



**The Power of  
High Tech + High Touch**

**T**echnology is making life easier and harder at the same time. While one person might think that developing a new app will make building the business easier, for some people it complicates it. Every time you introduce something new into the network marketing equation, the process is being changed. And the majority of people out there get knocked off track by change.

This is a word of mouth business - people sharing their beliefs and recommendations with other people, telling stories. We used to only be able to do it in person, or by phone. Then came fax-on-demand and video tapes. Next came CDs and DVDs. Now there are websites and video links, and social media pages. Who knows what's next? I have been here over the last 24 years building my network marketing business using each new tool that has come along. But the key to my success is that I never let myself

lose sight of keeping the main thing the main thing. I never let the fancy new tool derail me and our team from the person-to-person relationships. We will always use tools and events. A third party tool (be it a video link or a website) allows us to share credible information more quickly than ever. We bring people to

events (whether in-home, or at a hotel) so they can meet the people behind the stories and validate that what you are telling them is for real. Events help them catch the vibe and vision, and see the bigger picture. Your pastor at church is not likely to cancel Sunday service at church and just start sending out a video link.

# High Tech +





by Brian Carruthers

game. You have to step up to the counter of success and pay full retail price. There are no discounts. You don't get a Labor Day holiday if you haven't put in the labor. Always remember what your company is paying you so much money for. If technology was the answer, they wouldn't need you anymore. They will always need you because

you are the one who can form new relationships, establish rapport and credibility, and then share your endorsement of the product or business. And once you recruit people into the company, that person needs a hands-on sponsor

to help them make the difficult shift to becoming an entrepreneur. You have to hold their hand, sometimes literally. This is something a computer or website cannot do, and for the sake of your business viability and longevity, you should be very happy about this!

# High Touch

If he did, I bet you'd go find a new church! Yes, if you're sick that Sunday, you're glad he also sent out the video. But that's AND, not OR.

In network marketing, high tech methods should not replace high touch methods. They should actually supplement, meaning add to the high touch strategy.

Anyone promoting "Join us, and no more meetings, no more talking to people, no more trainings, no more ..." is pitching you on a fool's pitch. If you truly want to build a lasting legacy business, I would avoid the people who are always looking for, or pitching you, a shortcut. There are no shortcuts in this