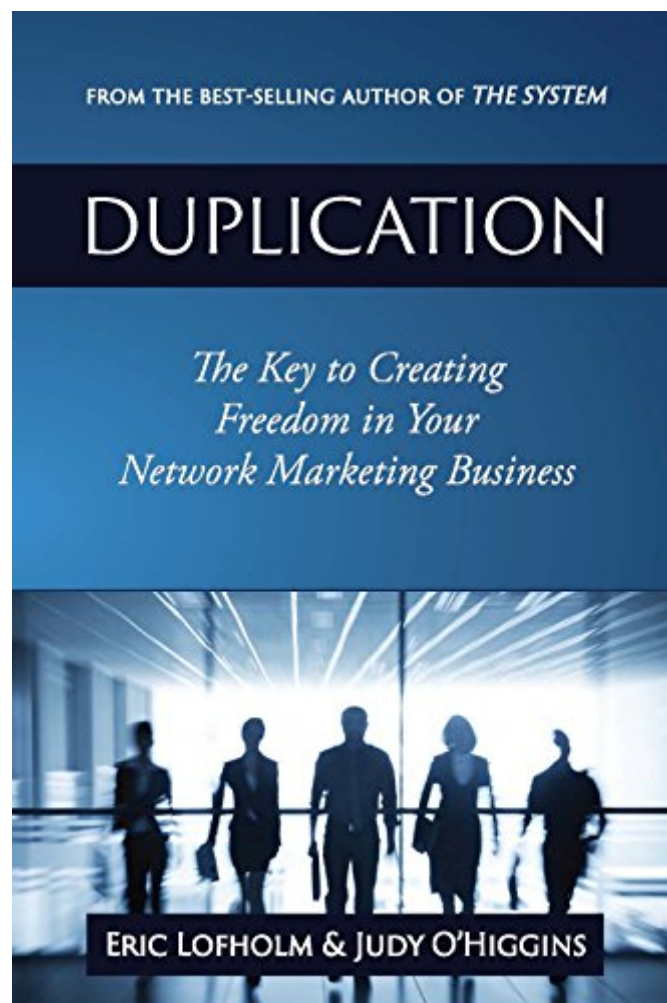


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# Duplication: The Key To Creating Freedom In Your Network Marketing Business



## 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

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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!

Network marketing is one of my 4 sources of residual income and it keeps growing. I already have a team with +1,000 distributors and I can guarantee this is an excellent book on how to support duplication in your team. Very interesting also the chapter about what is duplicable and what is not, and the importance to leverage on individual "talents" as well (which are not duplicable: for example, I am skilled in online marketing, that is not a duplicable skill but I use it to a great extent to build my own front lines). All in all, this is a quick 30 minute read which will give you immediate action steps to implement in your network marketing business

A powerful guide for Mlms 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.

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 I've read and learned on duplicating a business in network marketing, Eric and Judy's K.I.S.S. (Keep It Super Simple) formula is a proven winner! It's easy to read and follow especially for your new recruit. For what it's worth, this book although doesn't give too much information, still offers tremendous value and gets the point across. I highly recommend it for anyone who's in the network marketing industry. And it's especially a great tool to equip your newbies on your team to start thinking and become leaders right away. Another book I'd highly recommend is a book

called "The System" by Eric Lofholm. It goes more into depth about creating a successful business in any industry and especially for network marketing. Get yours today!

Great read! Much of the information I already knew from my team trainings but it still gave additional input and ideas on how to grow my business!

Great book demonstrating the simplicity of success in a network marketing career! I've read many things by Eric Lofholm, and I've been to several of his seminars. Everything he writes is superb. I highly recommend him and his materials.

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~

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