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**Marketing 101: Network Marketing**

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**Why Network Marketing is important?**

Network Marketing helps you to build the Leadership quality in yourself. You don’t require infrastructure such as a dedicated office for network marketing business.

**What is Network Marketing?**

Network marketing is a type of business opportunity that is very popular with people looking for part-time income.

‘Network marketing is a business model that depends on person-to-person sales by independent representatives, often working from home. A network marketing business may require you to build a network of business partners or salespeople to assist with lead generation and closing sales.’ – Investopedia

**How to succeed in Network Marketing?**

Finding the Right Company —

Investigate companies

Look up company leaders

Investigate the products or service the company sells

Question your recruiter or another sales representative

Draw up a business plan.

Starting at a Company

Choose the right mentor

Study your products and know them well

Attend company meetings & training calls

Build new leads

Follow up with all leads.

Building Your Business

Recruit new members

Mentor your recruits effectively

Give your team members good commissions!

Consult professionals about your business.