



Duplication: The Key to Creating Freedom in Your Network Marketing Business

By Eric Lofholm, Judy O'Higgins



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This book reveals the biggest secret to network marketing success: duplication. If you want to succeed in network marketing, you've not only got to be personally successful: you've got to be able to duplicate your success in the people you recruit, and they've got to be able to duplicate it in others. Unfortunately many network marketers fail because they try to duplicate things that depend on your personality or your personal aptitudes and skills. For instance, you can't teach an introvert to be an extrovert, which is the problem with the "three-foot rule". In order to be able to duplicate your network marketing tactics in your recruits, you need a networking model that anyone can learn. This book will teach you how.

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Editorial Review

About the Author

ERIC LOFHOLM is a master sales trainer who has helped over 10,000 students make more sales. Trained by bestselling sales expert Dr. Donald Moine, Eric has helped generate nearly \$500 million in revenue in the last two decades. Eric honed his skills as a sales trainer for Tony Robbins from 1997 to 1999 before founding his own company, Eric Lofholm International. He offers expert training both for corporate sales departments and for individuals who want to improve their sales skills. JUDY O'HIGGINS is a master networking marketing leader who currently leads a team of nearly 6,000 sales representatives in every state of the United States as well as Canada, the United Kingdom, Ireland, Australia, New Zealand, and Singapore. Her performance at her company currently ranks at number 16 out of 165,000 people. She has been with her current company since 2005 and has been training in sales under Eric Lofholm since 2007. Judy holds degrees in Sociology and Social Work and has three decades of experience in these fields, enhancing her sales leadership skills.

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Nathan Jackson:

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