

# Issue 27

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## Get Involved PART II

### "Are you taking the Long-Term Approach to Life-Long Success?"

In that last issue when we talked about "Getting Involved" I gave you an overview of how I build relationships online. Basically, you help people and offer your knowledge whenever possible.

I do this by participating in discussion groups, writing articles, and giving site reviews. Just last week I had a good example of how this technique works.

- I posted to a discussion group my views of how to quickly and effectively prospect 200 or more people a month over the phone (inexpensively).
- I offered my advice to a topic this related to and then offered a training article I sent to my group a couple weeks ago.
- I offered my advice, knowledge, and help.

When I woke up the next day my email box was full of people who wanted to read the article I offered. I emailed all of them the article and then had that warm fuzzy when they

emailed back with things like "That was the best phone training article I have read."

I was able to offer my help to a lot of people and notched my name recognition and "leader" ability up a little higher.

The next time I post a message, the people who received my article will take a little more notice and read it a little more closely because they know I have something to offer that will benefit them.

But the most important thing that came out of that one simple post is the number of relationships I was able to start with other people.

Several of those people went a step further and started an email conversation and asked some questions, and all along I offered as much help and assistance as I could. Why?

Well first it was not to try and persuade these people to join my company, that would totally defeat my purpose of building my online reputation. It was to develop a LONG-TERM relationship with these people. To turn the contacts into connections.

Now people reading this might be thinking, "Why is this important if nobody signed up in your program?"

Simple, if I offered my advice and help with the idea of signing up people who are ALREADY in a MLM program, then I am thinking very SHORT-TERM.

People who are on discussion lists and are looking for advice and help, for the most part, are already involved and committed to a network marketing business.

I have NO intention of trying to persuade these people that my opportunity is better or sign them up. I just want to do as much as I can to help others and show what kind of support I offer people. And to be honest, I like helping people; that is why I publish VisionPRO every week for free.

Instead, the reason I am doing this is for the LONG-TERM reasons. Right now these people are busy building their business. But what about 6 months down the road. With the high company failure rate, many of these people might not have a company anymore, or maybe the one they are with just is not a good match for them, or maybe (you fill in a reason) they are looking for something new.

What is the first thing they are going to think of, "Well a couple months ago Kevin was a big help to me, why don't I see what he is up to now. I really liked the help he gave, that would be the type of person I would like to work with."

Guess what, 6 months later I have a new member in my downline who is already familiar with MLM, already has some training under their belt, and really have a desire for success.

I thought LONG-TERM and I won. You see, Network Marketing is a LONG-TERM business. It takes many months and years for your efforts to start to really pay off. To be successful in a LONG-TERM business you have to approach it with a LONG-TERM attitude.

If you approach it with a short-term attitude and approach you will receive short-term results and eventually NO results. The key here is to have PATIENCE and a willingness to wait for the LONG-TERM benefits.

Let me give you a short personal story:

About 6 months ago I developed a relationship with somebody online. At the time he was not interested in what I had to offer. That was fine but we kept in contact and built a relationship.

Then, 6 months later, he comes back to me and says "You remember when you told me about such-and-such company. How is it doing? I might be interested."

Back when I first met him he had no interest in what I was doing, but that did not bother me because I was thinking long-term.

Now, 6 months later, I have a great new member who will be a great benefit to my team. Do you think I won, in the LONG-TERM!

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To Your Success,  
Dr. Roberto A. Bonomi

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**ABOUT THE AUTHOR:** Dr. Roberto A. Bonomi is the owner of the successful [www.easy-home-business.com](http://www.easy-home-business.com) site and the incredible "How to Sell on The Web" e-book

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