

DXN MLM BUSINESS FOR BEGINNERS

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1. INTRODUCTION

Congratulation! Welcome to the family of DXN. Before you decide to whatever your sponsor (SPONSOR = THE PERSON WHO RECRUITED OR ENROLLED YOU TO DXN. HE/SHE IS ALSO KNOWN AS YOUR UPLINE) suggested you to do. Take a moment on reading this material for this will guide you on how to do the business and make the most out of it according to your time availability. In order for your business to materialize, let us first take a brief look at the basic things that you need to know.

2. DXN GROUP OF COMPANIES

DXN is based in Malaysia and started on the year of 1993. The founder and CEO is Dr. LIM SIOU JIN who obtained his doctorate degree in alternative medicine in India. Dr. Lim SIOU JIN also received numerous awards like the Millennium Award and Albert Schweitzer Award. DXN Have over 60 thousand acres of land for its operation and listed in Kuala Lumpur stock market www.bursamalaysia.com .

It is the only MLM Company that does its own plantation, processing, manufacturing, packaging and marketing under one roof. Does ONE DRAGON stands for. In over 16 years of operation its have reached over 110 countries in the world. From Australia, Asia, South East Asia, Middle East, USA and Europe and still expanding. Does one WORLD, ONE MARKET imply. For more information please visit the site www.dxn2u.com . If you have a chance, grab a VCD copy of DXN COMPANY profile to see the magnitude of DXN.

3. DXN PRODUCTS

The product of DXN is wide range. Categories are; health food supplement, food and beverages, personal care, skin care and cosmetics, and household items. The products are approved by the ministry of health such as THERAPEUTIC GOOD ADMINISTRATION of Australia, BFAD in the Philippines, ISO 900, ISO 14001 and the US FOOD AND DRUGS ADMINISTRATION. The leading product of DXN is RED MUSHROOM. RED MUSHROOM is a natural product; it is in the health food supplement category. It is also called reishi in Japanese, lingzhi in Chinese. Visit www.reishi.com for more info about red reishi and know what, are the benefits of taking this RED MUSHROOM as part of your daily diet. It comes in the form of powder or capsule for consumption. For more info on product usage, dosage and other DXN products, visit www.dxnmalaysia.com. Some products are not available in some countries. Check your country for products availability.

4. DXN COMPENSATION PLAN

DXN pays to those people who bought products worth 100 PV (PV= POINT VALUE) or more every end of the month. It comes in the form of bonus check. You can change the check to cash in the service center or to the bank, depending on the country you reside. Ask your sponsor/upline how does he/she in cash the check.

To effectively qualify for a bonus check, change your brands of products that you used daily to DXN BRAND. **WE CONVERT OUR EXPENSES INTO INCOME.** Supermarkets do not pay us when we buy commercial brands from them. Example below:

PRODUCT NAME	POINT VALUE
Mushroom Powder (22gms)	22
Morenzhi Juice	17
Lingzhi coffee 3 in 1	10
Lingzhi Tea	10
Cocozhi Chocolate drink	13
Ganozhi Toothpaste	6
Ganozhi Shampoo	11
Ganozhi Soap 2pcs	5
Aloe V body Lotion	6
TOTAL POINTS	100 PV

With the above example (product cost is about 23 Kuwaiti Dinar (US\$ 80)); you can start earning the bonuses check every end of the month by just purchasing products that you and your family used daily.

To Increase your earnings, recommend the products to those you think who needs to be healthy and enroll or sponsor people who wants to have extra income. When you sell products you earn a retail profit. From those you sponsor (YOUR DOWNLINE OR YOUR NETWORK) you earn a commission from products they bought. From those of your DOWNLINES that they have sponsored, you earn an override commissions from products they have bought. Sooner or later, your DXN profit will surpass your product purchase. There is no limitation as to how many you can sponsor or enroll in the program. But for beginners start with 6 persons and HELP them (MEANING, YOU TEACH, COACH AND MENTOR THEM). For more info on the compensation plan, visit www.dxnmalaysia.com or for better explanation ask your SPONSOR/UPLINE for the explanation to optimize your income earnings.

5. MLM

MLM, (MULTI LEVEL MARKETING A.K.A. NETWORK MARKETING) is a COACHING, TEACHING and MENTORING BUSINESS. You chose the people you like, who would you like to do business with. Sometimes people choose you (meaning they will find you instead of you finding them) depending on marketing strategy that you find comfortable with you.

THIS IS A BUSINESS. As you recruit people into the business and as your members (members = downlines) recruits people into the business, your organization will grow as well as your income will grow likewise. For you to be successful is truly dependent on your drive. You need to do preparation. Just like in any sports to win you need to practice. But don't worry I am here to help you do that.

Here are the few marketing strategies that you could start with;

1. Relatives, Friends, Co-Worker, Associates and People near you. These are called your warm market. They are easy to talk to because you have a rapport with them. Show or endorse your product. Explain the benefit of your Product with your own testimonies. And to the chosen few show and sell the business. Celebrities get paid millions for product endorsement. You should earn the same. REMEMBER THIS. Not all will like your product and not all will like your business. So qualify and as well as disqualify. Now some will say yes, some will say NO. That is OK. If they say NO, don't take it personal. They are just saying NO to your product or to your business but not to you personally as a person. To those you have enrolled in DXN. Give them a copy of this material to get started. NOTE: This is a business proposal letter. You can give this to your prospects, so they can evaluate the business. Then you can follow up on a later time.
2. Friends and Associates of YOUR FRIENDS – This is called REFERRAL. They are your cold market, people that you don't know. Ask your friends if they know of somebody that they know that needs your product or business. My favorite line of doing this to my friends is asking them in this manner; "Do you know anybody who wants to stay healthy, wealthy and happy? I do have products/business that can do that." Some of my friends will answer; "I want to be healthy, wealthy and happy." So, I show and explain the benefits of DXN Products/business. Others will say "I have a friend." So I ask for the name and Tel. no. and call the person. With the line of starting with my name and then how did I get his/her Tel. no. and I would like to meet him/her for a meeting to show the product or the business. Again, some will say no some will say yes. Again, don't take it personally if they say NO.
3. Personal Business Cards, Product Flyers and Products Brochure With your name and Tel. no. – Give those to people you don't know or drop them or leave them somewhere. Somebody is going to pick them up and some will call you. Effective places to leave product brochure are fitness Club, Workout Gym, Sports Club. These are places where people are conscious of health. From time to time, do not forget to come back to locations where you have placed your marketing materials, to check if people are picking them up. We are in the business of health and wellness, and marketing is the key to success. REMEMBER THIS; we are not selling the products. We are looking for people that we can sponsor into the program. Then they would love the products and eventually will be our business partners. When somebody calls you, whom you don't know, always ask them, how he/she got your info. You do this to check the effectiveness of your marketing materials to location you have left them. This is called Target marketing.

4. **MAKE MILLION OF FRIENDS TO MAKE MILLION OF DOLLARS -**
These is called relationship Marketing. The more friends you have and have good relationship with them, the better chances that you will be successful in this business. As you recruit people into the business, your business grows as well your income grows too. Some will join some will not, so what. Next.
5. Attend Seminars and training that is being conducted regularly in the DXN Center and sometime in Hotels organized by DXN. Gather information that you feel that you might need. I recommend that you self study product knowledge.
6. **FOLLOW THROUGH AND FOLLOW UP –** What ever your marketing strategy is, you must FOLLOW THROUGH, meaning continue doing it for a certain period of time (Example 1 to 3 month) to see results and check what is working and what is not. FOLLOW UP on people that you spoke to and continue to FOLLOW UP until they say no.
7. **FOCUS ON PROSPECTING and RECRUITING –** Your marketing strategy should focus primarily on finding people that would be loyal consumers of DXN products. And, those who would like to be your business partners. The more people you can recruit, the odds are better that you will be successful. You can treat this business seriously and earn serious income or you can treat this business as a hobby and earn hobby income.
8. **UPGRADE YOURSELF – STUDY** other marketing ideas that you feel might be useful to you. **PRACTICE** Marketing ideas that you have STUDIED and **TEACH** what you have PRACTICE that are effective. REMEMBER, the more people duplicate your marketing strategies that are effective, you will have greater leverage. Chances are, you will be successful.
9. NEVER, NEVER, AND NEVER ASK FOR OPINION TO THOSE WHO IS NOT INVOLVED IN DXN – They have not read this material nor attended a seminar. Therefore, they know nothing about health and wellness business. To know more about opinions on MLM I highly recommend you to visit www.firstclassmlm.com by Tim Sales. I used the site myself.
10. DONOT HESITATE TO SPEAK OR ASK QUESTION TO YOUR UPLINE. He may have a system that you could implement. REMINDER: System works, people don't. So work with your upline. Your upline have a vested interest in your business. Your Upline want you to be successful more than anything else. Therefore your upline will always be there to help you to be successful in this business.

6. CONCLUSION

Now there you have it. You now have a **M.A.P. (MARKETING ACTION PLAN)**. With this I hope you will not get lost in your journey to success. This is like your road map. There are others ways and means that I know that you know, but first let's just get the basics. As you progress and sometimes encounter a NO, DON'T HESITATE, AS YOU STUMBLE, GET UP. KNOCK OUT ARE NOT COUNTED BUT THE LAST MAN STANDING IS DECLARED THE WINNER.

Next issue will be "STEP BY STEP GUIDE ON HOW TO BUILD AN MLM BUSINESS". This guide will teach you how to create an MLM organization that will give you a lifetime income.

**FOR A FREE VIDEO CD
OF DXN COMPANY PROFILE, DXN PRODUCT HEALTH BENEFIT, HEALTH
TESTIMONIES AND BUSINESS SUCCESS TESTIMONIES;
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