

The Three Focuses of Network Marketing

by Doug Firebaugh

There are three focuses you can have on working this great business. Each one will bring you success, but only one will truly create momentum. And in this 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 !!!

The First Focus is . . .

1. "RETAILERS"

This will create a steady paycheck for you and will move a lot of product. Retailing can be a slower way to work this business, but many people are happy with an extra \$1,000.00 a month and want no more.

This group of folks are 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 business that will create volume and bigger 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 POWER. The Power that emerges from a clear vision of the future. And they focus on recruiting builders and other drivers.

Retailing and Building are ACTION focused. Drivers are MINDSET 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.

The 3 Big Traits of Drivers are:

1. "Relentless pursuit."
2. "Build people . . . not just a business."
3. "Leadership . . . and it shows in all they do."

Drivers are also focused on WEALTH creation . . . not just a paycheck. 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 !