



top 5

BARRIERS

To Success for Women in Multi-Level Marketing

So you have joined a MLM and feeling apprehensive about how to grow your business?

Did you know...that in the first year of operation, a minimum of 50% of representatives' drop-out?

Why?

Quite simply...they haven't prepared.

They treat their Direct Marketing business as a sideline rather than the method to transform their lives.

And they aren't prepared to get uncomfortable.

For those individuals who don't allow the statistics to control their results, and take the necessary steps to be successful, the sky is the limit.

And by eliminating the Barriers to Success, it ensures that success is a lot closer.

Top 5 Barriers to Success for Women in Multi-Level Marketing

1. Fear of failure

Mistake thinking

"I can grow my business without stepping out of my comfort zone and taking risks"

2. Working in isolation

Mistake thinking

"I have to do it all on my own"

3. Not accurately interpreting the problems of your market

Mistake thinking

"My solutions will work for everyone"

4. Unclear the how and why of decision making

Mistake thinking

"Every customer receives & processes information the same way"

5. Lack of direction

Mistake thinking

"I don't have enough time or resources."

1. Fear of Failure

Mistake thinking

“I can grow my business without stepping out of my comfort zone and taking risks”

Say YES...

You may remember the hilarious 2008 Jim Carey comedy, *The Yes Man*

In this movie, Carey's character, Carl Allen life was at a standstill. He was depressed and saw no future. Until the day he enrolled into a personal development program based on a very simple idea...say "YES" to everything! Carl discovered with amazement the magical power of YES, and saw his professional and romantic life turned upside down overnight, with an unexpected promotion and even a new girlfriend.

Although as you would expect in this type of movie not everything goes to plan but the premise of just saying YES to everything created limitless opportunities and boundless joy he hadn't experienced until he chose to explore the advantages of consciously stepping out of his comfort zone.

Carl discovered at first saying YES was like any habit that needed to be practiced until it becomes instinctive. A response that had to be deliberately chosen. Instead of the usual thought of reasons why not; why he couldn't, as is human nature; he automatically said YES to everything instead not worrying about the logistics or the results.

Consider the concept of saying YES to opportunities yourself and doing something you haven't done before. When you step out of your comfort zone and try something different, you can't help but notice how your perspective changes. It can be terrifying at first but when you get in the habit of trying new things on a regular basis, I guarantee, you will gain the confidence to take on even the most daunting activities that have held you back from growing your business.

It is a fact that one of the most feared experiences for people is to speak in public. Many woman moving into their own network marketing business lack the confidence and know-how to sell their product and to speak with influence. Often the reason is they fear to take that next step and push their boundaries. Being able to deliver a clear and concise message about your product, your business offer, and speak with authority to any audience...anytime, will open doors you never dreamed possible. Being a confident speaker is without a doubt one of the most valuable skills you will ever possess. If you feel anxiety around speaking out and promoting your business, obtain the skills you need by attending courses, reading books, and following the actions of someone who is already succeeding.

You will find that once you overcome your fear of failure the benefits are life changing. When you

learn to trust that your business offer is worthwhile, and are able to confidently convey your passion with clarity, you will be able to create a real shift in the way you value yourself and your business message.

Once you take that challenge to step out of your comfort zone, I promise you, like Carl Allen, you will quickly realise the results don't have to be 100% successful for you to begin to diminish your fear of failure or fear of consequence.

You can choose to 'Play it Safe' and find reasons why you can't do something...to allow your comfort zone shrink to eventually become a confinement of anxiety; where your decisions are made from a place of fear; or you can choose to take chances to expand your experiences and explore all opportunities on offer....becoming the success you dream of being?

ACTIONS

- ✔ Try something new every day
- ✔ Say YES when you are thinking no
- ✔ Don't worry about failing – in the scheme of things other people rarely notice mistakes
- ✔ Practice speaking your message to anyone who will listen
- ✔ Seek out the education you need to overcome fear of failing

2. Working in Isolation

Mistake thinking

“I have to do it all on my own”

Find support...

Having coached hundreds of female entrepreneurs, I've found what many women do have in common when they are in their join a MLM is the negative voice in their head which constantly judges their ability and worth. This voice is often the foremost influencer of decisions and when endeavouring to grow a business and holds power of the success or failure.

You may be surprised as to how many women think this way and have a deep sense of feeling they are being judged. Continually questioning their ability to do their job. Without a doubt one of the greatest impediments to success for women in network marketing is not seeking support from their Upline, trying to reinvent the wheel and going it alone.

To avoid difficult tasks such as calling prospects, many network marketers throw out other actions that have proven to work and end up wasting time and energy.

Most women feel they have to be able to manage everything...be in control all the time. I'm not just talking about the work situation but in all aspects of their lives.

A super mum, a super wife, a super worker, a super friend, a super all-rounder. Maybe you recognise this way of thinking in yourself? I know in the past I've often felt overwhelmed by believing I had to be in control all of the time. Having to feel in control so you don't get out of control diminishes your self-confidence and you begin to play the big, scary movie in your mind of not being good enough. If you don't recognise where you need assistance, your decisions will be based on lack. Your lack of ability to make a sale, your lack of business experience, your lack of input from mentors, your lack of on-line expertise, your lack of a supportive sounding board, your lack of money, time, energy, and the list goes on. Lack will cause you to make mistakes and miss opportunities.

Einstein said "We're boxed in by the boundary conditions of our thinking." So seek help from mentors, take the actions your Upline recommends, attend courses, and join supportive groups. Don't expect that you know it all and have to do it all yourself. You won't believe the difference it will make to your business once you develop your network of encouraging supporters.

Read your company's marketing plan. One of the perks of network marketing is that the system is already in place. You just need to follow it.

You can create and have the successful networking business you want. You may just have to get

some help to do so.

ACTIONS

- ✔ Outsource activities you know you aren't good at
- ✔ Ask for help from your Upline
- ✔ Attend courses to upskill
- ✔ Develop a support network
- ✔ Follow your company's marketing plan

3. Not accurately interpreting the problems of your market

Mistake thinking

“My product will work the same for everyone”

Identify your niche...

How you treat others is a reflection on you as a person. We've all heard the Golden Rule on more than one occasion when growing up. "One should treat others as they would like to be treated". I prefer to rephrase this statement. I believe that we "should treat others as they would like to be treated". This is much more considerate, as the first way is assuming that the person has the same values, belief systems and needs as yourself.

It is very easy to assume what others like. The only way to truly know what someone is partial to is to listen to what they say, watch how they live/work and observe how they do things. Your problems aren't necessarily their problems. The odds are the more involved you are with your product, the more difficult it is to get in the head of your prospects and discover what is bothering them the most in relation to your offer. Reason is, when you can see the solution clearly, it often becomes more difficult to see the exactly what is the hidden problem. Unexpected but true.

Once you can identify their problems you can position your offer with a clear understanding of what outcomes your prospects want and need. Ask for help from successful people in your Upline or get help from experienced sales coaches if you aren't sure how to ask the right questions and uncover exactly what problems are keeping your clients awake at night. You can then develop a marketing message that presents clear solutions and resonates with your clients when you refine this.

So exactly who are your customers? Who is most likely going to buy your product or take up the business opportunity?

Assumptions can lead to incorrect decisions, inaccurate product, inappropriate marketing strategy – and ultimately, business failure. The most successful network marketers understand that only a limited number of people will buy their product or take up their business offer. The task then becomes determining, as closely as possible, exactly who those people are, what their problems that you can solve are, and then targeting your marketing efforts and dollars towards them.

One of the first things you need to do is to refine the narrative of your pitch so that you are not trying to be 'all things to all people.' Become known as a specialist!

Apart the need to solve a problem, people buy for two more basic reasons:

- ✔ To satisfy basic needs
- ✔ To make themselves feel good

And they will buy from YOU because:

- ✔ The need what you offer
- ✔ They value what you offer
- ✔ They trust you personally

Remember, your target customers are those who are most likely to buy from you. Resist the temptation to be too general in the hopes of getting a larger slice of the market. That's like firing a dozen bullets in random directions instead of aiming just one dead centre of the mark. Not defining your target market can be expensive and a waste of valuable time.

Direct sales is like any other business. It can and should be marketed in a variety of ways that takes into consideration your target market, what it needs, how you can help it, and where it can be found. You might reach them through face to face networking, cold-calling, telemarketing, social media, podcasting, blogging, webinars, web pages past clients, or referrals. Sometimes it is a matter of trialing various methods to see what works best, and even conducting surveys of your market and ask them directly.

As long as your focus is on your niche, you will at least be ahead of the rest in your field who continue to use the scatter gun approach.

ACTIONS

- ✔ Ask you customers to detail their problems
- ✔ Listen to what they say and how they say it
- ✔ Identify your niche market. Who mostly buys your product now?
- ✔ Survey your market to discover where they go for information to solve their problems
- ✔ Try many different forms of marketing and test the results
- ✔ Become a specialist

4. Not understanding the How and Why of Decision Making

Mistake thinking

“Every customer receives & processes information the same way”

Connect & Communicate...

Being able to connect with people and communicate in method that they will hear because it resonates with their perceptual filters is extremely beneficial. It assists you in understanding people and why they make the decisions they do.

It will help you craft a narrative that will connect with each prospect individually and will have you standing out from the crowd of other networkers with the same or similar product.

You may have covered personality profiling in other study you have done but never considered how having expertise in this field would increase your confidence in sales. But as you read on you will be able to see how it influences the success of your business.

If you don't fully recognise where a customer is coming from, how they communicate with the world and what their key reasons for making a decision, it will be difficult for you to not only connect with them but shift into a position as a trusted advisor.

As network marketer whose success depends on understanding human nature, then understanding at least the basics to deciphering perceptions will give you unmatched tools and insights.

This knowledge provides you with a base point at which to model a person's response or performance, depending on their value system. In regard to sales, it means you can respond in a way that is not only going to build rapport but also move the interaction in the direction you want to take it.

There is a mammoth body of work around human development and if you look into it, it's a bit of a black hole. What we are looking at here is just one of the simplest rapport building techniques to help you understand your prospects and importantly what it takes to build a connection and motivate them to buy.

Imagine how much it would benefit you to immediately be able to identify the position a person is coming from. How the way you relate to them in your first face to face or phone encounter will determine whether you build rapport with them or not.

The definition of Rapport is. 'Reducing the difference between oneself and another at unconscious levels to promote a harmonious relationship.'

Rapport is the basis and foundation for every meaningful interaction between two or more people. Rapport is about establishing an environment of trust and understanding, to respect and honour the other person's world. This allows the person the freedom to fully express their ideas and feelings and know they'll be respected and appreciated by you.

Being able to match and pace a person's speech is an incredibly valuable tool, particularly if you are connecting using the telephone and can't rely on facial responses.

What predicates (base words) do they use?

Do they use visual words such as - "Let me look at what you're showing me".

Do they use auditory words - "I hear what you are saying" or kinesthetic words - "That feels OK", or auditory digital words? "I understand."

When you determine the method your customer wants to receive data by understanding the words – or predicates they use, you will be well placed to provide information so it is accepted and heard. With this knowledge, you will be able to step out of your comfort zone and meet your client in their place in the world. Using language they will feel comfortable with; using language they that resonates with them; enabling you to build trust because you are on the same page.

ACTIONS

- ✔ Observe behaviours of others
- ✔ Pay attention to the words people use and identify the predicates
- ✔ Pay attention to the words you use
- ✔ Practice using other predicates that are outside your common language

5. Lack of Direction

Mistake thinking

“I don’t have enough time or resources.”

Dream Big...

Did you know like everyone else in the world, you have 168 hours every week to accomplish your objectives? Minus time for sleeping, eating and all the basics of life, you still have about 100 hours to split between work and leisure time.

Consider what you are achieving with your 100 hours? Do you allocate and prioritise time to work towards your goals? Do you feel as if you are making the most of your time and working towards the life you dream of having?

If you are anything like me, you possibly have dreams of establishing a legacy if only you had unlimited time and resources. I’m yet to meet a woman who has stepped into a MLM who doesn’t have a dream to change the opportunities for themselves and their families. Dreams are the spark that generates the desire to be successful and goals are the objectives that motivates us to take action.

If you are a fan of the Star Wars movies you may remember Yoda’s advice to Luke Skywalker in the Empire Strikes back. “Try not. Do, or do not. There is no try.”

So just why is it that we plan to “try” to find time or do something rather than taking action and just doing so we can achieve our goals? Do you recognise what might be holding you back from taking action in your business?

It is easy to get into a space where you constantly berate yourself for not taking action and focussing on what you ‘should’ be doing, rather than being in a more constructive place and reflecting on WHY you aren’t moving forward. The first step is to avoid self-recrimination and to delete the ‘should’ statements. We set ourselves up for failure by thinking this way as should promotes self-imposed expectations leading to feelings of uncertainty.

You must take consolation in the fact that you aren’t alone. Most people I coach often feel like this when unsupportive values and belief systems come into play.

I remember when I first took over a sales territory that had been performing badly, I would do anything to avoid cold-calling on prospective businesses. I would drive from one end of my territory to the other to visit established customers justifying I was too busy to cold-call. That was until I realised just how irrational this fear was and how it was affecting the future growth of my business

and my current income.

Like every person on earth you have filters that are identifiers as to how successful you believe you are, to which direction you place your energy, what motivates you etc. These filters inspire you to action or they curtail your efforts. They affect every decision you make and every action you take, or don't take. When you understand what your filters are and compare them with people you admire you will be able to develop the ability to adjust and design the responses that are more productive for your business and your life.

Do you know exactly what you want to achieve from your efforts? Where you want to take your business? What income you want to earn? What profile you want to promote? Without having an objective set out, you won't know what you are aiming at.

The first step to determining where you want to take your business is to have an understanding of what exactly what you want to achieve. You can dream big now. Don't limit your dreams by your current situation.

When you are writing your business dreams, you can use as much imagination as you want and aim for the stars. Remember what you can perceive you can achieve. So if you can't even imagine what the ultimate business would look like then how can you ever accomplish it?

Goals are different than dreams. Goals need to be written down. Goals need to be concise, realistic, and ecological, as now, towards what you want and evidence based. Writing to this C.R.E.A.T.E formula will give you the best chance to achieve the success you want.

What goals have you set for your business in the next 12 months or the next 3 years? None? Then start writing.

This quote from Buddha "The trouble is, you think you have time," reminds us to use the time available to us wisely. We all have a limited time on this earth to get things done. We don't know is how long it may be...but we know it is limited. So what are you waiting for?

ACTIONS

- ✔ Evaluate if you are using your time wisely
- ✔ Delete the should statement
- ✔ Identify your filters and adjust where necessary
- ✔ Allocate time to work on your business
- ✔ Write you goals using the C.R.E.A.T.E formula
- ✔ Dream big and visualise yourself having achieved your dreams

If you overcome these top 5 Barriers to Success by applying the actions listed, you won't become a MLM statistic but one of the leaders who inspire others to achieve their dreams.

By taking chances and overcoming fears, asking for help, understanding your prospects have different needs, building connections and knowing exactly what you want to achieve, you will be amazed at the level of confidence and belief in yourself you will acquire.

When you have confidence you are free from doubt, thus allowing yourself to be open to all opportunities that come your way and build the life you dream for yourself and your family through your successful networking marketing business.

About the author...

Having worked for more than 20 years as General Manager of Sales for a successful multi-million dollar, national supply business; Janeen has plenty of hands-on experience coaching high performing, commissioned-based, sales teams.

During her extensive sales career she has worked with hundreds of entrepreneurs, sales representatives and MLM consultants; assisting them to be clear in their presentations and have the proficiency to come across as an authority on their subject prompting outstanding results.

Janeen's passion is to empower women – to provide them with a confident voice and the words to enable them to speak their message with credibility and conviction. A voice so they are able to confidently sell their ideas and to have the know-how to speak with influence in front of any audience.

Having presented workshops on topics of her expertise in many countries around the world, Janeen has also represented her country at POWER*talk* International speaking contests. From Alaska to Japan, New Zealand to Hawaii and around Australia, audiences have described Janeen as "brilliant, powerful and informative".

Recognised as an expert in authentic selling techniques, Janeen is author of '*Good Girls do Sell: The Modern Businesswoman's Guide to Authentic Selling*'

She specialises in a number of key areas that embody the principles of **The SPEAK Method** Program which Janeen developed and can be delivered as keynote presentations, seminars and workshops.

Client feedback

"Wow, what a fantastic resource! Janeen has managed to articulate all of the barriers that are holding me back and provided achievable solutions to overcome them. I feel empowered to take the next steps and turn my dreams into reality."

– **Sonia Cahill, Well Written**

"If you want to make a change for the better you really do need to step out of your comfort zone to achieve that for yourself and/or your business. With Janeen's extensive knowledge, experience, encouragement and that little push we all need at times, I came away feeling much more confident and armed with information that will help in many areas of my personal and professional life."

"So in the words of Molly Meldrum – "do yourself a favour" and give it a go."

– **Margaret Donaldson, Top Shelf Bookkeeping**

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