



# Network Marketing For Dummies

By Zig Ziglar, John P. Hayes

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## Network Marketing For Dummies By Zig Ziglar, John P. Hayes

Network marketing has helped people all over the world achieve financial independence—and it can help you do the same. As a profession, network marketing invites all people, regardless of gender, experience, education, or financial status, to jump on board and build a satisfying and potentially lucrative business. If you want to improve your current financial situation and are ready to become your own boss, then networking marketing is the way to go.

Whether you want to work full-time or part-time; whether you dream of earning a few hundred dollars a month or thousands of dollars a month, *Network Marketing For Dummies* can show you how to get started in this business within a matter of days. If you're currently involved in network marketing, this book is also valuable as both a reference source and a refresher course.

Network marketing is a system for distributing goods and services through networks of thousands of independent salespeople, or distributors. With *Network Marketing For Dummies* as your guide, you'll become familiar with this system and figure out how to build revenue, motivate your distributors, evaluate opportunities, and grab the success you deserve in this field. You'll explore important topics, such as setting up a database of prospects and creating loyal customers. You'll also discover how to:

- Get set up as a distributor
- Develop a comprehensive marketing plan
- Recruit, train, and motivate your network
- Maximize downline income
- Take your marketing and sales skills to a higher level
- Cope with taxes and regulations
- Avoid common pitfalls

Packed with tips on overcoming common start-up hurdles as well as stories from more than fifty successful network marketers, *Network Marketing For Dummies* will show you how to approach this opportunity so that you can begin to build a successful and satisfying business of your own.

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## Network Marketing For Dummies By Zig Ziglar, John P. Hayes Bibliography

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## **Editorial Review**

### Review

"Network Marketing for Dummies is a global success for those seeking quality information on the subject." -  
- *Empowermag.com, May 2001*

### From the Back Cover

Praise for Zig Ziglar and Network Marketing For Dummies "Finally! The premier success tool for network marketing by the master of personal performance, Zig Ziglar." -Ridgely Goldsborough, Publisher, Network Marketing Lifestyles Magazine "Zig Ziglar's electrifying speeches draw long standing ovations and leave audiences spellbound with enthusiasm." -Purpose Magazine

Packed with tips on overcoming start-up hurdles

Choose the right opportunity and start growing your income - no experience necessary! Network marketing has helped people all over the world achieve financial independence. But how do you make it work for you? In this friendly guide, sales legend Zig Ziglar and John P. Hayes show you step-by-step how to build revenue, motivate your distributors, and grab the success you deserve.

Discover how to: Get set up as a distributor Develop a marketing plan Recruit and train your network  
Maximize downline income Cope with taxes and regulations Avoid common pitfalls

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### About the Author

Zig Ziglar is a renowned motivational speaker. His training courses, tapes, and videos are hugely successful, and he has written many bestselling books. John P. Hayes, Ph.D., is a writer, speaker, and seminar leader.

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