

The Role of Kindness in MLM and Network Marketing

If you believe that kindness is the same thing as weakness in the business world, then you have missed the boat on the whole intent of social media network marketing. The advent of Facebook, Twitter, YouTube and other social media venues began as and continues to be a process for people to interact. The basic fact is this: people choose to continue to interact with other people they find, nice, informative and interesting.

Attraction Marketing

You may point out that I advocate using Facebook, Twitter and YouTube for lead generation. You may be thinking, how does that work? I have found that it all starts with Attraction Marketing, as laid out by the king of MLM marketing, Mike Dillard. Instead of having to search for leads, your goal is to have people search for you and your MLM opportunity. As Mike Dillard has often said; "Be the hunted not the hunter."

The standard definition of attraction marketing is the theory that you attract people to you rather than you going after them. Not only is this a new marketing concept, it is the opposite of traditional marketing where you engage in sales activity when you first approach a prospect or person. With the attraction marketing concept, people contact you about your products, services and opportunity because they see you as an expert.

Obviously, it sounds impressive, but how do you do it? Mike Dillard explains. You have to brand yourself as an expert in the network marketing industry. Experts are go-to people. You will develop a following when you become branded as an industry leader. As you get a following, you are also building a bigger customer base and a network of prospects that will make you amazing wealth.

The Role of Kindness

A favorite quote of mine is from Plato: "Be kind, for everyone you meet is fighting a hard battle." It is true that life is hard. So you can count on just about everyone you talk to is facing a challenging day in one way or another, from your family and friends, to your employees, from your customers to prospects, even the strangers you meet or just your neighbor. This is especially true in today's troubled economy.

Why is knowing others are fighting a hard battle important for you to understand as an entrepreneur or business owner? Simple - as I have already pointed out, people like to interact or do business with people they like and trust - but you need to also recognize that the greatest way to make that connection is by recognizing other's challenges and treating them with kindness and respect.

Think about the last "hard battle" kind of day you had. Did anyone treat you with a little extra kindness that day? Did anyone sense something was not quite right in your world and attempt to make your day a little better? Did anyone express thanks for your service or maybe give you a smile that lifted your spirits? Remember how this made you feel - Think of how it lightened your load, put a little bounce back in your step or helped you face the next challenge of your day.

It is still one of the greatest business strategies ever created: Kill people with kindness. It really does not matter who that person is, showing just a little extra kindness can make all the difference in your relationship. Plato not only understood the challenges of his day but also what the 21st century would be - so never underestimate the power of a little bit of kindness.

Kindness can lead to truly loyal employees, committed partners and life-time customers, especially when that person is facing a "hard battle" on any given day. Since you do not know the battles of the people you interact with over the Internet, just assume they are having them. You will be someone people want to know when they can see you are a nice person just by what you say in a Facebook entry, a tweet or a YouTube video.

About the Author

To be truly successful building your Network Marketing business, you need a powerful system that will train your down line. You need the right MLM tools and systems that train people [MLM lead generation](#), how to market, follow up with prospects, and enroll new distributors. It's amazing how a simple duplicable [MLM system](#) will get you on your way to financial freedom.