

Today you're going to discover how to “add value” for your MLM business. Recently, I hear so many marketers throwing these phrases around. But that's the easy part, and doing it is the hard part and let's get down to the detail.

If you have questions like this one below, shoot me an email at <http://www.AskTak.com/support> and I'll probably use your question in my next newsletter.

Your Friend,

Takuya Hikichi



Takuya Hikichi

Question:

I'm not sure how i can provide value online or in my MLM business Tak. To do this i know i need to give more value but like i said i don't know how i would do it or what i could provide to people.

Value = ROI / Benefit, Opportunity Cost

Before I begin writing about “how to” add value, let's talk about this action in the language that you can learn and duplicate.

I came up with a formula above, which says, Value = Return of Investment, divided by the benefits you receive or divide by the cost of an opportunity – and let me explain this topic using this formula.

We hear adding value often translated as “giving before asking to receive”. This is true to an extent but we need to get deeper into the true meaning of adding value today.

Everyday, Network Marketers around the world contact me with their offers, and often with “preferential treatment” or some sort of incentive to take a look at their businesses (assuming this incentive should justify their time spent approaching me).

Their rational is **IF** I ever am interested in their opportunity, then it must be the right thing to do

because they're "doing me a favor" by letting me be the first one to preview their offer.

WRONG.

No matter how FREE their approach is, no matter how RELEVANT they feel about their business, as long as I didn't ask for the information, their approach just **cost me time** to read their SPAM email, or listen to their unnecessary voicemail, and all the other opportunities that I could be spending, doing something else.

You see, when people talk about adding value, many people assume as long as it doesn't cost you money, it's okay to present anything (it's okay when it's food, but everything else costs opportunity).

Well, in today's "Time Deficit World" where people use cellphones, email, instant chat, blackberry, if your marketing costs their opportunity, you just took away their most precious commodity – time.

We make subtle decisions everyday, and even while you're taking time to read my newsletter, you're looking for ways to justify time spent in reading it

And when you get other people's attention, it's important that you give more than their time, cost and money spent on paying attention to you because you can never replace anyone's time.

Oh by the way, have you ever given a presentation and you know you could have better prepared?

Even if it was just ten minutes of someone's time, if there were six people listening to your presentation, you'd have wasted 60 minutes of people's time, not just the ten minutes you spent speaking.

So make the most of your time whenever you're having to approach someone about your MLM opportunity.

So What Should You Do To Add Value?

Let's talk about adding value. I won't spend a lot of your time here because things I'm going to tell you may be "just plain common sense".

And if you feel that these things are just "common sense", you're actually on the right track and let me explain to you why.

The difference between an experienced marketer and you is sort of like the difference between the blackbelt martial artist expert and a whitebelt holder (You).

It's NOT that the blackbelt expert performs more unique moves than you do as a whitebelt holder, but his repetitions of the same moves that he has practiced over the years now have empowered him with the right knowledge, experience, network and approach that you cannot yet duplicate in your business.

And this is where you need to take action.

It doesn't matter if you feel your newsletter, your lead capture page, your three way call is premature, you just need to start somewhere in order to get better at it.

You might not know what to say or what to do with your newsletter, but you don't need to feel pressured to write or say anything completely unique – **you just need to present an existing idea from a different point of view to refresh and shift the minds of people.**

Let me illustrate my point here... I meet people everyday who love buying courses. They buy books after books, hoping to gain greater knowledge while complaining that their last purchase didn't deliver value.

There is nothing wrong with doing that, but what some people don't realize is while they keep on buying more things and adding more tasks on their "To Do" list, they're looking for the magic pill to remedy their lack of action and they wonder why they don't find the "secret" in their latest marketing course.

However, if you'd find one or more things that you never have thought about before or thought that you "should have known this", then the marketer has done his/her job to shift your mind to the new level of mental growth.

If you keep on hearing, building list of people or building your subscriber list lead to success, it just means that they are effective.

But most people, while they're in whitebelt status, they'll change companies, hoping that by so doing, their challenges can be cured.

How many times have you met MLM junkies who join every MLM company under the sun and every time you talk to him, his latest product or the company offers the best of the world?

You're probably thinking, "What happened to the last company? Get back to me when you

finally make any kind of money.”

It's okay, we all have done this in the industry. But if you're lucky enough to realize this early in your career, then you could fix the situation today.

Gaining Permission to Pitch

The fastest way for you to add value is by **discovering how to gain permission to give pitch**.

Now if you Google any MLM company today, you're going to come across distributors wanting you to join their downlines, almost immediately after the minute you meet them.

That's like me saying to a stranger girl, “Hi, my name is Tak and I don't know you, but I think you're cute and you and should hook up right now.”

Believe it or not, this is how most marketers approach others when it comes to MLM.

It's like if you're Googling about XYZ company, then you must be interested in joining. This may be true, but you're only interested in gaining more information, and that's all you're doing right now.

But if you can approach a prospect and offer something in return for their time spending with you, then you'll gain greater permission to pitch something more in the backend. This is how the most successful marketers today, starting out first by approaching you with valuable but generic helpful information that benefit you no matter if you're in XYZ company or ABC biz.

Once your knowledge helps people, then they're hungry for more knowledge from you. By this time, you rightfully earned their permission to start inviting them to your other offers, including your MLM opportunity.

And this is how I receive calls, people just wanting to join my downlines or get sponsored.

In fact, you want to make it this way, because unless your prospect is sold on your qualification and makes it as their idea to join you, you're forever in debt to give them what they want and they control the relationship with you.

So don't pitch your MLM company front end, but offer something what you know so your prospects will only want to do business with you.

Okay, that's it for this week -- Thanks for subscribing to my newsletter and if you like the

EDUCATION-BASED NETWORK MARKETING NEWSLETTER BY TAKUYA HIKICHI

content, please pass it on to your friends and help spread the word.