

# "High-tech" or "High-touch" Network Marketing-

What's the difference between the two and which way should you go?

If you are already in or you are considering Network Marketing, you may want to read this article to learn which way you may want to build your business. Years ago there was only one way, the "High-Touch" way, so there was no need to think about High-Tech. However, if you have been involved in Network Marketing over the past 25 years or more, you would have seen how things have evolved in this industry.

Some try to fight these changes to try to keep things just the way they have always been. They don't like change so they say it will not work. On the other hand, there are some who try to push the envelope so far in the other direction only to find it does not work for them in the long run. They almost want to remove themselves and allow tools such as Web sites to do the work for them.

But, there are a few in a third class of people who are starting to see that balance is everything in this business. Just like you cannot build this business very large by just talking about the products or just talking about the business. Again, balance is everything.

So that brings us to this "High-tech" or "High-touch" Network Marketing thing. Which route will be your pathway to MLM success? Machines or People? Most of today's multilevel marketers seem to fall into these two categories: High-Touch or High-Tech. But which is the better way to go? Or, is one better than the other?

You may find this message interesting and may even have thought about this yourself over the past couple of years. But first, let's distinguish the difference between these two groups.

**High-touch** network marketers build connections with people. This includes all the traditional aspects of network marketing. High-touch marketers do their networking offline by calling on prospects, writing postcards and letters, holding meetings, and giving one-on-one presentations.

The leaders in high-touch network marketing make plenty of personal contact with the distributors in their downlines, coaching them and working within their warm market to identify and groom potential leaders. A high-touch MLM leader focuses on developing leadership abilities in others. They will drive hundreds of miles just to meet someone in person to help them learn about this business.

**High-tech** network marketers, on the other hand, tend to devote considerable attention to refining their Internet skills. They become experts on getting high rankings with the search engines. They spend most of their time and energy publishing or advertising in e-zines, designing e-mail marketing campaigns, maybe even doing a few Web-conferences and a bit of direct mail, but mainly driving traffic to their websites.

Most of today's multilevel marketers seem to fall into one category or the other, with little overlap between the two. What kinds of results can you expect from these two approaches, and what should you be doing to maximize your chances for success in MLM?

I feel the real answer is..**Balance.**

Websites don't build relationships with people, people do. However, people cannot get information out to other people instantly, email programs do that. So why not learn to use both High-Touch and High-Tech effectively together?

It is the way of the future in this industry so why fight it? Learn about it instead and get really good at it. Soon you will be one of the top leaders to mentor others who have yet to be introduced to this great fast-growing industry!

Our industry has been around for more than fifty years. The top 200 income earners made their money offline and are still making most of their money offline. After all, they had over 50 years of practice and a lot of time for their organizations to develop to this point. But how did they make their fortunes?

By calling on prospects, writing postcards and letters, holding meetings, doing one-on-one presentations-and duplicating their success by teaching others to do the same. They are in the business of promotion: Promote the Industry, Promote the Product, Promote Events, Promote the People!

Look at some of these people that are the best of the best of the heavy hitters like Dexter Yeager, Larry Thompson, Jeff Roberti, Paula Pritchard, Jeff Olsen, Mark Yarnell, and many others. These people have made millions-not two or three million dollars, but fifty, sixty, or multiple hundreds of millions.

Consider Dexter Yeager, a former truck driver who has probably made more money than anyone else in network marketing. Jeff Roberti made at least 50 million... Larry Thompson, at least 60 million... and the list goes on with Shaklee leaders such as Al Hagerman.

Now consider this question: How many people have earned at least fifty million dollars in online network marketing? Who are the gurus in online MLM? Who are the people who have been recognized as the industry's movers and shakers on the Internet? I'm sure you can think of the names of many self-proclaimed marketing gurus on the Internet. Some of these people are making good money, but fifty million dollars? No way. But why the gap in earnings?

Online marketers certainly have faster ways to recruit! They can just push a button, and bang! They can have 500+ people get their fancy Web site presentation that same day. But that's exactly where the problem lies! Internet marketing, in and of itself, is just too fast and too easy to produce solid results over the long term.

There is no relationship building in this kind of marketing and no building of people skills so it never produces the incomes that past off-line marketers have built. Off-line marketers could not lean on these kinds of tools because they did not have them. So instead, they had to learn how to become these tools! In doing so, they became leaders in the process and taught many others to do the same along their way!

You can just hear the companies who promote these on-line tools. "Just sign up with us and then all you need to do is direct people to our web site and everything is already done for you. Your prospects will learn all about the products and the business and we will even have the Web site train them. Now, do you think you could get others to do that?"

Sounds easy doesn't it? That's why they get a lot of people to sign up with them in the front end but the back end falls out on these people because it does not build people. It is called "Welfare Mentality." They tell you that you don't even have to learn anything except how to get people to go look at the site. In other words, just drive as much traffic to this Web site and you are a success! This is not leadership, this is crazy!

Well, people do as they are taught. Maybe nobody came right out and told them to do it this way, but this is what they have observed. Never forget that the people in your downline will do what they see you do, not what you tell them to do. "Earn Without Effort!" "Get in fast! This thing is awesome! No selling! No recruiting! Just sit back and watch the cash roll in!"

We've all seen e-mails like these, haven't we? Ho hum. Hit the "delete" key and move on to the next one. The people who send these e-mails are not teaching the principles of capitalism the way the offline recruiters and trainers do.

A true leader in network marketing is a person who invests time in others... someone who empowers others to achieve financial freedom by teaching them how to achieve their goals with a true step-by-step process that most anyone can follow. True leadership in network marketing is not about you. It's about them: the people in your organization.

Authentic network marketing is based on the principles of capitalism, not socialism. Sitting around and waiting for someone to do it all for you is socialism, because you are depending on others to make things happen. Depending on others is staying in your comfort zone. It's like Russia under Lenin...

In contrast to the "earn without effort" crowd, true network marketing leaders teach people how to expand their comfort zones. They teach their downlines how to make things happen instead of waiting for things to happen.

True network marketing leaders seek out people who have a burning desire to succeed. They know what to look for in a future leader. They know how to identify the right mindsets for this business, and they lock them in and develop them through "Tell, Show, Try, Do."

Only when you do this will you get to the point of the so-called walk-away-income. This is where you have a life as well as an income. Some get to the top only to find they can't get down. They have so many people depending on them and their tools that they can't stop supporting what they built or it will all fall like a house built of cards.

There's nothing wrong with those who are looking for the easy way out except for the fact that it will never, ever make anyone rich. They will never be financially free, because they can't take a year off. If they did, their income would dry up completely.

Think about the on-line tool you are using such as a Web site. Is it your tool or one that someone else owns and sold you on using? If it is your tool, can others produce it or do they need to always use yours? This is a business of duplicating not relying on others or on tools to do all the work. You must learn people skills to become the leader you need to become so that you reach the top if that is where you want to be.

Making real money is not an effortless process. It takes skill and commitment. Money always finds its own path toward the ones who are smart, observant, determined, and hard working. How many lottery winners have gone broke after winning several million dollars? Sadly, quite a few of them! As I said, money goes its own way. It ends up in the hands of the people who go out and solve problems... the ones who actively seize opportunities, rather than waiting around for things to happen for them.

You cannot climb to the peak of MLM success without first venturing outside your comfort zone.

You have to be willing to learn and grow. It's crazy to expect your life to change unless you start doing things differently. In fact, one definition of insanity is doing the same thing over and over while expecting a different outcome.

### **Now It's Time for the Million-Dollar Question!**

Is it truly possible for anyone to make millions of dollars through online network marketing?

The answer will bring a sense of relief to many people who are reading this article. The answer is YES!

YES! YES! YES! You can make an incredible walk-away income online if-and only if-you are prepared to take the old-school network marketing principles along with you! Some of the old off-line Marketers are starting to learn this and have now even gone as far as getting an email address!

What am I saying? I'm telling you that achieving success in online network marketing depends on your capacity to set an example for your downline. You have to do what it takes to develop leaders. You must stay in touch with your team. Tell, Show, Try, And Do! Always make sure you are the best distributor in your organization.

You need to maintain your focus, not jump around from program to program. You have to take care of people. Your people will not care about you until they know how much you care about them! You need to invest time and energy in helping people succeed by teaching them how to do what you do, without you!

You have to be willing to lead with authority, which means that sometimes you will not be the most popular guy or girl with some people. You must have the strength of character to tell the truth, even if doing so might cost you a few people. But at least you are telling the truth here. If you cannot handle it... if you choose to interpret what I'm telling you in a negative way, you will never get anywhere with that attitude. Never... No excuses. Tear up your list of excuses now, because it's preventing you from getting the results you want.

Yes, You Can Be High-Tech and High-Touch! "Bridging the Gap Between High-Touch and High-Tech Network Marketing" is really the best way to go and a few people are just starting to get the point of why and how it is best done.

By combining the best offline and online marketing techniques, we've found a way for people to make real money online and yes, really from home! After all, someone had to be the first!

How many people do you know that would love to earn an income from home without having to go to work every day? How many people do you know in Network Marketing that would love to build this business at home which would not require them to need a babysitter? We know where to find a lot of them and the interest from still others is increasing everyday!

My purpose in writing this article is to share the facts about network marketing and what is happening in this fast-growing industry. I saw this coming many years ago but at the time, I did not know enough to take full advantage of it. Now, I would not build this business any other way for it is just too much fun to be enjoying the best of both worlds! Business life and family life, again with balance!

Regardless of whether you prefer offline or online recruiting techniques, you'll need to network your way to the top. How can you do this? By being teachable. By flexing your leadership muscles. By developing leaders. That's how the real money is being made in this fantastic industry.

Within the next couple of years we will start seeing people who have made a fortune in network marketing on the Internet. Real "At-Home Business Leaders!" We will witness an ever-expanding group of fifty-million-dollar earners. We will hear about people who have achieved financial freedom by developing a tremendous income stream from online network marketing around the globe!

I can make this prediction with confidence because every day I encounter more and more people who are on the same page with me about the importance of combining high-tech and high-touch. A few of them have already set the example for the many others who are now on their way.

I created a process called RWB that I use and teach to many others. It is based on the proven fundamentals of Network Marketing as well as how to use the on-line tools so that others can do the same without me. They understand how to succeed in this industry, and they are committed to staying with it over the long term. They want to be out-front, leading the way this time instead of following the masses from behind.

Success Doesn't Happen Overnight on the Internet - or Anywhere Else! Experience has taught me that it takes five years to build a rock-solid business. It takes at least five years to build any business to a level where it can be considered serious.

This is one of the hardest lessons people need to learn in this industry. I ask people to stay with the RWB process for at least one year to get good with it. Yet, I still find some who can't stay with any process for more than a couple of months! Network Marketing is great if you stay focused on one process and do it over and over again with new people each time.

My sister-in-law built a conventional business and has been in business as long as I have been. This year she was worried about losing money and over the last few years she has made less money than the years before. On the other hand, I have not been able to work my business for the past 4 years as I need to do but I am now earning more income and will soon set a new record high.

Network marketing is about building relationships. It's about negotiating win-win deals all the time. You need to focus on promoting your leaders. Put your ego in the fridge now and then, and give people opportunities to develop themselves.

You'll need to cut people loose sometimes for their best interests. It's like raising a child. If you spoil them by making things too easy, you'll pay the price when they're 14 years old and they get into trouble or 41 years old and still at home depending on you to make it in life!

By making things too easy for them, you have not helped them at all! They will pay the price for the rest of their lives because you've encouraged them to develop the wrong attitude. It works the same way in Network Marketing. Find people with leadership potential, and teach them a process that they can follow without you. Give them a chance to discover what they can do. They won't get anywhere if you do all the work for them.

If you use the Internet in the right way, it can be an incredibly powerful tool. But you must never neglect the high-touch aspects of network marketing, because this industry is about people, not technology, and it will always stay that way. Network marketing is about empowering people, educating people, and giving them the truth! It takes time to build solid relationships. You can't do it overnight, and you can't do it without making an effort to connect with people.

If you combine high-tech and high-touch as suggested here, in a few years you'll be standing with the next generation of marketers on the highest mountain in this industry. So give it some thought. Is it time for you to be the next new "High-tech /"High-touch" Network Marketing Leader who is leading the way? If so, come and join us on our way to the top!

Till next time,  
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