7 Tips for Network Marketing Success

There are six key elements you should be looking for [when selecting an opportunity]. Number one: stability. How old is the company? Number two is excellent products or services that consumers will use and need more of.

Number three is the pay plan – how even and fair and generous overall is the distribution? This is really crucial as the pay plan represents exactly how you'll get paid – or not get paid. There are really only two questions to ask [regarding this]: How many pennies out of each sales dollar get paid back to the distributors each month, and how fair is the distribution of these pennies between the old members and the new members?

Number four is the integrity of the company and the management. As much as possible, [investigate] the experience of the CEO, [their] experience in the network marketing industry, and their background. [Have] they been successful in other companies in the industry? Do they have a good reputation?

Number five is momentum and timing. Look at where the company's at, what's going on with the company, and if it's growing.

Number six is support, training and business systems. You may have [chosen] a great company with excellent management, products that make a difference, a pay plan that's uniquely fair and very generous and momentum and stability, but if you don't have a system in place that works, all of that [doesn't matter]. Most companies will have a transferable training system that they use, and that's where mentorship comes in.

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