

# MLM Success Training- The 3 Focuses of Working Network Marketing

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## **Sample of Content:**

How are you working Network marketing? What is your focus? Is it working for you? Read on!

## **Content:**

There are three focuses you can have on working this great Network Marketing business, and each one will bring you success, but only one will truly create momentum. Momentum is everything in network marketing, especially in the beginning.

And in this MLM Success Nugget, I want to share with you the way to ignite a fire of success in your business and drive it to the heights of any success you seek! That level of

MLM Success will be determined by you, and you alone. These focuses are how people work this business, and where they end up in it.

Make sure that in Network Marketing, you end up where you want, and not where you have been led to believe is success. Only you can determine that.

What is FOCUS?

It simply is where you are holding your gaze on or attention on, and keeping it there. It is where you are following One Course Until Success. And you will not veer from that course, until it has proven to be of value to do so.

The First Focus of working Network Marketing is:

1) "RETAILERS"

People who retail the product are the ones who can move a lot of product, but may limit themselves to their true potential. Many top earners started as retailers, and move into a more aggressive business mode.

Retailing will create a steady network marketing paycheck for you, and will move a lot of volume. Retailing can be a slower way to work this business, but many people are happy with an extra 1000.00 a month, and want no more.

This group of folks is the majority of people who WORK MLM, not play with it. They are PRODUCT focused, and that is what they take to the marketplace...products and a story to tell.

If you want a steady paycheck, make sure you have retailers and lots of them.

The Second Focus is:

2) "BUILDERS"

These are the people in your group who "see" the big picture, and know that it is BUILDING a Network Marketing business that will create volume and bigger mlm paychecks.

Builders understand that recruiting is of HUGE importance, and they recruit retailers, as well as other builders. Builders also understand that with this focus, they are focused on the Business PROCESS...not just the PRODUCTS.

Builders see a longer-term business as well...with big volume, and big paychecks.

The Third Focus is:

3) "DRIVERS"

This is the group that "gets it".

They understand that in order to create momentum, you must DRIVE the business, not just build it. They are not focused on products, nor process, but Driving POWER. The Power that emerges from a clear vision of the future and a clear knowing of where you are going and how you are going to get there.

And they focus on recruiting builders and other drivers.

Retailing and Building are ACTION Focused.

Drivers are MIND set focused.

And go after the picture they hold in their mind of what they want out of life, and will not be denied in any way, shape or form. They truly have THE DRIVE TO SUCCEED and help others to Succeed as well in life.

The 3 Big Traits of Drivers are:

- a) "Relentless pursuit."
- b) "Build people, not just a business."
- c) "Leadership...and it shows in all they do."

Drivers are also focused on WEALTH creation, not just paycheck.

And it is the Dream of a larger lifestyle for themselves and their team that drives them. They understand one phrase...and have it engraved on their heart:

"Whatever it takes."

Retailer? Builder? Driver?

You decide what you want this business to give you...and you will find your focus in MLM and Network Marketing!

blessings...Doug Firebaugh

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Doug Firebaugh is one of the top MLM Network Marketing Trainers in the world. Over a million people a month read his training ezine. He spent the last 7 years traveling the world speaking and training on Success. He lives in Birmingham Michigan, and you can receive a FREE subscription to his training ezine- The MLM Success HEAT- at:

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