

# Men in Network Marketing

RECRUITING | SALES | LEADERSHIP



Heartfelt<sup>TM</sup>  
network marketing

*You don't need anyone's permission to be a **success!***

*Shauna Ekstrom*

*Action Guide*



# Men in Network Marketing

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Men can lead through Network Marketing and lead through supporting a partner in their Network Marketing endeavors.

## Support

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Support can be about the man supporting the woman in the business or the woman supporting the man in business. There are three essential pieces to support.

## Listen

Men tend to go to their caves to solve their problem. Women need you to listen and not try to provide solutions. Mark Gungor has a great video on [YouTube](#) about this. See what he has to say...

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*Now, when a woman is stressed out, she has to talk about it. If she doesn't talk about it, her brain will literally explode. So she has to start just: "I don't know, maybe..." "then, you know, I never thought about this. My brother would say..."*

*I know men who run from their wives when they do this. I say: "Why do you run from her?"*

*He says: "Because I don't know what to tell her!"*

*I say: "Dear God, man, who told you to tell her anything?"*

*She doesn't want you to tell her anything. You see, a lot of guys they feel obligated when you start explaining all your stress, they feel obligated to fix you. 'Cause that's what a man does. A man only tells his troubles to another man in hopes that that man will help fix it, OK? But she's not a man. And **you try and fix her, she'll gonna kill you.** She doesn't want your advice, she doesn't want your help, she wants you to shut up and listen!*

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## Learn

Try to understand the business and how it works. The more you understand and share the more you support.

Read articles that support your partner. Watch the training videos or read a book. Understand in a way that is non-intimidating and non-threatening.

Network marketing is a personal development business. Read book that are helpful in the personal development arena.

Let your partner know you are willing to learn.

## Lean

Learn to let them lean on you for support when needed. Let them work through the challenges. Keep critique to a minimum.

Encouragement! Dreaming together and creating shared whys.

What improvements can you make in supporting your partner?

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## Salesmen

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We are covering several areas such as work and family, what happens when our spouse is unsupportive, how do we handle this if we're a single guy and we're after pursuing this. Toward the end we're going to talk a little bit about how we market as men, how we market effectively to a female audience and respect the boundaries and such.

## Balance Work and Family

The first step is to create a shared vision with the family. We are much better together as a family than we are individually. Involve your family in some of the decisions. Give bonuses or rewards when a milestone is reached.

## Plan

Write down how the plan is important in your business.

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## Prioritize

Write down what should be first in your priority list.

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What is most important today?

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## Perspective

If you have a conflict, what perspective can be applied?

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## Profits

Write down things to celebrate.

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## Passion

Write down the benefits of your business and how it helps others.

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## Unsupportive

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Do you hear *"they are just not really into this?"*

Here is a great resource by Jim Rohn, [\*The Law of Sowing and Reaping\*](#).

Approach an unsupportive partner like a skeptical prospect. More information may help cure the skepticism, but usually it is time. Be patient. Share the big picture. Be a visionary.

## Objections

Resolve that objections will come. Be consistent and always set expectations. Celebrate small wins. Give a realistic picture of what is happening.

## Posture

Believe in your vision, what you are going after. Show them the seriousness of your venture. Often your partner is feeling insecure. Your posture and positioning is vital to their security.

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Surround yourself with successful people. This helps build belief that you will succeed.

## Skepticism

Consistency is vital in overcoming skepticism. We can't convince them; winning over time is the way to go.

## Single

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Working as a single man in network marketing can be lonely. It is important to connect with a group or team. Surround yourself with like-minded people.

## Accountability

When you are part of a group or have a friend that is building the business alongside you, it makes it so much more fun, but it also raised that level of accountability.

It is easier to quit when you are alone.

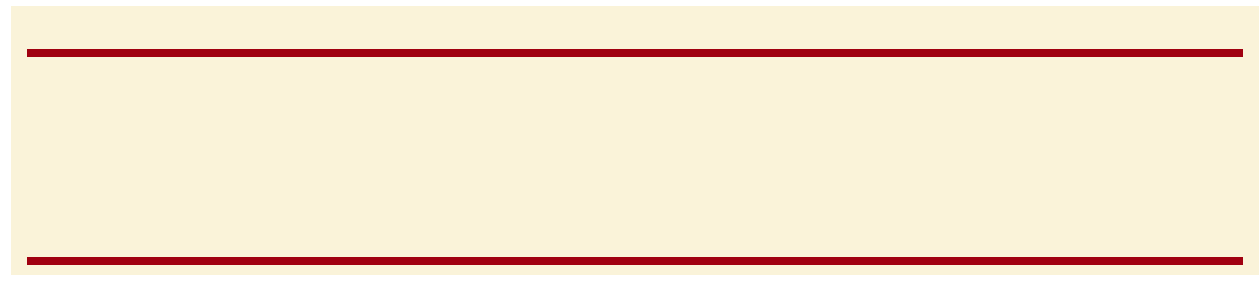
## How Do You Market Effectively to Women?

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### Tell a Story

When you are prospecting and approach a woman about something as personal as weight loss you can be on a slippery slope. Take the selling away from yourself and tell a story. In this case tell a story about a woman who successfully lost weight. Send them a resource that supports your story.

Ask for their permission up front to share your story. **What story can you share?**



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## Romance



*For women in networking romance means excitement and intrigue and comfort and caring. - Richard Dennis*

Can you supply some that romance words like excitement, intrigue, comfort, and caring in your recruiting? Make it fun. Make it exciting. Make it intriguing.

Be sincere about the benefit to the other person and take into consideration their needs.

## Respect

Having a mutual respect goes a long way. Be more gentle, caring and kinder. Show how the product or service will benefit them.

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## **Pit Falls**

What are some pit falls you need to be aware of and avoid?

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