

Marketing and Promotion in MLM

The #1 Most Important Element to Any and Every Promotion You Create!

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Are you scratching your head, trying to figure out why your network marketing business isn't growing?

When it comes to MLM business, there's one thing that **MUST** take precedence of all other things.

There's only one thing that counts and that's how many leads or prospective customers you get coming to your business.

How do you do that? How do you ensure that you're getting new fresh leads? There's only one way and that's through marketing and promotion.

Of course, there are a lot of facets to consider when it comes to email marketing. There is...

- The message
- The sales funnel
- Online marketing
- Offline marketing
- Email marketing

- Product marketing
- Copywriting
- Etc. Etc

But there's one thing that trumps all others when it comes to marketing and promotion of your MLM business. In fact, it's the #1 thing that you should focus on before you even think about beginning a marketing campaign.

What is that #1 thing?

Your Target Audience Is The #1 Most Important Element of ANY Marketing Campaign!

Read that again because it's vital to your success. And it's the thing that so many people get wrong right out of the gate. And then they wonder why their promotions are failing and why their MLM business is not growing.

Here's the reason it's so crucial, and it can be summed up by a question that the late great marketing legend Gary Halbert used to pose to his audiences and seminars and speaking engagements. Here's a little excerpt from one of his infamous newsletters where he recounts this:

"As you may or may not know, every once in a while, I give a class on copywriting and/or selling by mail. During these classes, one of the questions I like to ask my students is: "If you and I both owned a hamburger stand and we were in a contest to see who could sell the most hamburgers, what advantages would you most like to have on your side to help you win?"

The answers vary. Some of the students say they would like to have the advantage of having superior meat from which to make their burgers. Others say they want sesame seed buns. Others mention location. Someone usually wants to be able to offer the lowest prices.

And so on.

Whatever. In any case, after my students are finished telling me what advantages they would most like to have, I usually say to them something like this: *“O.K., I’ll give you every single advantage you have asked for. I, myself, only want one advantage and, if you will give it to me, I will (when it comes to selling burgers) whip the pants off all of you!”*

“What advantage do you want?” they ask.

“The only advantage I want,” I reply...

“Is...

A Starving Crowd!”

So, with these wise words from Halbert, you can clearly understand where he would have the advantage. But so many people, when crafting their ads don’t think about anything but the message. They don’t even know who they’re crafting a message for. And how do you craft a message to nobody?

That would be like writing a very personal letter, but not knowing who you’re writing it to. Would you do that? So then why would you put together a marketing campaign without knowing who you’re marketing it to?

That’s why when crafting a message, it’s vital to first find a market and then craft your promotion to aim directly at that market. Once you do that then half the battle is over.

Once you’ve found your market, and discovered what they TRULY want, then you can craft the message specifically for them showing them exactly how your “MLM business” opportunity and/or products can and will provide them exactly what they’re looking for.

For instance, you would talk to women differently than you would talk to men because they’re usually interested in different things, and have different concerns.

Drilling differently, you would speak to mothers differently than women who have no children. The same goes with fathers as compared to men with no children.

The fact is once you've gotten the audience, your message doesn't even have to be perfectly written, because you've targeted correctly.

Don't skip figuring out your target market. That one act alone could save and make you tons of money!



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.