



# 6 Steps to Grow Your Network Marketing Business



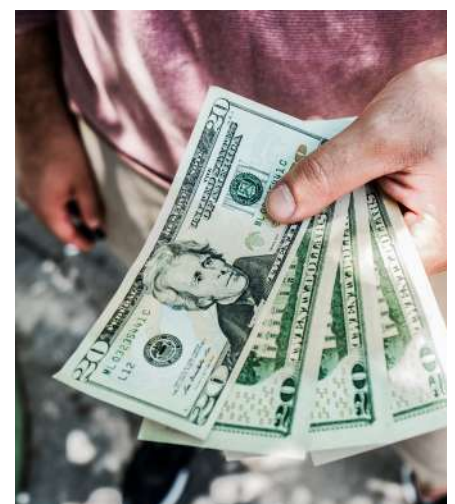
Worldwide revenue for the direct selling market reached \$192 billion in 2018—a nearly 14% increase from 2012.

The impressive growth of the direct selling market presents a tremendous opportunity for network marketers. Those in the wellness product industry, which makes up roughly one-third of the direct selling market, are in the best position to benefit from this growth due to the impressive expansion of the \$3 trillion wellness industry.

Wellness product industry growth projections:

- Essential oils – 7.5% annually through 2027
- Dietary supplements – 8.2% annually through 2027

While there is opportunity to benefit financially, you need to have the right strategy and mindset to earn money and make your network marketing efforts worthwhile. This guide will provide some practical, proven tips to become a successful network marketer whether you are just starting out or have been in the industry for several years.



# 1. Work with a company you believe in

It is generally much easier to sell a product you benefit from yourself rather than one you don't really use or care about. This is especially true for health products such as supplements and essential oils. Additionally, if you have used and trust a certain brand of products, it is much easier and more natural to become an advocate for them.

The first step, therefore, in becoming a successful network marketer is to work with a company whose products you use and love.

If you are undecided on which company to choose, do some research and find out which company's products work best for you. You'll also want to look into a company's compensation plan and distributor success stories and find out what they do to help make their advocates successful.







On top of that, find people that currently distribute for the company and ask them about their successes, as well as what they like and dislike about being a distributor.

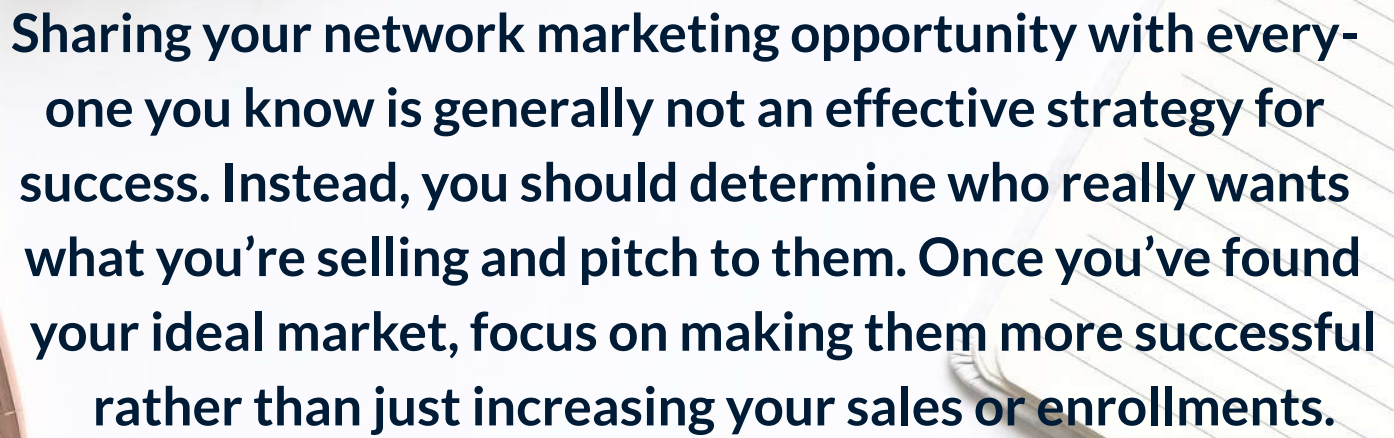
If you are currently a distributor for a company and don't love the products you're working with or don't feel like you're getting the support you need, it may be time to evaluate other companies and pick one that better aligns with you and your specific goals and values.



### 5 things to look for in a network marketing company:

1. Has the company been around for at least 3-5 years?
2. Is there a genuine need for the product?
3. Do you have a strong testimonial from using the products yourself?
4. Is the company/your upline committed to your success?
5. What are the average incomes at different compensation levels?





Sharing your network marketing opportunity with everyone you know is generally not an effective strategy for success. Instead, you should determine who really wants what you're selling and pitch to them. Once you've found your ideal market, focus on making them more successful rather than just increasing your sales or enrollments.

## 2. Educate and share the right way

Being a product distributor shouldn't feel like a sales job. Instead, what you are doing is sharing your passion for the products you use with others. There are a variety of ways to expand your sphere of influence and spread the message about your products. Some of these include:

- Joining groups and sharing hobbies/activities
- Having casual conversations with people you know
- Sharing product samples with others
- Asking a friend to host a wellness class with a few of their friends





- Teaching a wellness class with someone in your upline, or on your own
- Attending health fairs and trade shows

Sharing your business opportunity the right way means focusing on health and wellness education and helping people reach their health and financial goals, not merely trying to sell them products. A person can get products from anyone, so you need something else to distinguish yourself from other distributors.

Some of the things that can set you apart from other distributors include the health knowledge and education you provide, the ability to support others in building their own business, and being there to answer questions and celebrate the person's successes.

Of course, another important medium that a majority of successful network marketers use to share their network marketing opportunity is social media.



# 3. Use social media

The extensive exposure that social media websites such as Facebook and Pinterest get provides a golden opportunity for your network marketing business. Harnessing the full potential of social will help you grow your business in many ways, including:

- Establishing relationships with your audience
- Building recognition
- Increasing audience base
- Connecting with the right people
- Sharing your content
- Driving traffic to your website or blog

Social media provides a great opportunity to network with both current and potential clients. You can set up groups, post about classes or deals you are offering, share the benefits of your products, and more.

**The average person spends roughly 2 hours per day on social media. That translates to more than 5 years of an average person's life span spent on Facebook, Twitter, Instagram, Pinterest, and other social media platforms.**





Whether you have no social media presence whatsoever or you're not getting the results you want from your current social media endeavors, the following steps will set you up to attract more clients and build relationships that will help your network marketing business thrive.

- Determine your goals – Set monetary goals that are specific, realistic, and trackable.
- Choose your platforms – Choose 2 or 3 platforms based on your target audience.
- Complete your profile – Share your information and story along with branded visuals.
- Create shareable content – How-to articles, trending topics, positive content, contests, offers, testimonials, etc.
- Optimize content – Schedule posts, use hashtags, use compelling visuals, and consider platform posting requirements.
- Monitor & engage – Join discussions, connect with like-minded people, and provide client service.
- Harness Influential marketing – Find influencers in your niche and collaborate with them to create content.
- Use targeted ads – Use paid ads to reach your target demographic.
- Take it offline – Use social media to complement, not replace offline marketing activities.





# 4. Expand your online presence

In addition to social media, setting up a website, blog, email autoresponder, and YouTube channel are other relatively easy and cheap ways to expand your online presence even more. Let's take a look at each of these ways to grow your visibility online.

## Website

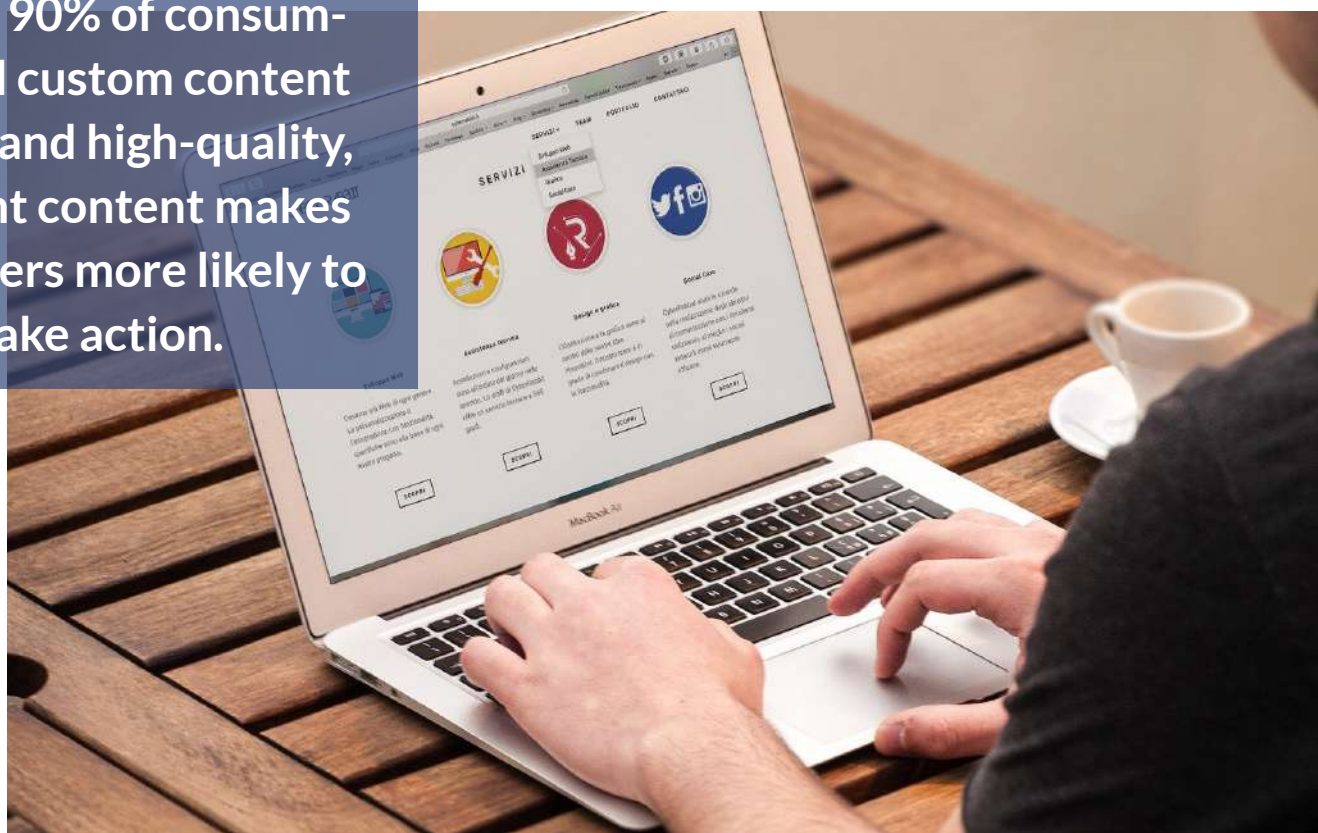
Websites are easier to build and maintain than ever. Many providers such as Wix and Wordpress have themes and templates to make creating your website a breeze.

Along with typical website pages such as a home, about, and contact pages, adding an offer landing page, or a series of landing pages, will help to draw in visitors and convert leads. Sites such as LandingPage Monkey offer high-converting templates that you can use to get your offers out, and they even host the landing pages for you so you don't have to buy a domain and set up your own website.

**Content marketing through your own website and blog improves brand loyalty, generates leads, and increases direct sales. In fact, 90% of consumers find custom content useful, and high-quality, relevant content makes consumers more likely to take action.**

## Blog

A well-written blog can increase your visibility online and draw hundreds and even thousands



of leads to your business. You can set up a free blog with sites like WordPress and Blogger, or you can easily add one to your hosted website.

A blog is an especially good place to educate others about how they can improve their health and well-being. You can even use a keyword research tool to find topics in your niche that people are searching for, and create content around those keywords. Perhaps the most important thing with a blog is to post frequently, which means about once a week.

### **Email autoresponder**

An e-mail autoresponder is another essential tool if you're serious about growing your business. While some people find success using email alone, combining an autoresponder tool such as AWeber or Constant Content with your landing pages can be far more effective. Once you've captured a lead from your landing page, your autoresponder can be set up to automatically send out your customized emails to them periodically. Experts recommend creating multiple autoresponder campaigns to target prospects based on their interests.

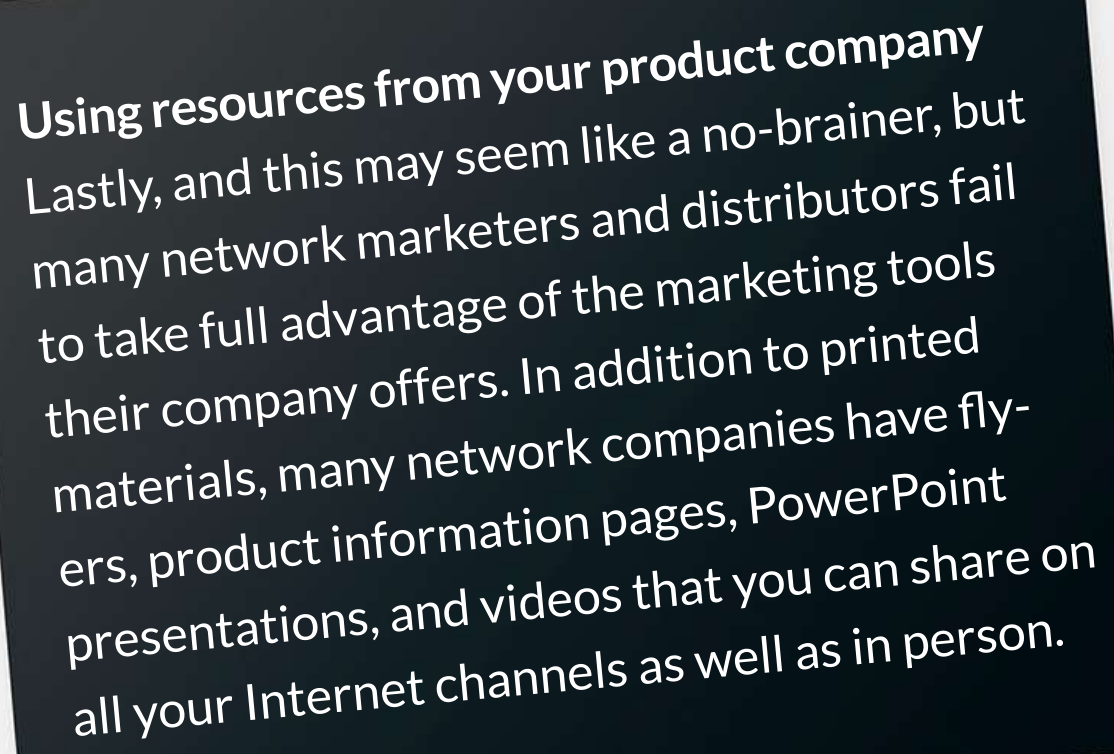






### YouTube videos

Similar to a blog, YouTube provides another opportunity to share your story and communicate with prospects. If you can share valuable, relevant information with your audience in a meaningful way, your online presence and brand will continue to grow.



**Using resources from your product company**  
Lastly, and this may seem like a no-brainer, but many network marketers and distributors fail to take full advantage of the marketing tools their company offers. In addition to printed materials, many network companies have flyers, product information pages, PowerPoint presentations, and videos that you can share on all your Internet channels as well as in person.





## 5. Stay motivated

### ***What is your Why?***

The reason why you're doing network marketing is even more important than what you are selling. So make sure to write down why you want to be a successful network marketer.

What's driving you emotionally? What do you want your life to look like long-term? Be as specific as possible. Then, break down your Why into achievable goals and celebrate your successes along the way.



When it comes to selling wellness products, it can be difficult to stay motivated in the long-term. This is why it's important to be passionate about the products that you sell. Along with remembering that you're making a difference in the health and wellness of others, thinking about how sharing the products will allow you to live the lifestyle that you want to live can help keep you motivated in the long-term.

Beyond self-motivation, many people find that having a good mentor or partner helps them stay energized and focused on their network marketing business.

Challenges are inevitable with any business, so it's important to have a support group to help keep you motivated—especially when you are just starting out. Connecting with other successful distributors will increase your chances for success, and a mentor can help you avoid the common mistakes and pitfalls involved in this business.



Beyond self-motivation, many people find that having a good mentor or partner helps them stay energized and focused on their network marketing business.

## 6. Add ZYTO technology

A study of network marketers who use ZYTO technology found that overall personal volume was

**36%  
higher**

at all ranking levels compared to those who didn't use ZYTO over the same 32-month period.





As mentioned, a critical part of your success as a network marketer is differentiating yourself from the other distributors. If you are a network marketer in the wellness industry, this is where ZYTO technology can be a huge help. By adding ZYTO scanning, you can provide individualized information to each of your clients to assist them in making wellness decisions.

A ZYTO biocommunication scan is a powerful assessment tool that utilizes galvanic skin response to determine which supplements, essential oils, and other products the body responded to most coherently. This gives you data about which products to recommend, and makes for a more personalized experience with your clients and prospects.

Wellness professionals who use ZYTO technology often report increased sales from the individualized product recommendations. While people may be mildly interested initially, empowering them with personalized data is often what gets them to buy more products. And when they realize the benefits, they will come back to get scanned again. Regular scanning will help clients keep up with their body's changing needs so they can better maintain their wellness over time.

Along with scanning for the body's preference to essential oils, ZYTO technology can also help you pinpoint specific areas that may need additional wellness support. Plus, features like wellness service scanning and remote scanning allow you to expand your network marketing business even more.

***To learn more about how ZYTO can help you grow your business, visit [zyto.com/grow](https://zyto.com/grow)***

