8 Benefits of Network Marketing & Communicating Them

If you’ve been in the network marketing profession for any length of time you already know the importance of leadership. It drives momentum, customer signups, enrollments, and more in your organization.

So it becomes extremely important in being able to communicate the benefits of network marketing and starting a home based business at this level when you get into prospecting leaders.

With that being said, one of the most powerful things you can do is what I call prospecting up the food chain.

**By looking for threads of success in people's lives you attract a higher caliber individual to your team.**

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You attract self starters that are interested in doing the business regardless of whether you quit or not.

Wouldn’t your team be just a bit more fun if it was full of top earners and go-getters, rather than negative, complaining, whiny reps that constantly needed hand-holding?

Don’t get me wrong, there’s a time and place for training your new folks, but it gets to a point where the bird needs to fly on its own.

When you sponsor pigeons and crows, it’s a lot more difficult to get them to leave the nest.

When you sponsor eagles, they fly.
They figure it out with or without you.

**So What Can You Say to Business Owners to Convey The Benefits of Network Marketing?**

It’s pretty simple actually

In my 10 years of network marketing I’ve come to find there are only a handful of powerful incentives that get business owners to consider network marketing.

So here are the top 8 benefits of network marketing that will help you sponsor business owners that are already successful in their own right:

**#1: I Don’t Have Employees**

One of the biggest headaches business owners have is employees.

Labor costs, in other words paying employees, typically account for 80% of a business’s expenses.

Not in the network marketing profession though.

It’s powerful to say to a business owner that you run an operation where you teach other people how to be successful and each person is given their own independent contract with your partner company that handles payments.

If the business owner asks about the arrangement simply let them know it is a 1099 form and each new business rep is paid out based on performance. Employees are not required.
In fact, if you need anything done in your business because it’s grown to a size that no longer allows you to handle the affairs you can simply outsource like we do.

There are plenty of places now online, like Upwork, and Online Jobs where you can outsource VA work and what not to places like the Philippines.

Besides being a huge expense to business owners employees come with all sorts of other headaches. Just ask any small business owner you know and they’ll tell you they’ve dealt with any number of things ranging from: harassment lawsuits, complaining, people calling in sick constantly, ugly firings, theft by their own staff, the list goes on.

**#2: I Don’t Have To Stock Or Ship Inventory**

This is also a massive expense for business owners and another one of the benefits of network marketing they may be interested in.

I love being able to tell entrepreneurs and business owners my inventory is stored in warehouses, no cost to me, and drop shipped at not cost to me, to the end consumer.

Any business owner that has to stock and ship their goods is going to love to hear this.

**#3: My Partnerships Don’t Require Babysitting or Hand Holding**

Another big headache business owners have with their brick and mortar shops is the fact that they have to be there 24-7.

And even if they aren’t, they still have to deal with the #1 issue: employees.
Most business owners I know end up being at their location EVEN IF they have employees due to the fear or concern that the employee is going to mess up or steal something.

This makes this reason a huge draw for them when partnered with no need for hiring.

I love to say something along the lines of: “The biggest reason I love this profession is because I don’t need to hire employees and the people I do partner with don’t require my constant presence or hand-holding. I train them one time and then release them to perform their best.”

Powerful stuff to a business owner.

Not so powerful when heard by an employee. Employees require a different form of communication that usually revolves around product or passive income.

#4: We Share In Company Profits And Ownership

Business owners typically won’t believe you when you tell them this.
The reason is because they themselves typically don’t have room to share ownership with their employees due to all the expenses they carry.

And this is massive in your ability to incentivize your team. They have huge goals they can work towards knowing that if they help grow sales enough they can share in the entire North American pool of profit.

Most companies offer this incentive for top performers in the form of a bonus.

Our company calls it the **Income Position Bonus** or Payline Bonus (2 different bonuses both of which come from pools set aside from all sales volume produced in the country or region).

All you have to do is get them over the shock and awe that you’re telling the truth and it will usually blow their mind.

**#5: It Allows Many People To Spend More Quality Time With Their Families**

I recently had a chance to sit down with an business owner here in the Tri-Cities area (where we live) by the name of Mike Hillman. Mike owns a real estate development practice called Bella Homes, among other ventures.

He’s an absolutely great guy and champ of a business man.

We had a very interesting conversation about network marketing and how it compared to other ventures.

One of the misconceptions Mike had was the amount of money that could be made in the profession.

You see, Mike has his hands in several businesses, including commercial construction, housing development, and even
affiliate marketing. Last year alone Mike produced six figures in profit marketing a health supplement through an affiliate base on one of his websites.

This is more than most affiliate marketers ever make, and no one in my community has probably ever heard Mike’s name, until now of course.

The guy’s a beast, and no one knows who he is.

But outside Mike’s websites, he runs a gambit of challenges that he opened up to me about, most of which are listed above.

In his housing business he deals with employees, delays in builds, complaints from home buyers, and more.

The other big thing he deals with is the lack of time he gets to spend with his family because of the “managing” he has to do on these projects.

Do you think if Mike understood the power of network marketing he might give it a second look?

Maybe.

But the only way to convey the benefits are to describe them in a way that attract his interest.

I personally know top earners in the profession that have made 200+ million dollars so the money is there.

Just because you haven’t made that yet in your business doesn’t mean Mike won’t.

Don’t sell him short, or let him off your radar just because you know he’s had bad experiences in previous communications
with other network marketers that didn’t know what they were doing.

One last thing, Mike is extremely interested in Affiliate Marketing for the reasons I’ve already mentioned. Primarily because it is passive and requires front end work with great back-end rewards.

Affiliate Marketing is a great revenue source, and compliments Network Marketing well. The one thing it doesn’t do however, is grow. Unless of course you build new websites, launch new products to market, etc. All of this requires additional work or what I call grinding.

And although it can produce great revenue, it isn’t the full embodiment of what network marketing can do when done right.

I’ve seen both professions at the most extreme levels, nothing touches what we have our hands on.

Believe it and they will too, just learn to communicate it correctly.

**#6: It Provides A Pure Form of Leverage Similar To Owning A Broker’s Agency**

Real estate agents will love this explanation.

Most agents make their paycheck by the transaction, meaning they either help someone buy or sell a home.

Once that transaction is done, their check is cashed, the end.

The broker is the one with the real leverage. They make a small cut of all the agent’s efforts, which is truly passive.
The only limitation here, even at the broker level, is the homes available on the market, the market itself, and the competing brokers.

This is what my mentor Tim Sales calls geographical limitations.

In other words, if you own a yogurt shop, typically people will only drive to get your yogurt if they live within 15 minutes of you.

A rare percent will drive from further away, but only if they absolutely love your yogurt.

Now don’t get me wrong, real estate is a great form of diversification. But if you’re playing that game why wouldn’t you play network marketing, the advantages are close to the same without the risk of the housing market crashing.

I digress.

The leverage is real however, and most business owners will appreciate that one of the benefits is residual income.

Simply say something like: “One of the benefits of network marketing is that you can truly walk away from the work if you build it right. In order to do this it involves a sound training program and finding the right leaders who will do the deal even if you quit.”

Once you know how to identify those folks the rest is simply a matter of rolling up your sleeves and doing a little work.

**#7: There Are No Limitations on The Amount of Revenue You Can Generate**

So this is important in the way you say it.
Using the word “revenue” will get any business owner to perk up.

And when you state one of the benefits of network marketing being the fact that no income ceiling exists you will definitely have their attention.

Most brick and mortar businesses can only reach a certain number of potential clients like I mentioned before, and the fact that this barrier is broken with the power of the internet is very incentivizing to anyone with a lick of entrepreneurship in them.

Usually I say this: “The greatest draw I know concerning the benefits of network marketing is the ability to build a passive income stream with no limitations on how big you can go. Geographic boundaries are not a limitation doing what we do.”

#8: It Can Diversify Your Existing Revenue Streams

From my example earlier, when I was speaking to Mike Hillman, he addressed a big desire he had was to ensure he was diversified in the way he generated income.

Mike’s brilliant, and he understands the importance of market conditions and why having multiple streams of income is important to a business’s success.

One of the benefits of network marketing is that when done right it can provide one of those additional income streams.

If it is done right long enough it can turn into one of the biggest revenue streams you own.
I’m not sure about you, but my wife and I are in this for the long haul, and there’s no reason to believe that short-term gains are going to sustain us in any economy.

That’s why we determined long ago we needed to create our own economy.

Creating your own economy is the key to achieving and sustaining wealth and long-term passive income today, and in my professional opinion network marketing is a fantastic way to do that.

Using these benefits of network marketing in your communication will 100% improve your results in sponsoring business owners. It’s allowed us to bring on board six leaders that built either six or seven figure incomes in their previous companies.

It can do the same for you.

Best Wishes In All Your Business Ventures

Facebook: Jason Lee
'Helping Network Marketers Unleash Their Potential.'