

# NETWORK MARKETING

Keeping Your Head Above The Water



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# Introduction

Network marketing is not the same old routine it was in the Baby Boomers' generation. Several things have changed. Things like door-to-door calls, cold calling, etc. are just passé. Today, network marketing has gone online in a very large way.

Here, in this eBook, we shall see how people have taken network marketing ahead and what you can do to realize its full potential.

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# Chapter 1:

An Introduction

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# Summary

Network marketing isn't what it once was. Times have changed and so has this concept. In this chapter we begin to understand how network marketing is placed in today's times.

## An Introduction

Whatever may have changed with the network marketing world, one thing remains quite constant. This realm is just as competitive as it ever was. And that's the reason you need to employ improved strategies if you have to run ahead in the race. People have become wise to all the new tricks and it is time we brought something new into our methods.

Network marketing still works with the jungle mentality. The lions eat the hares. That's one thing that has not changed.

Network marketing has come a long, long way from the fifties when it was first introduced as a business model. However, there are some things that haven't yet changed much.

It is still very important to give good value to the people in your team.

It is still observed that people at the top (uplines) help the people at the bottom (downlines). Sidelines help each other as well.

Management is still of prime essence.

It is extremely crucial to have your own standing and reputation if you are to make any kind of headway into this world.

Of course, these points are of timeless importance. The basic essence of network marketing still follows through in the 21<sup>st</sup> century, but the methods in which these are planned have undergone a sea change. Methods of finding opportunities, methods of prospecting people and methods of keeping one step ahead of the competition have decidedly changed.

Here you shall learn how these new tendencies can be employed to make the best of your network marketing endeavors. You can learn what methods work and what won't.