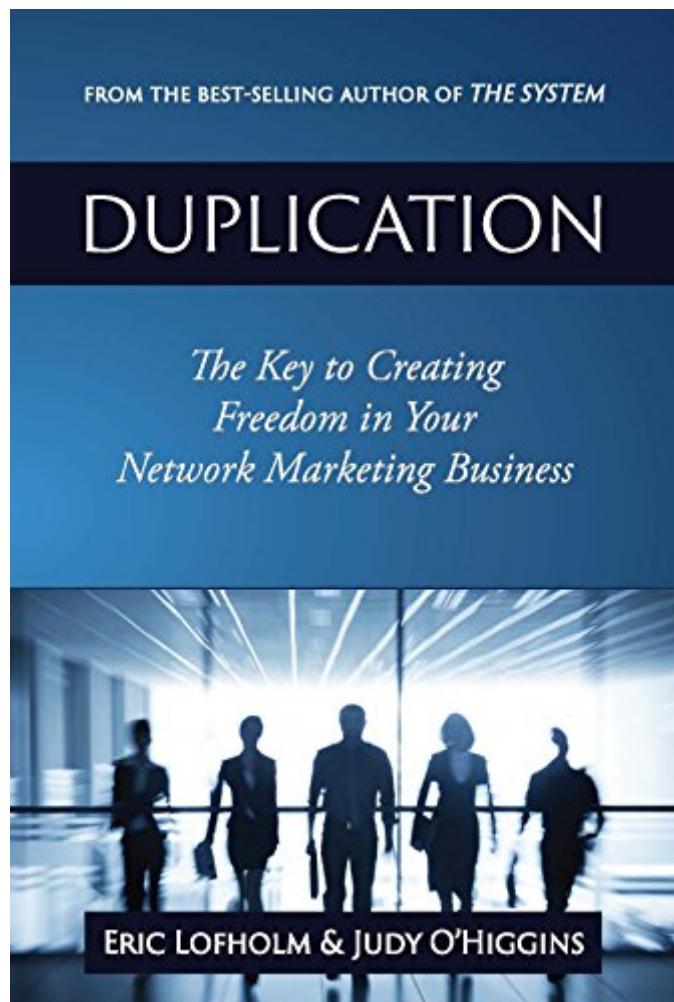


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# Duplication: The Key To Creating Freedom In Your Network Marketing Business



## **Synopsis**

This book reveals the biggest secret to network marketing success: duplication. If you want to succeed in network marketing, you've not only got to be personally successful: you've got to be able to duplicate your success in the people you recruit, and they've got to be able to duplicate it in others. Unfortunately many network marketers fail because they try to duplicate things that depend on your personality or your personal aptitudes and skills. For instance, you can't teach an introvert to be an extrovert, which is the problem with the "three-foot rule". In order to be able to duplicate your network marketing tactics in your recruits, you need a networking model that anyone can learn. This book will teach you how.

## **Book Information**

File Size: 180 KB

Print Length: 48 pages

Simultaneous Device Usage: Unlimited

Publisher: Eric Lofholm International (December 18, 2014)

Publication Date: December 18, 2014

Sold by: Digital Services LLC

Language: English

ASIN: B00R8HLPKW

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #51,366 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #11 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Multilevel #42 in Kindle Store > Kindle eBooks > Business & Money > Entrepreneurship & Small Business > Home-Based #46 in Books > Business & Money > Marketing & Sales > Marketing > Multilevel

## **Customer Reviews**

I like that fact you get two perspectives on the best ways to duplicate your own success in that of the people on your team. Judy shows you the basics of creating a simple, yet effective system that you and everyone on your team should follow. Eric shows you how to train team leaders who will then go on to train other leaders! And so on and so forth. Good stuff!

A powerful guide for MLMers and easy to implement thorough out one's organization so that results can be accomplished more quickly. Valuable nuggets from Judy Higgins, who has build a massive team, is priceless and I will recommend this book to all.

Great book to learn the art of duplication. Because duplication is a vital part of building a network marketing business keeping it simple is the key. I highly recommend this book for those wanting to build a simple duplicatable system.

The ideas presented in this book are simple when you think about it. However unless we take action, we will never see results. I am excited to get started acting on the back to basics ideas which are also taught in my current business. Again a great to the point read

This book was great in that it was informative for those of us who do not understand duplication in network marketing and how it can help in massive growth for your team when everyone mirrors a blueprint - and keep echoing it throughout the team. I believe a lot of times, we newbies get lost or overwhelmed after getting into the business because of lack of direction or structure on how this model actually works. We are only told to do this or that...no real system to help everyone win. Awareness of a 'simple' duplicable process allows "predictable results." This book is short, simple and to the point - which is something much needed especially for newbies to the network marketing industry~

Great pointers on different modes of duplication. It's made me clear of the fact that whatever you do, think whether someone in your team do it as effectively & efficiently as possible.. Worth your money & time!

Take time to read this short book on Duplication and you will be glad you did. The strategies found in the front of the book revealed by Judy O'Higgins are proven methods that have led many to success in the Direct Selling Industry. I believe this book shouldn't sit on a shelf gathering dust, but it is "that book" which is meant to be read over and over to remind ourselves of the simplicity of building a Duplicate-able business. Focusing on the right actions will lead to greater, more predictable results at a faster pace. Eric Lofholm's strategy blends very well with Judy's approach. His recommendation is to use a systematic approach that can be easily shared with others. Training

the trainer is a way to reduce the work involved in building your business. As part of my(your) personal development library, this book will make a great addition.

Duplication 101! With all the information out there Iâ™ve read and learned on duplicating a business in network marketing, Eric and Judyâ™s K.I.S.S. (Keep It Super Simple) formula is a proven winner! Itâ™s easy to read and follow especially for your new recruit. For whatâ™s itâ™s worth, this book although doesnâ™t give too much information, still offers tremendous value and gets the point across. I highly recommend it for anyone whoâ™s in the network marketing industry. And itâ™s especially a great tool to equip your newbies on your team to start thinking and become leaders right away. Another book Iâ™d highly recommend is a book called â™The Systemâ™ by Eric Lofholm. It goes more into depth about creating a successful business in any industry and especially for network marketing. Get yours today!

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