

COLUMN | WOMEN

3 Reasons Why Men Need to Pay Attention to Women in Their Business

Women make up 80% of the Network Marketing industry... pay attention to that fact!

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Women Make up more than 80% of the network Marketing industry. What are 3 reasons men need to pay attention to this fact?

The first reason is that math doesn't lie!

Just the mere fact that the numbers point to where a person should be putting their effort, is reason enough why men should pay attention to women.

If we were to do a male analogy, let's take fishing. Why is it that some fishermen are much more successful than others? One of the biggest reasons is they know where to fish. It just makes sense that if you're looking for great results, you would go to the best place to catch the best fish with the best method of catching them. So what should a man do?

1. Go after the best fish for your effort.

As a commercial fisherman if you want to make the most money one of the fish you would go after would be tuna rather than mackerel. Tuna will pay you thousands of dollars per fish, mackerel will earn you pennies per fish! If the numbers are right, then it makes more sense to team up with the 80% of the population who is doing the activity necessary to be successful in network marketing.

2. Fish in the right place.

If you wanted to have that big payday that the tuna fishermen have, you wouldn't be fishing in that peaceful creek in North Carolina. You would be out there in the big ocean seas off of New Zealand. This, by the way, is where a *fisherwoman* named Donna Pascoe caught the world's biggest tuna weighing 411.6kg or as much as twice the weight of a baby elephant valued at over \$2million.

So where do you team up with the right women to build a successful team? Well that will take some exploring but the best place to start is to know your product and service and their benefits and find the groups of women that would value them the most.

3. Employ the best method.

Donna Pascoe didn't use a tiny rod and spinning reel to pull that big one in. She had the right equipment and it also took her time to bring that tuna in, over 4 hours! What does this tell us? We need to know our business inside and out like a real professional would. We also need to know how to talk to our prospects, both business builders and customers. Understanding different personality types is a key. Developing the skills of your trade is the most critical method you can employ to build your successful business.

So the 3 reasons why men need to pay attention to women in their business are the same reasons you need to also pay attention to the men, only there are a lot more women doing this business!

Just go after the best to maximize your effort, look in the right places and employ the best proven methods. And watch your business grow!



George Madiou is a full-blooded Entrepreneur, complete with validating credentials, Degrees in Marketing and Management from SUNY and NYU (could ya guess he's a native New Yorker!) To date George has owned over 30 businesses, and says they varied from wildly successful to outrageous learning experiences. Among other successful ventures George has achieved high pin levels in two different network marketing companies.

George loves the thrill of teaming up with great people and seeing projects come to life and that passion is responsible for this magazine getting off the ground. George partnered with his good friend John Milton Fogg and here we all (and we includes you the reader) are, making history happen.

George lives in a small town named Boca Raton, Florida. He says "If this isn't Heaven, I know that God at least vacations here." Without question, the joy of his life is his family. He and Debbie are celebrating their 30th anniversary this year. They have two great young adult children, Sara and David.