

MOMENTUM

GUERRILLA NETWORKING TACTICS NEWSLETTER

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Starting 2008 With A Plan

by James Dillehay

This is the start of a New Year and the time many Networkers resolve to really get going in their business. Setting strategic goals helps you focus your resources on what you choose to have in and from your business over the coming months.

Got resolutions? Great! Put them into an organized system that helps you map out a blueprint for success in 2008.

Creating a plan puts you firmly in charge of how your business moves forward from day

to day, from month to month, even from relationship to relationship.

In the book, *Guerrilla Multilevel Marketing*, we recommend listing your objectives and identifying what types of activities you will use to get your message across to people who are most likely to do business with you.

Be prepared to speak to anyone you meet about your opportunity. But when investing money to grow your list, aim your communications specifically toward those whose needs match the benefits of your offer.

Niche marketing helps you boost sales and reduce your marketing costs by targeting only those customers most likely to buy. Want to know who your audiences are? Look at your offer's benefits and ask yourself who can use them to ease one or more challenges in their life.

Use a Marketing Calendar

Guerrilla Marketing gives you confidence because you are always in control of your business. You get and maintain control of your business by mapping out your activities, acting on your plan, and then measuring the results. A marketing calendar lets you do all of that.

Think about how many hours a week you will spend working your business. List which tactics you will implement during those hours. Write down the cost of each tactic in dollars. Describe the action steps you will take for each tactic. And then at the end of the month, evaluate your results by grading each tactic for how it performed.

If a tactic performed well, you give it an "A". If it was a loser, give it an "F". When you move into the next month, you know which tactics to do more of and which to get rid of. Each month you add a few new tactics to your arsenal—always testing each and measuring the results.



"You cannot measure a person by his failures. You must know what use he makes of them. What did they mean to him. What did he get out of them."

~ Orison Swett Marden

“Spend a lot of time talking to customers face to face. You’d be amazed how many companies don’t listen to their customers.”
 ~ Ross Perot

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Helping You Grow Your Warm List

James’ books have been highly recommended by Networking Times, Bottom Line Personal, The Chicago Tribune, Entrepreneur Radio, Home & Garden TV, Working Mothers, Family Circle and many more. He reached Diamond level in his network marketing company and he is a Certified Guerrilla Marketing Coach.

Can you see how this process puts you in control?

Imagine how much more confident your team members will be if everyone is treating their involvement as if it were a real business.

Just keeping people active in network marketing a few months longer can earn you hundreds, if not thousands of dollars more every year.

When you speak and act with certainty, people feel it. And confidence is cited by many studies as the number one reason people buy anything.

We can take that idea further and say confidence is the number one reason distributors stay active longer, because they feel in control of their business.

A marketing calendar increases your own confidence which like osmosis, transfers itself into your team.

The Best Marketing Tactics for You

Guerrilla Marketing offers 100 different tactics. This means you can choose and focus on those tactics that play best to your strengths.

We’ve interviewed more than twenty top earners whose stories are in the *Guerrilla Multilevel Marketing* book. They all built their business differently.

If you don’t have the book yet, get a list of all 100 guerrilla tactics by downloading the table of contents from *Guerrilla Multilevel Marketing* at www.gmmlm.com

Go through that list and put a check mark by the tactics you aren’t using but should. Then arrange the tactics you’ve checked by which ones will bring you the most compensation in the shortest period of time. In most programs, this will be your fast-track bonuses. You’ve got your plan—now, take the action steps.

It’s The System

Ninety percent of network marketers drop out in their first year. Eighty-five percent of most other types of new business start-ups fail in 4 to 5 years. But the Wall Street Journal reports that only 15 percent of new franchise businesses fail each year. That’s a huge difference. In part, franchise owners are more motivated to succeed because of their investment. And in part, their success path is more assured because new owners are trained in a system that provides detailed procedures for every possible situation that could arise in their day to day business.

If you want fewer dropouts—and who doesn’t—build your business like it was a franchise. Have a set of procedures for every aspect of your network marketing business. Your system will instill immediate confidence in new sign-ups. People buy confidence: knowing what to do, how to buy products, how to sign up distributors, how to earn the bonuses and so on. If you want to duplicate yourself, provide step-by-step instructions anyone can do and make sure everyone on your team has a set.