

30 Ways You Can Be Unique In MLM

By Richard Dennis

In case you haven't noticed, competition is fierce in MLM. To be successful, you must stand out. You must differentiate yourself. Set yourself apart from & above the competition. Focus on a VERY small market. Know who YOU are. From your plan from:

1. Choice. You have to choose exactly what you're going to do, exactly who you will be. Define it clearly. If your identity is muddled, you're in trouble.

2. Give your prospect a reason to choose YOU, vs. all the other companies & sponsors they could choose. Skill. Help. Training you can give them. Connections.

3. Consider the personalities. What do Green, Yellow, Blue, & Red each want - demand? - in a sponsor?

4. Step-by-step, how do you differentiate yourself?

5. Today's computer technology makes copying products a breeze. So YOU must be different & your service must be different to have an impact.

6. You can't differentiate on good quality & excellent service - people see these claims everywhere. It's what they expect, so it has no impact.

7. How do you hold onto your own team AND take prospects from your competitors? Focus.

8. Set up a race designed for YOU to win, and then run THAT race. (For me, it was writing & advertising.)

9. Headlines containing current big news score better in readership than those that don't.

10. What happens when you differentiate by price (low price)?

11. Build a sharply defined personality to get more market share. Set up their blog? Help them differentiate themselves?

12. Branding yourself as a time-saver for people can be very effective.

13. Offer complete guidance in "how to do it." Get really, really good at *something*.

14. Make a logical argument: Avis is #2, so we have to try harder. Write it down; know it.

15. What is the difference between you and the others? Demonstrate that difference. Use it to set up a benefit to

your prospect. (E.g: become the FB expert. Cull the archives of the Thursday 3 pm MFF Calls at <http://mffaudios.com/> .)

16. Focus on that difference in everything you do, every aspect of your marketing.

17. Your differentiating idea must be simple & easily delivered. "Make it. Print it. Pack it. Ship it." Fedex Kinko's. Or, "You can do it. We can help." (Home Depot) Or "Fresh, hot pizza in 30 minutes or it's free." Walmart: "Save money. Live better."

18. People hate complexity & confusion. The simpler your message, the easier it is to get into their minds.

19. Been around a long time? Make that part of your differentiator. Longevity gives security.

20. Make people see the risks of choosing others. They could lose money. Maybe it won't work. Maybe it's dangerous. Maybe your friends will think you're an idiot. You might feel irresponsible.

21. Don't waste time trying to change minds. John Kenneth Galbraith once said: "Faced with the choice between changing one's mind and proving that there is no need to do so, almost everyone gets busy on the proof."

22. For established companies, new brands are more successful than line extensions.

23. The power of the specialist - you are the expert.

24. Look for an OPPOSITE attribute, so you can play off against the leader. Tell in detail what people get for your higher price. They are getting your time, and they must pay for it.

25. Choose a VERY narrow focus. You can expand that focus once you are a recognized leader.

26. Hang a negative attribute on your competitor. ("Those guys are great, they work really hard. But it's tough, because nobody will pay that much for Calcium.")

27. People love underdogs, but they buy the overdogs. Make sure they know YOU are the specialist.

28. Your goal is to own a leadership position in people's minds, for SOME word. (Scott Ginsburg - approachability: <http://hellomynameisscott.com/>)

29. Emphasize the "family" business. Not a corporation! You're in better position to serve your customers.

30. Ask for & gather testimonials. Record them, transcribe them, get agreement to use them. Tell stories and get stories.

