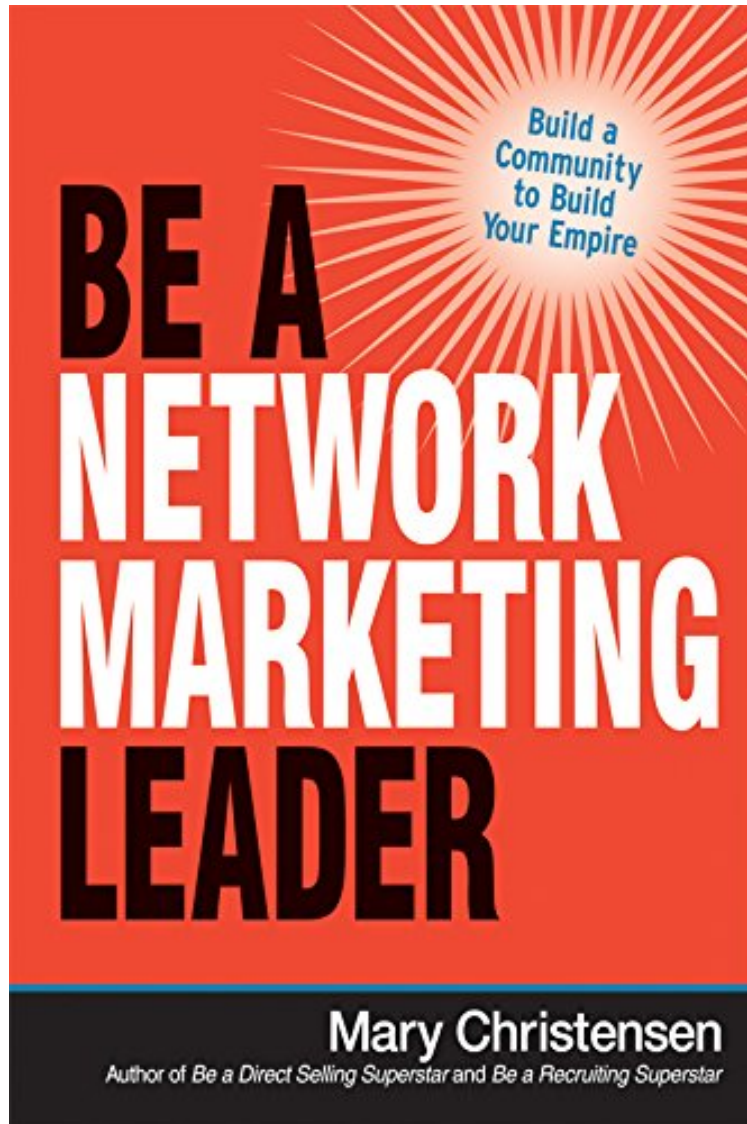


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Be a Network Marketing Leader: Build a Community to Build Your Empire

Mary Christensen

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Mary Christensen : Be a Network Marketing Leader: Build a Community to Build Your Empire before purchasing it in order to gauge whether or not it would be worth my time, and all praised Be a Network Marketing Leader: Build a Community to Build Your Empire:

1 of 1 people found the following review helpful. A MUST HAVE for all direct sellers By Michael DiSchiavi Mary Christensen has once again proven herself to be the Guru of the Direct Selling Industry. Like all her previous books, her informal style speaks directly to the heart of her readers and her inspiring story makes one pause and think, "if her

“/ them, why not me?” The book offers practical advice and helpful hints as to what doesn't work, garnered from years of experience in the industry. Mary Christensen has walked in our shoes and is determined to help show us the most direct path to the success we all desire. Buy a copy for yourself and then buy a couple more for your top producers. 2 of 2 people found the following review helpful. Five Stars By Solpro2000 I love Mary's books. They're always good! 4 of 4 people found the following review helpful. A pleasant surprise! By Daniel B. Beaulieu This is an interesting book that I almost did not read. The reason being, full disclosure here is that I am not really a fan of network marketing per se. I know people have made a lot of money with it. I know that companies like Amway and Mary Kay offer people a great and vibrant way to make a living but it's just not my thing, not the way I like to do business. But then... This book intrigued me. It kept calling me back. For some reason I felt that I might learn something from this book by Networking expert Mary Christensen so I finally picked it up one Friday afternoon and gave it a read. And you know I was right. There was a lot in this book then I ended up learning from. No I have to admit that I still will never be a network marketing person. I am not one of those people that interested in person to person sales but here is what I did learn from this book. I learned how to grow a network of qualified buyers. They do not have to be buyers in a direct marketing chain, but they are my customers the kind of customer I sell my consulting services to. I learned how to use social to grow my own personal base. The chapter on social media is excellent. I learned how to better get along with people, how to not only exchange ideas, but also how to help one another so that we can all succeed. I learned how to create my own network of like-minded people. Not to sell things to one another but rather to help one another succeed in selling our goods and services to common customers; and how to put our skills and services together in a cooperative and complementary way offering our customers and deeper and wider solution. I learn how to be a better communicator. How to more effectively get my message across and how to better relay my story to my customer base. So in the end I did pick this book up and I did read it and I did learn quite a bit. As I said earlier I will never be a Network Marketing leader in the way the people in this book are. But I will be a better marketing person based on what I learned in this book. So all I can say is whatever your personal preference. Whatever you are selling this is still a book you should read and learn from.

Want to build a six-figure income business? Only a truly engaged and motivated team can get you there. In *Be a Network Marketing Leader*, industry superstar Mary Christensen reveals how anyone can cultivate a community that brings out the best in everyone who joins. A community that individuals will be impatient to enter, energized to participate in, and reluctant to leave. When you focus on people ahead of products, they will contribute more and bring others into the fold—and your business will skyrocket. You'll discover how to: Create a vibrant can-do culture Build team spirit Become an influential communicator Make everyone feel they belong, regardless of the contribution they make Coach instead of train Challenge your team members to aim higher Celebrate their achievements Embrace change to stay ahead of the game And much more Ambitious goals require teamwork. Set your sights high and inspire others to follow—and you'll all succeed.

From the Back Cover Direct selling has long attracted people for its flexibility and money-making potential. But today, many are flocking to the business for community—connecting with others, working toward common goals, and earning income while having fun. This is great news if you're looking to build your network, or contemplating a step up from sales to leadership. And the surest, swiftest route to reaching your goals is to cultivate your people. In this book, network marketing superstar Mary Christensen shares her secrets for leading a thriving community of sellers and gaining the financial freedom you deserve. Tips, checklists, examples, and stories explain how to: Create a vibrant, can-do culture Communicate so people listen and respect you Make everyone feel they belong Engage team members using Facebook Coach people instead of training them Challenge your team to aim higher Celebrate team member achievements Expand your prospect pool using trade shows and events Connect with people by sharing your story Embrace change to stay ahead of the game And much more! When you give people the community they crave, they'll be eager to join, energized to participate, and reluctant to leave. When you inspire them to contribute their best and bring others to the team, your business will take off—and never stop growing. Mary Christensen is one of the most sought-after speakers on the direct selling circuit. Honored as the “Best of the Best Worldwide” by the Multilevel Marketing International Association, she is the author of *Be a Network Marketing Superstar*, *Be a Recruiting Superstar*, *Be a Party Plan Superstar*, and *Be a Direct Selling Superstar*. You can connect with Mary at: Facebook: marychristensenauthor / www.marychristensen.com About the Author MARY CHRISTENSEN is one of the most sought-after speakers on the direct selling circuit. Honored as the “Best of the Best Worldwide” by the Multilevel Marketing International Association, she is the author of “Be a Network Marketing Superstar,” “Be a Recruiting Superstar,” “Be a Party Plan Superstar,” and “Be a Direct Selling Superstar.” Excerpt. copy; Reprinted by permission. All rights reserved. INTRODUCTION: It's All in Your Hands One of the greatest achievements you can realize is to live a life without financial constraints. Financial freedom gives you choices. You can choose where you live and how you live, how you raise your children and spend your leisure time. You can make a differ-

ence by supporting a global charity or giving back to your local community. When your horizons open, the world becomes your oyster. Most people sacrifice financial freedom for security. They play it safe, settling for a forty-forty existence, working forty hours a week to earn \$40,000 a year. Because they shy away from risk, they never discover what their lives could have been. If you're playing it safe because you are willing to let your fears limit you, or others dictate how you live, this book is not for you. You must be willing to extend the walls of your comfort zone before you can grow to fill the space. If you want the lifestyle financial freedom brings, and you're willing to work for it, I can show you how to achieve financial freedom by building your own network marketing empire. Network marketing is the ideal business for anyone with big dreams and the courage to pursue them. From the moment you sign an independent contractor agreement with the company you choose to partner with, you become CEO of your own start-up. You hold the key to your destiny in your own hands. When you love what you do it's not a job, it's a lifestyle. Network marketing can be summed up in one word: opportunity. There are no guarantees of financial freedom. It takes determination, discipline, and drive to reach the highest incomes. Those traits are written into your DNA. Most of us are descended from pioneers who crossed oceans and continents seeking a better life. Every person who blazes a trail opens a new path for others to follow, and millions have traveled the network marketing route to financial and lifestyle freedom. Each of them has smoothed the way for you to pursue your dreams. But no one gets an express pass. Everyone has to travel the same route. As is true with any endeavor, the more you put into it, the more you'll get out of it. If you are ambitious, hardworking, and determined, you'll succeed at almost any path you choose in life. What attracts entrepreneurs to network marketing is that you won't be competing against others to reach the highest incomes. You'll be competing for yourself. It's your race and you'll set the pace. You'll decide when you work, where you work, and how you work. If you're not getting the results you want, you won't have to consult with a committee or gain approval from a supervisor before trying something new. You will call the shots on the direction your business takes and the strategies you employ.