

The True Power of Mentoring

“When mentoring, I strive to maximize human potential”

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“In a battery, I strive to maximize electrical potential. When mentoring, I strive to maximize human potential”- Donald Sadoway.

MLM is a three-dimensional business. It's not always about moving prospects to the products or opportunity that you have to offer. There is the mentoring side as well that has potential to do more than what sales or marketing could. Word of mouth is still one of the most used forms of praising or slamming a business. As you consider this point, mentoring can be used to attract and to train prospects. It is not a static element like phone numbers in a phone book.

Helping your prospects through mentoring

You can do so much more in marketing through mentoring. You can teach and inspire others to go for their dreams or ambitions without having to sell to them. If you never sign them up for your business, it's okay. By creating content that talks to them and helps them, you will find prospects that will work with you. While yes there are other marketers online or at trade shows, you are you and have your own magnetism. This is why it's important to understand your “why” and stay rooted into it. Your mentoring program is an important part of you and for your business.

Mentoring your new prospects in the business

Once you have prospects in your business, mentoring is especially important. This will help your teammates understand how the business operates. This is where you shine and help bring out the best in every person that you work with. You don't have to commit every waking moment to a single person. Scheduling times to work with the individual is important. Balancing out time for you and other tasks is important. While working with the person, always be encouraging and answer

questions with a positive spin. It's fine to be realistic, but you don't want that person to feel hopeless or too confident.

Mentoring is a tool that you need to use in your business. Training and motivational material isn't enough to get the job done. By working with your potential and current prospects, you can get a real sense of the world outside your business. You can help others in a variety of fashions, but unless you're a licensed psychiatrist, try to avoid medical issues. You don't need a five-star suit, or a Harvard education. Be yourself and relax, most times its general conversation that you do anyways.



One of network marketing's ***premier trainers and teachers***, *David Feinstein* is an accomplished ***motivational speaker and coach*** as well as the ***author*** of many highly successful books. David believes that life is meant to be lived to the fullest, and his personal life is a reflection of what you can achieve when you live fully.

David spends his time spanning the globe with extensive travel and enjoying his ***personal freedom with his lovely wife Ann***. With over ***20+ years of experience in the NWM profession***, David is 100% happy in his daily life, enjoying financial freedom, his love of coaching, animals, family and friends and personal empowerment. David is always welcome to partnerships and learning more about network marketing and personal branding.

David is a self-described ***outside the box thinker*** who has a true entrepreneurial spirit that began when he started managing paper routes with other children at the age of 12. As David entered adulthood he found himself running a highly successful accounting firm. While many people would be pleased with that success alone, David always wanted more. ***Managing fortunes*** for some of the most recognizable names in Hollywood was not enough and soon David began looking into other avenues.

His strengths lie in ***his ability to motivate and craft highly effective marketing plans***. His ability to engage, manage and work with some of the most demanding personalities on the planet has allowed David to truly become a leader in personal marketing.