they can help you. Let them know that you're serious about your success--part-time or full-time--and want to be part of the team. Make sure you know where you are in the organization--and that all your new distributors know, too.

#### **E-mail**

If you're not online, while you may not end up in the bread line, you are out of the information loop! In this Internet age, communication is the name of the game: if you're serious about network marketing, you need to be online. Ask your support team how and where to get your e-mail address; then get online and learn how to send and receive e-mail.

### **Web Site**

Today more and more companies offer distributors their own Web sites (typically: [www.yourcompany.com/yourname](http://www.yourcompany.com/yourname)). If your company offers this service, get it as soon as possible. If your company does not offer this service, or you believe that you could "build a better mousetrap," talk with your support team first before doing anything. (That "system" thing again!)

### **Business Cards**

The sooner you have your own business cards, the sooner you'll feel you are in business.

DO: use the cards your support team recommends, because having the same business card is part of the system. Include your name, e-mail address, Web site address, and telephone number. (Home or business address is optional.)

DO NOT: create your own cards; include the words "e-mail," "Web site," "phone"; or clutter your card with unnecessary details.

### **Online Newsletter**

Many leadership teams now use e-mail to broadcast group-specific news to thousands of wired distributors at once, keeping you up to date with company news, product announcements, events and training dates and details. Make sure you subscribe to--and read--the e-mail that your sponsor, support team and company sends.

### **Voicemail**

Ask your sponsor what service, if any, is being used--then order it and use it. Put your (company-approved) 800 number on your business card.

### **Conference Calls**

Ask your sponsor what service, if any, is being used--then order it and use it. Put your (company-approved) 800 number on your business card.

### **Local Business Events**

Network marketing is a person-to-person, relationship-building business. Again, if you want to build your organization once and be paid on it for a lifetime, attending local business events is a must.

Depending on your company (and where you live), these events may be held in a coffee shop, private home, restaurant, hotel conference room, or any other location recommended by your support team. Local business events usually take place weekly, at a regularly scheduled time. Make sure you know where these events are taking place--and attend as often as you possibly can.

### **Regional Business Events**

In addition to local business briefings held in your area, your support team or local leadership will

schedule larger events, usually on a monthly or quarterly basis. Distributors within a certain distance typically attend these business events to learn from some of the top leaders your support team or company has to offer. Attending these events is an absolute must--if you want to learn from the best of the best!

### **National & International Business Events**

National and international business events are similar to regional and local events--simply bigger and (hopefully!) better. They will typically offer all the product knowledge and how-to-do-this-business training that can be jammed into two or three days. This is where distributors really learn about the business and the company with which they have chosen to be associated. When it comes to your prospects for long-term success, attending these events as soon as possible is the single best decision you can make.

Communication IS the name of the game. Every time you start someone new in your business, walk them through the process, from e-mail and Web site to local, regional, national and international business events. Make sure that everyone you're working with--including yourself--gets and stays plugged in! n

This passage is excerpted by permission from the forthcoming book, *The Fifth Principle*, by Michael Clouse.

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## **STRAIGHT TALK**

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