



HEALTH, WEALTH, & HOW TO REACH THE WORLD: NETWORK VS. ACCESS MARKETING

Network Marketing is here to stay. Whether you believe it, or whether you believe IN it, you need to give yourself a reality check right now. The “corporate” way of doing business is soon going to go the way of the dinosaur. If you think that your present job, contract work, or other financial opportunities are going to pay your bills for the rest of your life, it’s time to realize that there is a new and better way of doing business, and that you need to get educated in the new tactics if you want to survive!

The same corporate-type companies such as the one you may work for right now have realized that there is a cheaper and more efficient way to distribute their products and services. That way is – of course – Network Marketing.

Most people know about network marketing, but for anyone who doesn’t, here is the nickel tour:

Network Marketing involves a company selling their products to you at a wholesale price, and allowing you to then resell those products at retail price, thus pocketing the difference between the wholesale and retail price. In addition, when you share the lucrative opportunity with someone else who also wants to make some money, you get a piece of the income generated by that person. They tell someone else who also comes on board, that person tells someone else, and on and on it goes.

Here’s the best part: Depending on which company you decide to work with, you can get a piece of the action for each of those levels that come on board down to as far as EIGHT levels! In other words, you get to make money off of the work that you personally do, and also make money from what up to 8 other people do.

It gets better. As each of those 8 people bring people into the organization, you end up with a piece of the action from all of the people that THEY bring into the business as well! Eventually, you can be getting cash and other rewards from the work of literally tens of thousands of people. Pretty sweet deal, right? So what’s the catch?

Well, if you work for the right company, there really isn’t one. However, the definition of “right” is subjective at best, and if you want to make an informed decision about whether or not to get involved in this type of extreme money-making opportunity, you need to understand more about what exactly will be involved with distributing the products or services provided by your chosen company.

Now comes the major difference between almost every network marketing company out there, and 1 very special exception, which you will learn about in a minute. Let’s start with an example.

You go to a restaurant downtown and have one of the best dining experiences of your life. You can’t stop raving to anyone who will listen about how wonderful it was, and you recommend the restaurant to everyone that you talk to. You are now a network marketer!

However, would any of those people have heard about that restaurant if you hadn’t told them? Maybe, or maybe not, but they certainly wouldn’t have heard about it as quickly as they did since you couldn’t stop talking about it for days. That’s network marketing – except that you don’t get paid for it.

Now, let’s look at an example of “Access Marketing”. That same restaurant has advertised and gone out of their way to create an actual community around their presence downtown. They have representatives that do nothing all day but tell people how great the restaurant is. They get on the news and gain instant credibility when they do an interview with everyone’s favorite reporter on the 6 o’clock news. They sponsor a local charity event and give out samples of their food for free.

What this restaurant has done is create a huge amount of public awareness about their establishment. Not everyone has actually eaten there, but people have definitely heard about it.

Now, that same restaurant hires a group of network marketers and tells the marketers that they can eat at the restaurant for a nice discount, and all they ask in return is that the network marketers tell other people to come there and eat.

The network marketers then go out into the community and say, “Have you ever heard of “Such and Such” restaurant? You should go there and eat!” The people in the community - due to the previous efforts of the restaurant - say that they have in fact heard of that restaurant, and they would love to go there and eat! Now, when the people referred to the restaurant by the network marketers come in to eat, the restaurant pays the network marketers for the referral!

So what is the difference between network marketing and access marketing? In network marketing, you are trying to get people to use products or services that they have probably never even heard of, or if they have, they really don’t know much about the company. In access marketing, you tell people to use products or services that they have heard about, and they have also heard good things about those products or services! Do you see the difference?

In other words, the company that practices Access Marketing does the advertising FOR you. All you have to do is tell people they should use those products or services, arrange for the people to get them, and the company pays you – usually quite handsomely – for your efforts.

So, all of that being said, refer back to the beginning of this article where you learned that the only way to secure your future is to learn the ins and outs of network marketing. It’s a true statement. Now ask yourself if you want to work with a company that is going to make YOU do the advertising, or a company that is going to do the advertising for you. It’s a pretty serious no-brainer, right?

What if that same company was the only company in the industry paying you up to 8 levels deep, as opposed to the 5 levels paid by most other companies? What if that same company also had a Global Bonus Pool that literally allowed you to get paid on the work done by people all over the GLOBE? What if that same company cared more about you as an individual than it cared about how many sales you generated? Want to find out the name of that company?