

## Multi-Level-Marketing And Mastering The Art Of Networking

Multi-level-marketing (MLM) or network marketing is a marketing method where a product is sold through a network of distributors. Therefore, social networking is the backbone of MLM. If you already have a great and wide social network then rest assured that you will get a decent start with your MLM activities. For those, however, do not have a potentially strong social network, proliferating their network is one extra and very tough first step they need to take before direct marketing starts paying them decent returns. You need social network because MLM products and services are sold on the basis of trust.

MLM game revolves around credibility. It works like this. In your social network there are some to many people, if not all, people trust you. Reason being, a person believes in you because of your authenticity and he/she feels that the products you are promoting are equally authentic because a 'credible' source is selling it. For one-time sales this mutual trust factor works wonders.

Next step comes when the customers try out the product and based on their experience a positive or negative word of mouth prevails. Now, more business will come in through resale, and a positive word of mouth brings in new customers through your already existing customers. This is network and this is how it defines the flow of your network marketing business.

If you wish to establish an absolutely new network, you may resort to network marketing prospecting sites. These sites provide you a list of leads and clients and also assist you in strategizing your promotional campaign. Online network marketing also gives you access to global customers. Since network marketing through internet is still an evolving area, it is better to refer to some online network marketing tips before proceeding to draft your own.

As we know now that MLM involves a network of people, it is very important that each network should work like an organization. There should be a common and honest team effort towards marketing the product to reach fruitful results. Both success and failures are important in network marketing. If one succeeds in an MLM network, every distributor in that particular network gets a share of that success and vice versa. Therefore, to target success, it is important that your network shares your winning formula and you share that of your network's.

MLM belongs to the fundamentals of co-ordination, diligence, support and honesty. These four factors can lay a strong foundation of your marketing network so that you achieve what you are aiming at.

Source: <http://www.articlecircle.com>

### About the Author

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