



The Power of Technology

By Randy Gage

There's a lot of buzz about social media marketing in our profession. Unfortunately, it's messing up a lot of people and killing their duplication.

There are so many self-proclaimed experts selling systems to build through pay-per-click advertising, "attraction marketing" or social media, it scares me. You have to understand that the vast majority of these people are not actually building a network marketing business. They are simply "mining the miners" by selling you systems, leads and seminars.

That's because some of these systems work, but they don't *duplicate*. And we need things that duplicate.

For instance, let's take a look at the role of live meetings.

Every couple of years someone comes out and says meetings are dead and technology has made them obsolete. (I know, I was one of them once.) But nothing could be further from the truth.

The fact is, meetings are what grows the business. There is no technology that can duplicate the energy, relationship-building and social proof that happens at live events. You build your network by building your local events. Then you start to sponsor long distance, and you help those people build their network by building their local events. And you duplicate this process all over the country or the world.

I'm sure at this point many of you are thinking, "Randy is old-fashioned and doesn't understand technology." Not true at all. Here's what I want you to know:

I have earned millions of dollars from technology in the last decade. I get a huge amount of traffic to my websites and my social media marketing. My blogs are in the top one-half of one percent in the world. I have 70,000 Twitter followers, great traffic on my Facebook pages and a rapidly growing YouTube channel.

This does wonders for my traditional publishing and information entrepreneur businesses, but I don't use those strategies for building my network marketing organization.

I built my network with the people I know—family, fellow church members, guys I play softball with—and with people I get to know in my day-to-day life. Which, by the way, is where the social media sites can come into play.

I have sponsored people I have met on Facebook and Twitter. But you will *never* see me send out spam messages, tweet about my opportunity or promote my company on Facebook.

However, I do meet people on those sites, develop relationships, and then sometimes feel it is appropriate to approach them about my opportunity. That's because, based on what I have learned about them, I feel my products and business can help them.

Technology is great for training and communicating with the team, but for recruiting, nothing will ever replace meeting people face-to-face. Embrace technology and use it to manage communication, but don't let anyone convince you it takes the place of live events.

RANDY GAGE is a tireless champion of network marketing as a vehicle for creating prosperity. He is the author of numerous books and training tools translated in multiple languages.

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