



DREAM TEAM

10

Top 10 Tips We Wish We Knew When We Started in Network Marketing



We've been in the network marketing industry for over 30 years, and at first, it definitely had a learning curve! To get where we are now, we had to put in the work and be open to both feedback and opportunities for personal growth.

Now, as the founders of the Dream Team and network marketing mentors, we have the great privilege of helping entrepreneurs with varying levels of experience grow their skills and make their dreams a reality.

For those of you who are newer to network marketing or relationship marketing, these are the top tips we would like to share that made the biggest difference for us. But even if you've been a network marketer for a few years now, some of these tips are great reminders as you accelerate your career.

So let's get to it! Here's the top 10 tips we wish we knew when we first embarked on our network marketing careers:

01

MINDSET MATTERS

Your success is intrinsically tied to your mindset; it's the driving force behind your actions and outcomes. In this industry, you will encounter challenges and naysayers (who we refer to as dream stealers), but don't let negativity derail your journey. Disregard the opinions of those who doubt your path. Most of the time, dream stealers don't have the life you want anyways. Instead, focus on your vision. Overcoming objections becomes second nature when approached with enthusiasm. Shift your attention away from those who may not share your perspective and channel your energy into taking action.

02

SET GOALS

One of the first exercises we do with new team members is have them write down their short-term and long-term goals. Goals provide mile markers along your journey, helping you stay focused and motivated to reach your personal dreams. Remember, you want to make sure the goal is a SMART goal, or Specific, Measurable, Achievable, Relevant, and Time-Bound. Make sure your goal checks each of those boxes. Also, during the year, regularly review and adjust your goals as your career evolves. It can be motivating to set rewards or ways to celebrate for each milestone you hit as well!



03

KNOW YOUR WHY AND SHARE IT

Another major focus for new members is diving into their ‘why’ or, as we like to call it, their dreams. Your ‘why’ is the driving force behind your endeavors, or the deeper purpose that fuels your passion and commitment. Take the time to reflect on your motivations – whether it’s financial freedom, personal growth, or the desire to make a positive impact. And once you’ve identified your ‘why,’ the biggest mistake you could make is keeping it to yourself. At the right times, be sure to share it and your story. It’s something others can relate to and can inspire more than just you.

04

RELATIONSHIPS FIRST

We like to say we’re in the business of relationships. Because network marketing is really relationship marketing. Sure, it’s possible to pour all your energy into selling without making any genuine connections, and you’ll get some bites. But for real, true success in this industry, you need to learn how to cultivate connections, expand your network, and build relationships. Plus, it’s important to realize you’re not selling a product or a company – you’re selling yourself. Authenticity is key. Be genuine, transparent, and true to who you are. People connect with people, not corporate entities. And at the end of the day, choose people over paychecks. The connections you make and positive impact are invaluable.



05

SPEAK THEIR LANGUAGE, NOT YOURS

Another important skill to master is being a social chameleon and adapting to meet others where they are. You want to speak towards their needs, wants, and concerns. People are self-centered by nature. They don't care about how good your company or products are. Find their pain and give them a solution. For example, their pain could be needing more income, their long commute day in and day out, dealing with a boss they dislike, not having enough free time, etc. Each individual has unique desires and concerns, and by taking the time to truly listen, you can speak their language and be a solution maker.

06

POSITIVE IN, POSITIVE OUT

We love telling people, "Positive in, positive out." Think of it like squeezing a fruit. When pressure is applied, what's going to come out of you — positive or negative? Whatever you put in, that's what you'll get out. Especially when dream stealers come along or you face challenges, it's the positive you put in that prepares you. For example, read books written by seasoned experts on topics such as communication styles, goal-setting, leadership skills, etc. Try to set a goal of reading a certain number of pages each day. Or, if you're always on the move, listen to audiobooks or podcasts. Remember, the more positive going in, the more positive comes out.



07

LEADERSHIP PAVES THE WAY

Everything rises and falls with leadership. When choosing what company or person to align yourself with, it's essential to find a leader with a proven track record. Choose to promote those whose values align with yours, who demonstrate integrity, and who offer genuine products or opportunities. By being selective, you not only safeguard your reputation but also ensure that you genuinely stand by what you represent. When you believe in something, you are more motivated and passionate, and people take notice. It builds trust with others and sets you on the right path towards your 'why.'

08

SUCCESS LOVES SPEED

Do you remember when you first learned how to ride a bike? If you pedaled slowly, you fell a lot more and skinned your knees. Pedaling fast was the way to go — and it's the same with success! Create momentum and don't look back! Along with this, don't let the fear of making mistakes or overthinking hold you back. Mistakes are inevitable, but they are stepping stones to growth. If you get frozen out of fear you won't be perfect, you'll miss a golden opportunity. Instead, let your mindset be the driving force propelling you toward success in network marketing.



09

FOLLOW PROVEN PROCESSES

In all our years of experience in network marketing, we've found success in following proven processes refined through experience and success stories. Rather than reinventing the wheel, leverage the wisdom of those who have paved the way before you. From relationship building to effective communication, proven processes offer a roadmap to navigate the complexities of the industry. At the beginning of our journey, some of our biggest fears were inconsistency and the unknown. But the beauty of following proven processes lies in the predictability and consistency they bring to your journey, so you have a solid foundation for sustainable growth.

10

FIND A MENTOR

To get where you want to go, it makes sense to find people who are already there. A mentor serves as a guide who can offer a fresh perspective, share proven strategies, and help you navigate the challenges inherent in the industry. It's not only about learning the ropes but also about gaining inspiration and motivation from someone who has walked the path before.

Here at the Dream Team, we are a rapidly growing group of entrepreneurs. After achieving great success in the industry, we have dedicated this chapter of our career to mentoring others. Our mission is to help as many people win as possible. Individuals like you, who are hungry to get better and, no matter what obstacles get in their way, reach their dreams.





WE'D LOVE TO HAVE YOU ON THE TEAM!

To reach out or learn more about joining our network, click here or scan the QR code.



About the Authors

Greg and Lori Ferraro have been network marketing industry leaders for over thirty years, and during that time have earned spots in the top one percent of income earners in the U.S. The Ferraros are sought-after speakers and have conducted hundreds of live events to help other professionals grow their network marketing skills. They have been featured in popular publications such as Business for Home, Success from Home, and Prosper Magazine, as well as twice on the prime time television show 'The Celebrity Apprentice.' Together, Greg and Lori founded the Dream Team, one of the fastest growing teams within the industry.

About the Dream Team

Leveraging over 30+ years of experience in network marketing, Greg and Lori Ferraro created the Dream Team — a rapidly growing group with over 80,000 members and counting. They mentor entrepreneurs across the United States, and through their support and proven system, help members reach consistent and incredible results. Greg and Lori provide comprehensive training on collaboration, leadership, relationship marketing skills, and what it takes to succeed as a network marketer. Join the team today — all you need is dream and drive!

