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5 Key Considerations

I'm Robert Proctor and for the past 20 years, I've been involved in the startup or launch of more than 1,000 multi-level marketing, network marketing companies.

I can tell you from my experience of over the past 20 years, I've learned what it is that takes a company to be successful. More importantly for you, since you may be a startup company, I've learned what it takes for a company to fail. I want to share this information with you and help you succeed and also help you avoid the pitfalls that caused so many network marketing companies to close their doors and fail. We don't want you to be a failure, I want you to be a success.

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What Business Are You In? Network Marketing!

So many companies I talk to say, "Well, we're an affiliate company," or "We're only two or three levels, so we're really not network marketing." We hear a lot of negativity in the industry out there and you know what? You're involved in a 200 billion dollar a year industry. Embrace the fact that you're in network marketing. In fact, one of the coolest things I saw years ago was on Amway's website, they said, "We are the number one multi-level marketing company in the world." Trying to hide or conceal the true nature of your business will ultimately hinder progress more than help it.

Vision

There is nothing more important than having a vision and there's two parts to a vision. One is having a vision statement. What's a vision statement? A vision statement is simply 'this is where we're going, this is what we want to be, this is who we're going to be, this is how we want to affect people.' So that's your vision statement. What are you doing and where are you going? Second part, and most importantly is a vision plan. If you watch some of my other videos, you'll see me talk about a "DMO", a daily method of operation. You've got to have a vision plan, not just where you're going to go, but how you're going to get there. And these are things that you need to share with your distributors, your company, your owners, your partners, your investors, not just where you're going to be, but how you're going to get there.

Momentum

Network marketing is momentum. You may or may not have the greatest product, the greatest comp plan, the best distributors, but momentum is key to every network marketing company out there. And what is momentum? Momentum is forward progress. Marketing, events, meetings, talking to people, always moving forward. It's okay to take one step back, as long as you're taking two step forwards. At some point in life, we always take a step back. I know I've failed at times, but I always move two steps forward to get past that one step back. So momentum is important.

Events

Eric Worre has a really cool saying, "Meetings make money." Your company needs to be having events. So often I talk to companies that say, "We're an online digital company, we're a web-based company, we don't need to have events, we don't need to have conference calls." I can tell you that you need to have events. You need to have meetings. You need to get your teams together. Whether it's on a conference call every Tuesday, Thursday, or Saturday for 15 or 20 minutes, whether it's a small hotel room where you've got 10, 15, 20 people meeting or a large gathering where you've got 10, 15, 25,000 people. Having those events and getting your team leaders to those events is absolutely critical for your company. They foster the community and sense of camaraderie that are ultimately essential for success.

Community

People like to be around other like-minded people. Whether you belong to a church, a sports team, or community organization like the Boy Scouts or Girl Scouts we gravitate toward others with similar hobbies and interests. Network marketing is also a tight-knit community of like-minded people. Not only are you doing something for yourself, you're doing something for others. And that at the end of the day is when you can provide value to people, that's where it really counts. So understand, you're in the community industry. Embrace it!