

What Women Know That Most CEOs Don't:

The Power of Networks!

By Joy Taylor

Women are natural networkers. It's what we do. We share the best hairdressers, housecleaners, movies, shoes and mechanics. We promote services and products by word of mouth and most of the time we do it for free. How would it be to get paid for sharing what you believe in with your friends, acquaintances and people you meet? How would it feel to actually get rich by networking!

More and more corporations are utilizing the power of customer referrals to promote their business and save on advertising costs. Affiliate programs over the web or incentive "tell a friend" programs are spreading in many industries. Sign up a friend with your internet provider and get a month free, link your web site to Amazon.com and receive affiliate credit for orders directed from your site, share your massage therapist with a friend and get 15 mins extra free on your next session.

It is well known that marketing by word of mouth is the number one way businesses grow and sustain. Grassroots marketing is natural and feminine, why not let the referring customers benefit? This is the philosophy of network marketing, referral marketing and multi-level marketing companies.

Robert Kiyosaki, a leading financial educator and best selling author promotes network marketing in his book, The Business School. He devotes an entire chapter to the value of a network and explains that network marketing is "...a network of franchised individuals." He states, "In order for you to harness the power, your job is to clone or duplicate someone just like you. The moment there are two of you, your economic value is squared... (as this squaring principle expands)...the economic value of your network begins to look like a rocket taking off for the moon...that is the power and the value of a networked business."

Doesn't it make sense that working to build a network will pay off more than working hard as one individual? And the rewards of helping others reach their dreams and potential fulfills that desire we all have to serve. As women we are naturally interested in the success of others. We like to help and support others. Building a business with other motivated individuals can be extremely rewarding as we watch each other become more empowered, wealthy and confident. I can speak from experience and say that building a million dollar network business has been one of the most empowering things I've ever done in my life. And in so doing I have watched other woman grow and develop. For example one associate left her housecleaning jobs for higher dreams, and she has succeeded in creating a profitable eco-business in network marketing.

Kim Klaver, a spokesperson and author in the entrepreneurial field advocates alternative careers in direct sales and network marketing in her book, Do You Have a Plan B? She highlights the story of Estee Lauder, an independent thinking woman who shared her cosmetics outside of the wholesale and retailing systems. As she sold her homemade creams and make-up more women told each other about the products and her business grew organically in a very feminine way – person to person. Michael Dell also stepped out of the wholesale/retail marketing box and went direct to the customers with quality customer care. He is another success story. And customer care is another benefit to direct sales. Often customers receive better education and care through these alternative forms of marketing.

Through network marketing associates earn on their sales as well as in helping others sell products or services. The multi-level payouts offer a more secure income and encourage people to help people succeed. This results in a natural inter-dependent business model, where my business is your business, where people truly work and share in the profits together – once again a very feminine model of sales.

In addition residual income (income from repeat sales) accounts for long-term commission. The term residual is nothing new. Residual is a payment that is made to performers or writers or directors for repeat performances or airing of shows and commercials, for example. Hollywood is full of people living on residual. You too have that opportunity. With a referral-based company, you can receive a sizable income beyond on what most people hope to retire with.

The high potential of income in Referral Marketing is amazing. \$20,000 - \$100,000 monthly incomes are not only possible but also common. Just look to Mary Kay's top producers in pink Cadillacs and ask them how much they make a month and for what duration.

Woman with grace and taste and a natural ability to network are poised to start and grow large organizations in a network company of their choice. Most companies offer trainings, tools, events, and team partners to work with. Because of the nature of the business, you will be coached through start-up, follow through and greater growth by the person that invites you to join.

Robert Kiyosaki agrees, "I predict that the future is much brighter and more profitable for businesses and individuals choosing to work as a network."

When choosing a company to partner with be sure that the products and services align with your personal values. For more FREE tips on How to Choose the Right Referral Marketing Company for You email truejoy@earthlink.net

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