

Published based on [Magnetic Sponsoring Book - Will The Concepts Really Build Your Business](#)

# **Magnetic Sponsoring Book - Will The Concepts Really Build Your Business**

Magnetic Sponsoring by Mike Dillard has literally taken the network marketing industry by storm in the last few years. Claims of "Magnetically Attracting" prospects to you, credit card in hand abound around it, but what is the truth to all the information you hear about this course and what does it really do for you? Or are all of the thousands of affiliates out there promoting this book simply just trying to make a quick buck? That is what this Magnetic Sponsoring Review will be focused on.

Now, I'll admit I was skeptical at first when I first heard about it, I was a bit skeptical as well. Particularly with the "gimmicky" claims that it appeared to make at first glance. I mean, network marketing is hard work, and it was claiming that this whole thing was going to be easy.

So what exactly do you learn in the course Magnetic Sponsoring? What kind of training material does it have in it? Essentially three things:

#1) Attraction Marketing - Fundamentally, what attraction marketing is really about the level of value that you offer a given prospect. Essentially the more valuable you appear to a prospect, it is human nature for someone to gravitate to others that offer incredible value, hence generating the attraction. Literally this reverses the typical recruiting dynamic in network marketing, essentially bringing people to you, instead of you hunting them around, and you become what is known as an Alpha Networker. By offering value to people you enter into the hidden psychology in their mind and it is a natural attraction that is built for you.

A key concept that is extremely critical to increasing your value is to go ahead and continually educate yourself in your particular niche, become an expert at health, at recruiting, at lead generation. With the correct foundation in education, you can literally train yourself into getting better at all of the above listed.

#2) A self-funded proposal. Here really is one of my own personal largest takeaways from Magnetic Sponsoring. Really, here you are trying to monetize a larger amount of leads that you come across. This in turn generates income and up front cash to increase the amount of advertising you need to generate even more leads yourself. This idea has actually been around for years in the industry, but has mostly centered around selling tools and training books.

The basic theory here is that since only a small percentage of your leads ever join your business, you must increase the profit by making other, related offers. By increasing your percent of people who you earn money off of, your profit goes up exponentially.

#3) Actual Marketing. One of the more challenging problems, particularly with Network Marketers when they start learning the principles inside Magnetic Sponsoring. It is almost a reverse approach to your business compared to how most in the industry are taught. Again, you approach it all from a customer point of view, finding out what they need and want and providing that to them. Also, you actively go after people who are looking for things of what you are offering.

So what is the summary here in this magnetic sponsoring review, is there a scam or not?

I do believe it is a must have course for anyone entering the network marketing business, or is looking to get away from harassing family and friends and hosting endless home parties. Once you really think of this as a business, and not a hobby, it will benefit you as such.

But, let me strongly caution you here. This course won't build your business for you, nor will it "do" anything for you other than introduce you to the ideas of building a true business based on sound business principles. This is really simply just a stepping stone to bigger and better things for yourself.

Your business will truly take off once you "get" those key concepts.

This [magnetic sponsoring review](#) is just one tool to help you grow your business. Click here now to learn online techniques to help you grow your MLM business with the same principles that [magnetic sponsoring review](#) teaches.

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