

What is Network Marketing?

Network marketing has been shrouded in mystery and cloaked in misunderstanding. Ask 100 people about network marketing and you will receive 100 different answers.

Network marketing is the direct marketing of a product or service by person-to-person contact. It is an incredible, innovative business structure - one of the most fascinating, profitable forms of any business utilizing the word of mouth referral system.

Many of America's largest corporations, including Colgate Palmolive, Gillette and Coca Cola - are among those who have launched MLM (Multi-Level Marketing, another name for Network Marketing) programs in some product categories. Two of the nations leading direct sales organizations, Avon and Fuller Brush, have both switched to MLM programs. MCI and Sprint use MLM to market their services. "There's no better way today to get your product right in the consumer's face," concedes William Plikaitis, group manager for US Sprint's Consumer Services Group.

When working for wages, you trade your labor for linear income, a fixed wage or hourly rate tied directly to the amount of time you spend on the job. This is why the wealthiest business people have always sought to escape the slavery of linear income. They accomplish this by leveraging the time and energy of others to generate residual income, the best strategy of Network Marketing programs.

The Flint River Ranch Opportunity!

Flint River Ranch products are purchased by those Pet Lovers with an awareness of both the health benefits and the lower feeding costs of Super Premium Foods. They have learned there is a considerable difference in the nutritional, digestibility and health value of natural foods in comparison to those pet foods containing chemical preservatives, fillers, by-products, artificial flavors and colors.

All products and services must create consumer awareness in order to develop a sales volume. This is most often done through extensive company advertising and marketing programs. Flint River Ranch has the same marketing and advertising costs; however, we prefer that these costs be paid in the form of commissions and bonuses to the people that make the business happen. Therein lies the opportunity.

With Flint River Ranch, consumer awareness is created by a national group of Distributors who share product samples and information with pet owners. In doing so, they seek to generate and build residual or retirement income that increases over time. They do so by investing time and effort into building a customer base.

The total Flint River Ranch business opportunity is simple - it is a solid service, sharing, sales and marketing plan offering a premium quality consumable product. It is a program designed to kindle the spirit of entrepreneurship without the usual large start-up costs of conventional business. The Marketing Plan provides a quick method of exposing Flint River Ranch products to the general public.

Distributors participating in the Flint River Ranch marketing program usually begin on a part-time basis as an Independent Contractor. It takes time to learn enough about the business to effectively share it with others. Each Distributor is his own boss. Each Distributor has the ground floor opportunity to build an organization through the process of duplication.

Most Network Marketers are not out to get rich. For those, Network Marketing represents the best hope for extra luxuries, vacations and for the freedom to do what they want when they want to do it. In Network Marketing, we find the purest

form of the American spirit of free enterprise where rewards are based on individual effort.

A modest "extra income" of \$4,000 to \$6,000 is the goal of some distributors, while others make the commitment to attain a substantial income. What is appropriate for one might not be for another.

Network Marketing is a real business, with all the problems and risks of business. The way to success is a lot of work and a great deal of perseverance, all supported by a small investment in yourself and your business venture. In any career path, you are going to be working hard. Why not be involved in working hard for yourself, for your financial future, not someone else's? It is a business involving three things. The ability to share product samples and information, to sponsor others into your group and to train the people you sponsor in how to share, sponsor and train others.

Keeping it simple does not mean that hard work is not involved. Network Marketing is based on person-to-person contact by sharing product samples and information. While hard selling is not involved, follow-up is required. Handing out a large volume of samples can be very disappointing unless you follow up and confirm the taste test results.

Observations from Top Producers

Don't make the business complicated. Don't seek ways to re-invent the wheel and waste time, money and energy. The simpler you keep it, the closer you will come to your real objective of financial freedom.

First, building a customer base with friends, relatives and neighbors that understand that you are showing them how to improve their pets' health and lifestyle while reducing feeding cost. Go to parks and areas where people walk their dogs, hand out samples and tell your story. You will be amazed at how excited and appreciative they will be. Build a base of 15 to 20 customers and show them how easy it is to order direct.

From this customer base will emerge people interested in becoming Distributors. Your group down-line will build automatically when they have a choice between paying retail price or receiving a monthly check for their purchases. When you sell the product, you also sell the business opportunity.

Follow-up, Follow-up. Call customers to confirm how they are doing and to get referrals to other pet owners. Build a strong referral network.

Make a small investment in your business. Purchase a starter-kit for \$20 and receive all the standard forms. You can easily add your name, reference number, then photocopy for handouts with the sample packets. Purchase a bag of dog and cat food for making samples. You do the sharing, let the tools do the selling. This investment is your future business. When you sell by sharing, you make a customer for life!

While new in the business, it is important to work it part-time; however, don't treat it as a hobby or something to dabble with. Have a clear picture of your commitment and think BIG from the first day. Do your homework. Implement time management, procedures, files and systems appropriate for a national corporation and stick to them. Dream big and stay away from those who would steal your dream. Understand that it is immaterial whether dream stealers like our industry or not, or even if they become involved with it. The time for Network Marketing has come and there is nothing we can do to alter the course of growth and history. Turn your attention to those people that are open to you. Share from the heart.

It may take several months for you to have a full grasp of the Marketing Plan and the quality of the products. Sincere enthusiasm wins customers. If you are passionate about the product, then locating new customers and distributors will have a dynamic way of taking care of itself.

Use OPS - "Other People's Sizzle." Locate a mentor, your sponsor or someone in your upline who is willing to be a mentor. Leaders realize that their income depends on your commitment; they are willing to support your efforts with ideas, stories, and examples to entice others in your down-line group. Your mentor knows how important you are to his group. When you demonstrate commitment, he will be there to answer questions, help when you feel discouraged and provide information and stories to potential customers and distributors. Mentors are looking for leaders and people with a commitment to the business. When you are new in the business, you need to be able to say "I just got started; however, my coach is creating a successful network and building a good income. Here is his personal phone number. Call him."

Work with your business builders; your mentors and leaders. Treat your sponsor with respect. He is there to be a critical resource, not to listen to endless complaints and other emotional demands. A good sponsor is never sweet and loving. He will call your bluff, he will be a slave driver - he is not a babysitter. Without a commitment from you, he will move on to others that are committed to their business. Once he sees you have a commitment, you will find him excellent support.

Never take rejection personally. Successful Network Marketers know that rejection is usually nothing more than timing. If the answer is "not interested," move on to the next prospect. In time you will find that many of those "no"s will watch your progress and call you! Find people that have no desire to be rich. Find those that want extra money and extra personal time. The financial freedom to enjoy time will be one of the most valued assets of the future.

The way you make money in Network Marketing is by moving product. Network Marketing companies are forbidden by law from earning profits by the sale of distributorships. During the first months of your business, you should apply yourself to building a retail base. As you grow more successful, you will probably choose to delegate more of the retail sales to others. This teaches you how to share your product and provides immediate income during those early months when your group down-line is not producing bonuses for you.

You must have a desire to make money, not a need to make money. A person with a need should have a job. A person with desire should have an opportunity.

Flint River Ranch is a business for ordinary people who achieve extraordinary success. They are not smarter, luckier or work harder than you. They just know more about and utilize the power of duplication in creating financial security.

Mastery - The Winning Difference

1. Keep it simple

Educate yourself

Follow up

Invest in and build leaders

Train others to train

Dream big. Make a commitment

Understand the magic of duplication

You write your own ticket to business success with Flint River Ranch.