



How to Create an Immediate \$200 MONTHLY Advertising Budget for Your Network Marketing Business

By Dale Calvert

"Early to Bed, early to rise, work like heck and advertise"

Ted Turner

What is your annual advertising budget for your network marketing business? It is sad but true, that most network marketers can't answer that question. They have no game plan, no routine, no real system or plan for advertising their products and business.

Most network marketers decide to advertise only after getting fired up at a corporate training, or when the home office introduces a new product or service. If there is one thing I have learned over the past twenty years about this business, it is that network marketing professionals recruit WEEKLY! Amateurs share their opportunity by chance; professionals share their opportunity by design.

Why do you think you see the same distributors advertising month after month in industry publications such as Cutting Edge, and Home Business Connection? These distributors are professionals who understand this concept.

To recruit on a weekly basis then you must implement a proven, weekly, advertising system. Why don't most network marketers recruit each week? From those I have surveyed, guess what the number one reason they tell me? I don't have the funds. The funds aren't in my budget.

One of the awesome aspects of network marketing is you don't have to have a lot of money to get started. However if you are skilled, you have mastered retailing and recruiting, you need an advertising budget for your business. You cannot build this business by throwing money at it, believe me I know many distributors who have tried!

However, it just makes sense that you must get in front of as many people on a weekly basis as your time allows. To grow your business quickly.....you MUST maximize your recruiting efforts each and every week.... especially if you are part-time.

You absolutely positively MUST recruit each week. You must "recruit by design". You must have a monthly advertising budget. But Dale, I simply don't have the funds, what do I do?

My first answer, focus on retailing more products. That is why I believe so strongly that you must have a sizzling hot product that everyone wants, and the masses of distributors can take to the market place and retail immediately.

My second answer, **concentrate on saving the money you are already spending!** There is no question that the average family of five can slash \$200 to \$400 off their monthly budget, by simply **DECIDING** to do so!

I know a single mother who only had \$39.00 at the end of each month in extra, net disposable income. Using this technique of "**saving the money you are already spending**" she was able to create a \$135 monthly advertising budget for her business. Quite simply her advertising budget made the difference in her success or failure. She

went on to develop a powerful organization and a strong six-figure income.

How do you save money that you are already spending? Think about it, sit down with your family and make a list. Some ideas to consider:

MONEY SAVING METHODS FOR NETWORK MARKETERS

The number one way.....**Grocery Coupons**. Most families are throwing away hundreds of dollars each and every year but not taking advantage of the FREE MONEY every grocery in this country offers. I know they are a hassle, I know they are time consuming, and inconvenient. Not to worry, I am going to share with you an awesome secret in a few minutes that will eliminate all your excuses. IT'S FREE MONEY!

Shop at **High End Consignment Clothing Stores**... save up to 90% on your clothing and wear higher quality clothes. Check your yellow pages; disguise yourself if you have to, then go visit. You may be shocked at what you find. You can also **sell your clothes, furniture, music CD's etc. through consignment shops.**

Are you spending too much money on your **long distance telephone bill**? Why not take the time to shop and compare. This idea alone can save most network marketers \$25.00 to \$100 a month.

Need quick cash to attend a corporate convention? I know many distributors who have had **yard sales** and sold enough junk to have enough cash to cover all their expenses. With the evolution of **Ebay** and other online auction sites, this concept has become even more valid. (www.OnlineAuctionU.com)

Buy everything you possibly can in bulk. Toilet paper, canned goods, and the list goes on and on. When you think groceries, first think coupons, second think **buy in bulk**. There are many discount clubs such as Sams Wholesale in every major city throughout the United States.

Buy your business tools and supplies in bulk. Most companies offer discounts when you order larger quantities of cassettes, literature and other training materials. Co-op with a few of your downline, sideline, or upline distributors and always parlay your cash to receive the largest discounts.

Insurance. I would estimate that 90% of the American population could save a total of \$500 - \$1,500 a year by simply shopping and comparing on their Life, Auto, Home, and Health Insurance.

Never pay retail. If you need software, electronics, appliances, or anything else for your home or office comparison-shop online.

I have given you a few ideas to stimulate your thinking. "Saving Money that you are already spending", really just comes down to a decision. After making the decision it is just a matter of taking the time to comparison shop. Remember every dollar you save is a dollar that can be spent towards your business advertising budget.

In our business it is not how much you make, it is how much you keep! I guess Benjamin Franklin had it right. "A penny Saved is a Penny Earned". In our case, a penny saved is a penny you can allocate towards your advertising budget. It all starts with the **decision**.

Make the decision now, and benefit from it NOW and for the REST OF YOUR LIFE!
