



# 5 Mistakes

NETWORK MARKETERS  
ARE  
MAKING RIGHT NOW!



## MISTAKE 1

BIGGEST MISTAKE - Not understanding who your ideal client is

## MISTAKE 2

Not addressing peoples pain points around solving a problem

## MISTAKE 3

Not having a strategy aorund content and building relationships

## MISTAKE 4

Posting products on their grid and in stories daily with NO VALUE

## MISTAKE 5

Not utilising video to gain "know like and trust" with your ideal customer



## How to Fix This



### Not understanding who your ideal client is.

The old maxim is true, “serving everyone often leads to serving no one.” Targeting the right customers can make all the difference in your business. Do they have the problem you aim to solve? Do they have the means to buy and use your product? The more you know about them, the easier it becomes for you to attract them.



### Not addressing people's pain points around solving a problem

People are looking for a solution to their problem NOT how great your product is. Customers are always ready to buy your product if it offers them permanent relief from their painful problems. Find out exactly what your customers are struggling with and position your product as a solution to their problem.



### Not having a strategy around content and building relationships

When customers read something so compelling and feel an emotional connection to your brand, the lifetime value of that customer can increase by 300%. People buy from a business they trust, and powerful content is a strategic way to achieve that.



### Posting products on their grid and in stories daily with NO VALUE

You want more followers, right? Not just any kind, but followers that are likely to become customers. A sure way to bring your brand to life is by providing some value to your community. Show them something they can't see anywhere else.



**Not understanding who your ideal client is.**

Let people get to know, like and trust you. That is the fastest way to get more leads and close more sales. Confidence and posture and show up on video - how would the millionaire version of yourself show up? Become that person before you are there! Want to learn how I have scaled my own business from 0 to close to 6000 followers, attracted the right audience and converted leads to sales via social media only?

I hope you love my 2020 marketing secrets for network marketers, are you ready to STAND out from the crowd. Of course if you want to dive deeper into the strategy that has helped me connect with my ideal customer all around the world, create sales with ease and flow a WITHOUT having to post everyday then LET's connect. Enjoy Mish xx



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