



## *Leadership Buzz with David Feinstein*

### **MLM Leadership – The Best Way (Actually Only Way) to Lead Your MLM Downline to Success!**

Everyone who's involved with MLM knows (or quickly finds out) that **MLM leadership** is something that you need to learn and practice.

The problem is that a lot of people aren't natural leaders. They've never been in a position where they've actually had to lead and so it's tougher for them.

But the truth is there's one way to lead that anybody can use, and it happens to be the best way of all to lead anyways.

#### **How to Lead Your MLM Downline Without Being a Strong Leader...**



If you want to be a great leader but don't feel like you could lead your way out of a paper bag then you don't have to worry. When people think of great leaders they often think of **George Washington, Thomas Jefferson, or Benjamin Franklin** (which by the way WERE all GREAT LEADERS) but they just can't seem to put themselves in that place, and therefore don't think that they themselves can have effective **MLM leadership skills**.

But you don't have to be Martin Luther King to triumph in MLM. But you can lead just like him. How's that you ask?

#### **BY EXAMPLE!**

Leading by example is far and away the greatest way to lead that there is. It's the way to lead that gains the most momentum by those who follow you, and it's one of the only ways there are to lead where you don't even have to tell people to follow you.

They will be magnetically attracted to you and therefore want to be more like you, and so will follow your lead by doing what you're doing.

So this means essentially that you do everything that you want your downline to do, which means you take all of the necessary steps to create a magnificent business.

Now I don't, or shouldn't have to tell you in this article what that consists of. You should know... and if you don't you should be working extremely hard to find out.

### **Why Leading By Example Works...**

Frankly people don't really like to be told what to do. This might be a huge part of the disconnect with the people of the residence of the U.S. and the politicians in charge. The politicians like to tell us what we should be doing, and how we should be living...yet they don't follow by the same rules.

It's the same way when a boss tells you to do something that you know darn well that they won't do themselves. There's a hypocorism there that makes leaders null and void. This isn't the way that you want your MLM downline to see you.

Remembering that your success depends on their success, you have to show them how to run their businesses in a way that's going to inspire them to do it on their own and want to keep on doing that.

The only way to do that is by doing it. By doing the activities that you know lead to success, you will see a long line of successful people behind you boosting you up!

**MLM leadership** is important, but it doesn't have to be monumentally difficult.