

THE NETWORK MARKETING LEADERS

GUIDE

10 Ways to Increase your Influence
and Grow a Massive Team

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If you're currently involved in network marketing or considering doing it to supplement your income or considering it as a full-time career, you need to know exactly how to increase your influence and become the example for others to follow.

Leadership is influence.

Influence is your ability to change people's behaviors, attitudes or opinions to a pre-determined outcome.

If you're in network marketing at any level, you want to do everything you can to increase your influence.

So, how do you go about becoming a more influential and capable leader?

10 Ways to Increase your Influence

#1: Focus on ONE Thing.

You become more influential when people see you as someone who knows exactly what they want and intently focused on it.

If you're in more than one company, you're very likely *decreasing* your influence because people see you as someone lacking focus.

#2: Set the Pace.

Momentum starts with you and the actions you take. Leading the charge means creating the pace for everyone else to follow.

If you'd like to see your people produce more, remember that they're taking your lead.

#3: People Do Exactly What They See.

If you want your team more attentive at events, they need to see you involved, attentive, sitting in the front row and taking notes. Roaming around the back of the room or in the hallways is not setting a good example.

If you want your people to be more focused and engaged, they first need to SEE YOU doing it.

Remember this...when you stop recruiting, so does your team.

#4: Understand the Power of the Ripple Effect.

One thing you need to understand right now when it comes to increasing your influence and becoming a better leader is this.

Everything that you do or say has a Ripple Effect. Literally, every decision you take has an extensive impact that is far more than you will ever see...both positive and negative.

For example, when someone sees you publicly praise and recognize a teammate for a job well done, people see it... and the impact of that decision will ripple through your organization.

On the other hand, if someone sees you treat a person negatively...the ripple happens there as well. Both the person you treated negatively as well as the one witnessing it may simply “turn off” and not continue doing business with you.

#5: Sharpen your Saw Daily.

Your personal growth is what increases your leadership capacity. When you stop growing, so does your team.

So...instead of hearing the phrase “personal growth” and treating it passé, take it seriously and make it your point to constantly work on improving. Your leadership capacity will grow, your skills will improve and your overall mindset will shift in a way that is conducive to growing a bigger team.

#6: Be Accountable.

The ultimate level of maturity is taking full responsibility for where you are right now. It's not your sponsor's fault, the company's fault, the comp plan's fault or the economy's fault.

You are where because of the decisions you've made thus far. If you don't like where you are, it's up to you to change it...and no one else.

Taking full responsibility for the consequence of your actions or inactions is one of the first steps in becoming a true leader.

#7: Do Things that Inspire Confidence in Others.

A leader is someone that is reliable and can be counted on to do the things they said they'd do...and then some.

Are you currently perceived as someone who is reliable and dependable?

You better answer YES to that question if being a better leader is a priority for you.

Remember this. Your team is quietly asking themselves this question about you, *"Can I count on you?"*

Well. Can they?

If the answer isn't a 100% resounding YES, you need to change a few things...now.

#8: Recognition Increases Motivation

Your job isn't to motivate your people. What you DO need to do is find people that are motivated to create change and make sure that you don't do things that strip the motivation they already have from them.

So...one thing you can take to the bank is this. People will often work harder for recognition than they do for money. Yes...people want to make money, but they also want to be appreciated and valued for the work they put in.

And...as the team leader, it is YOUR job to make sure you remember to recognize even the simplest or smallest of accomplishments of people on your team.

Someone makes their first product sale, you make a big deal about it.

Someone recruits their first rep, you recognize it.

Someone books an in-home with no one who shows up, you even recognize that!

Don't ever forget to take the time to recognize even the simplest and smallest of accomplishments of people on your team.

#9: Embrace Change Like a Champ.

The only constant in life is change, so why fight it. Anytime you resist change, fight it or complain about it...all you're doing is wasting valuable time that could be invested in more productive activities.

Your ability as a leader to embrace change determines your group's future.

#10: Permanent Income Requires Permanent Commitment.

If you want to create a permanent income that continues to pay you over time, you have to understand that there's no "on/off switch" in this business. You have the responsibility to continue to lead and inspire people no matter how big your check is.

The moment you stop is the moment your business begins to move in a downward direction.

These are proven decision points and strategies from someone who has invested over 26 years in network marketing.

We were able to corner Todd Falcone, one of network marketing's top trainers and ask him questions about increasing one's influence and leadership capacity in network marketing.