

In the last few weeks, a lot of things changed in my life and one being my family just welcomed our first daughter!

So needless to say, I am slowing things down around my work.

But I NEVER KNEW it was this much fun to have a girl. For the longest time, I thought we should have another boy but I could do another girl again (Your family may disagree).

If you missed the last issue of ezine, [How to Add Value to Your MLM Business](#), please be sure to read it.

And this week, we're going to talk about positioning of your MLM business. By "positioning", I mean you get to be the expert in the eyes of your prospects so that they'd come after you **instead of you chasing people trying to convince** them of your ORAC score for your juice etc.

One way I position myself is by using article marketing. As a matter of fact, this very article will be featured at Ezinearticles.com this week as soon as I submit it.

I must say that majority of my online income derives from all the articles I use to drive traffic to my websites and if you're new at this, please download my free ebook on article marketing [here](#) (no need to opt-in).

One advice I can give you is when you write, don't worry too much about coming up with anything earth shattering – hardly happens. **But try explaining an existing idea from a different point of view, and it'll often lead to inspiration.**

For example, when you leave out bananas in your kitchen, if you pull them apart from the group and keep them separately, they'll last longer.

Did you know that?

I bet you didn't, did you?

Now I know from this time forth, you'll always know how to properly store your bananas.

You got my point though right? The point is... too many people get caught up, wanting to look perfect and put off doing the actual work.

Honestly, I have only been speaking English for the last 15 years and I still take action. I really can care less what others will think of me when I write imperfectly.

As a matter of fact, when people know you're imperfect, people will resonate with you more. It's called just being yourself.

OK, enough of that today.

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

One of the biggest reasons network marketers failing online is most people misuse the internet to expose their business.

Exposing is a good plan and if you do enough, some will certainly stick. But there is a better plan called *positioning*.

The difference between exposing and positioning is that while the exposure relies on short term gain, positioning uses systematic approach, starting first with giving valuable information online, collecting email list and continually marketing to the same prospects for life.

Positioning initially starts with providing what prospects really want online, which is useful information. Instead of asking to join your downline the first time you meet a prospect online, you can give immediately applicable information for the benefit of the prospect

This leads to the second positioning step. You will gain permission to acquire your prospects contact information through automated follow up system.

Third, auto responder allows you to communicate with thousands of people all at once, while prospecting eagerly waiting to receive information from you.

If you become successful in positioning your MLM business, your prospects will come to trust in your ability to guide them without being forced to believe. It becomes their idea to want to associate with your knowledge, persona and leadership.

And with the power of the Internet, the speed to which you can accomplish mass communication has become unbelievably quick today.

Building list of subscribers is what drives this positioning strategy most efficiently. With your own list of subscribers and not of your primary company downline member list, you can send email, build relationship, learn what the list wants, create the solution to your list and their desires, identify potential objections, and while hearing from your list what they and you creating what they want.

Exposing your business is like throwing your money hoping something will stick, but positioning is really a process that takes time and effort to build, but will pay dividends overtime.

Is your [MLM business positioning](#) or just exposing?