

TOP 10

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COMPANIES 2021

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HAS CHANGED THE
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BETWEEN FLORIDA
AND KUBA



THE FUTURE OF NETWORK-MARKETING

DR. SVEN GÖBEL | 30 YEARS OF INSIDER KNOWLEDGE



THE FUTURE OF NETWORK-MARKETING

DIRECT SELLING THROUGH THE AGES | An analysis by Dr. Sven Göbel

In the beginning of the 1990s, direct selling had to make do without cell phones, internet and social media - it was purely based on word-of-mouth advertising. Cosmetics, cleaning products and other consumables dominated the product line-up. Newly developed nutritional supplements caused a stir on the market, evoking excitement and controversy alike. Business was 100 per cent analogue.

"There were also a few successful electricity providers and buyers clubs", Dr Sven Göbel recalls. "Business was largely done at home-parties and meetings in hotels. All of the training took place at live events, too." Naturally, distributors found themselves on the road a lot,

some clocking in at over 60,000 miles in car journeys annually: "The cost of doing business was a lot higher than in today's digital age." In turn, the landscape of direct selling was a lot simpler: "Herbalife, Amway, LR, PM, nsa - there wasn't much more out there. It is

interesting that these consumer product vanguards are still playing a central role as industry giants, with annual revenues in the hundreds of millions." However, these success stories apply mainly to the well-established cosmetics and nutrition market. Purely service-

focused companies tend to fare worse in the direct selling industry and it is unusual to see them stay in business for more than ten years.

Companies selling tangible products continue to grow, as long as their customer base grows: "Compensation can happen according to uni level, break-away or binary plans. However, not every plan fits every concept, because a marketing plan, as the central control element, primarily directs the desired work behavior by triggering it and then incentivizing it by calculating and paying out the commission. That's why off-the-shelf plans or plans copied from competitors make no sense at all." A big shift has occurred in the realm of training, which nowadays is almost completely online: "Nobody has to travel these days for live trainings by uplines or external coaches."

Human connection remains at the heart of Network-Marketing

Nonetheless, in-person events still have a big role to play. The experience of a big convention is second to none when it comes to inspiring people and getting distributors on board with the broader vision of the company: "Human connection remains at the heart of Network-Marketing. You want to spend quality time with likeminded people rather than being glued to your Zoom screen all the time." Companies are tasked with making the most of the digital age and provide distributors with unprecedented support through video content, landing pages, social media posts, online sales funnels, contact mapping and management: "For both compliance and branding reasons, no company wants its distributors to go rogue and produce their own materials anymore." Customers who buy at retail price are equally important: "Signing up customers as business partners with auto-ship is a thing of the past, because it is also legally questionable."

NETWORK-MARKETING | A DECADE-BY-DECADE OVERVIEW

1990 to 2000

US-based companies increasingly expand into Europe. Often enough, their products are not approved, making end-customer business impossible.

The internet is still in its infancy and mobile networks are patchy at best. 'Front-loading' initial offers, which incentivize new

distributors to purchase inventory in bulk, proliferate the stereotype of distributors getting stuck with garages and basements full of product.

The unfamiliar Wild West-style hype at events leads some to accuse the industry of being cult-like.

2000 to 2010

Prejudices against the industry remain and, considering the business practices of certain companies, may even be deserved in some cases. Nonetheless, there is an overarching trend towards improving product quality, while distributors benefit from better training concepts

and literature, leading to an overall increase in professionalism. Snake oil slogans make space for scientifically grounded approaches.

The internet improves transparency in the industry, which also leads to increased public acceptance.

2010 to 2020

As people find new ways of communicating with each other, social media plays an increasing role in Network-Marketing and becomes a firm fixture in the distributor's tool kit. Pioneers in tech-based business models (crypto, blockchain etc.) start to emerge.

Overall, business is becoming increasingly digitized as high-speed internet enables the effective use of landing pages, webinars and online presentations. Stronger regulation imposes higher scientific standards on companies in their research and development.

2020 to 2030

Network-Marketing companies adapt tried and tested e-commerce tools to create smooth online user experiences. The customer journey is meticulously designed and professional brand management is a must for any company that wants to stand out. Companies and dis-

tributors benefit from the use of virtual reality, which is rapidly turning from a gimmick into a substantial business space. Keyword Web 3.0: All signs point towards massive growth in this constantly evolving industry - get ready for "modern" Network-Marketing!



Looking Back On 30 Years Of Success In Network-Marketing

With 3 decades of business under his belt, Dr. Sven Göbel is one of the true elder statesmen of Network-Marketing. What is now a 180 billion US dollar industry, formalized and organized through professional associations, was a much smaller community of businesses on February 22nd, 1992 - the day it all began for Dr. Göbel.

"That was the day I went to a nsa event, today known as Juice PLUS+. I was 26 years old, working on my PhD", he recalls. "I was completely enthralled by Jeff Roberti, one of the most successful people in Network-Marketing of all time. I was ready to set the world on fire." Göbel quickly rose to Sales Coordinator at nsa with a team of several hundred people. In 1993, he became Germany's distributor #1 with Quorum International. "With 55,000 partners, I became the world's first Double Diamond. However, the company

stopped operations in 1998." Three years in consulting were followed by a twelve-year stint at Unicity, and by 2013 the pro had built a team of over 100,000 partners worldwide, making him the first Double Diamond and Chairmen's Club Member in the world. "Between 2013 and 2017 I was in corporate management at Juice PLUS+. In 2017, we started establishing Enhanz Global and currently we are in our second month with Zinzino. We have already qualified for Crown and have a wonderful team of over 1,000 partners."

Dream-Team

Sven and Audrey Göbel have been a perfect match for nearly 20 years. Sven takes care of the day-to-day together with team members and loves to be on stage. Audrey excels behind the scenes, developing and coaching the team. Both enjoy working in some of the most beautiful places in the world.

When it comes to Network-Marketing, it is often referred to as a people's-franchise and ideal business opportunity for everyone. There are no barriers of entry and financial risks are extremely minimal or non-existent. So, what, if anything, is the catch? "Personally, I am not sure if such thing as a 'business model for everyone' is even possible," Dr. Sven Göbel ruminates. "Self-employment and entrepreneurship are not to everybody's liking, and those are key aspects of Network-Marketing.

Obviously, anyone can take a shot at it, but it takes a lot of determination and a measure of talent to succeed." Another key ingredient to success is a high level of self-discipline, especially if Network-

Marketing is taken up as a side job, which comes with obvious time constraints: "This self-discipline does not come easily to everybody. That's why I have changed my approach over the years and am actually much more likely to advise interested newcomers to wait a while before they sign up, engaging with the business purely as customers. If they really click with the products, they can start to find out whether they can inspire other people to buy the products by sharing their positive product experiences with them." It's a simple test that anyone can take. Those who pass it can take steps towards signing up as a distributor: "I have learned from my early

years in the business and am really quite relaxed about signing up new team members.

After all, the sign-up is not the end goal - it's merely the point at which the real work begins." This "real work" presents a significant time

**Invest 100 per cent and you'll end up achieving your goals.
Invest 95 per cent and you'll end up with nothing!**

commitment, both for new distributors and their sponsors: "That's why it's very important to me that we figure out if the whole thing is actually a good match before we start."

Dr. Value's Tips | Work on your skills

- **Be ready to learn** | You can't expect to be good and successful at something from the beginning that you have never done before. Take those, who are successful at it as role models, follow in their footsteps and replicate what they are doing.
- **Leave your comfort zone** | Be the hardest worker in the room! Be nimble and fast in building your business and it will be easy. The slower you work, the more of a slog it becomes and the harder it gets. Regardless how many hours you can invest, during this time you simply have to give EVERYTHING!
- **Build your brand, become attractive for others** | Design and envision your better, more desirable version of yourself. Then work hard to transform into this better version. Besides a good income Network-Marketing offers you to grow as a person. Share your beautiful life and become an inspiration for others.
- **Develop your leadership skills** | Become someone whom others want to follow. Be someone whose company is sought after by people, as they know you will help them move forward in life. Actively help others to develop themselves. The best way to do this is to continuously work on yourself and share your insights.
- **Follow a system** | In order to successfully duplicate yourself, you should utilize a combination of DMO (Daily Method of Operation), event structure and training, that directs to the proper and outcome-producing activities plus provides the tools necessary to achieve measurable and reproducible results.





An out of the ordinary Family to touch With A Perfect Work-Life-Balance

Audrey and Sven Göbel love their freedom, and they love working from home. Both of them are able to recharge by spending quality time with their children in their mansion in Switzerland. This is where they find and grow their inspiration and creativity, which flows into their shared dream of building a global organization.

"We are both extremely passionate about traveling. Especially our children are really benefiting from encountering new people and cultures", the power couple explains. "It is wonderful to see them grow up to become so open-minded." Business trips as part of a perfect work-life balance, which, according to Audrey Göbel, can create unforgettable moments: "when our son Colin was just two and a half years old, we brought him along to

Australia. Our business roadshow led us on a trip through the whole country, which culminated in an invite to a wildlife park. Colin was able to pet baby kangaroos and was absolutely enchanted. It's moments like these that are made possible by Network-Marketing." At the same time, through learning by observing, the younger generation can learn a large number of entrepreneurial skills: "children pick up so much about

personal values, discipline and easy of connecting with people. At the same time, Direct Selling allows parents the flexibility to be there for their children and give them that feeling of security. For us as parents, Zinzino's scientifically tested nutrition supplement is not just an innovative product we believe in, but it is the opportunity that will enable us to enjoy this perfect work-life-balance for years to come."

"Women make the perfect Networkers"

– Audrey Göbel –

Since this industry offers the solution for the modern lifestyle dilemma of reconciling family and work, around 80 per cent of the people who find their ideal field of activity in Network-Marketing are women. The ability to manage your own time, work from home and the assurance of equal pay are just some of the trump cards that direct selling has in store for women. Women are empowered to choose when, where, with whom and how long they want to work. Even mothers of very small infants can generate an income in this way.

"Once the children have reached a certain age, mothers can pick up the pace on their journey towards financial freedom. Because of our personal qualities and aptitudes, we are almost pre-destined for Network-Marketing. This human-centered approach to business is all about building strong relationships", Audrey Göbel explains. "We naturally tend to spend most of our lives building networks - whether this happens through social media, planned or random personal meetings with relatives, acquaintances, friends, or the mothers of our children's friends - our networks can grow to infinite sizes."

Never afraid to ask questions

It does not matter if they find themselves at a business event or at a football match - women approach others as great listeners and empaths. This enables them to gain a deeper understanding of the situations and viewpoints of others: "This allows us to identify other people's needs. And then we can bring up our business

or product as part of the solution to their problems." Unlike many men, women are never afraid to ask questions and come across as ignorant: "It's no coincidence that most of the time it's the woman who stops and asks for directions, when a couple gets lost." On top of that, women make most of the purchasing decisions for their families when it comes to consumer products: "In the end we share recommendations all the time. That hair dresser with a great eye for color, the new gym that just opened - none of these stay a secret for very long. Without even knowing it, we are pro-networkers already."

Audrey Göbel

Before she stepped into Network-Marketing, Audrey Göbel worked in the beauty industry until 2005, most recently in management. Her journey since then: Unicity (Franchise Partner), Enhazz AG (Director, Product and Brand Development). In April 2022 she became a Zinzino distributor.



April 2022: A New Start With The Publicly Listed Network Enterprise Zinzino

In 2017, Dr. Sven Göbel and his wife Audrey joined forces with another couple in their circle of friends to prepare the ground for their own company, Enhazz Global. In order to satisfy their own desire to meet highest quality standards, they developed the award-winning and renowned cosmetics line Hanzz+Heidii completely from scratch and fully in-house.



"We have been growing year-on-year ever since our opening. Due to our global profile as professional networkers, our sensational cosmetics line and our innovative distribution concept, we received several offers for joint-ventures from other companies in the industry", Dr. Sven Göbel remembers. "However, we saw no need to accept any of them." This changed rapidly when the business leaders realized they had mutual interests with the Direct Seller Zinzino: "I have known and admired Zinzino and its founders Ørjan and Hilde Sæle for a long time. In 2011, Ørjan and myself were featured as the only Europeans in John Foggs' book 'The 21 Greatest Networkers in the World.' We quickly realized that Zinzino's offer presented a win-win situation for all." Zinzino had an attractive profile as a European, publicly listed company with an annual turnover of over 100 million Euros, as well as an unrivaled product concept.

"In addition to this, they have seen massive acceleration in their growth. During the past three years, they have doubled in size from

what they had previously achieved in 13 years. By the end of 2023, they expect to have doubled again and it's their goal to break the billion Euro annual turnover ceiling within the next six years."

Zinzino's scientifically tested nutrition products enable their distributors to show, in black and white, that they really work: "This outperformed our Enhazz nutrition line. Also, Zinzino was looking for a skin care line that would match their stringent quality standards, and Hanzz+Heidii turned out to be a perfect match." Switzerland and Scandinavia also go very well together, as the deal went smoothly thanks to the professionalism of all parties involved: "My founding partner Sven Hennige and I met with the CEO Dag Pettersen und Founder Ørjan Sæle first in Norway followed up by a second meeting in Switzerland. The rest was simply sorted out by our competent management teams." Enhazz Group's distribution company, Enhazz Global, became a fully-owned subsidiary of Zinzino. Zinzino

Dr. Sven Göbel

Dr. Sven Göbel has been active in the Direct Selling Industry since February 1992. Upon completing his PhD in Chemical Engineering at TU Darmstadt in 1994, he decided against a career in the chemical industry and became an internationally renowned Network-Marketing pro.

took over all employees and trade marks from Enhazz, while the holding company remained in the hands of the Enhazz founders: "We took the same big step as the Zinzino founder and chose to become pure networkers again. We are happy every single day to be able to work 100 per cent as distributors again, as this is what we truly love. This is our final magnum opus and people will get to know us not only in Europe, but all over the world!" ■ (FW)

About Zinzino

Zinzino was founded in 2005 by Finn Ørjan and Hilde Rismyhr Sæle. The Direct Selling company specializing in anti-aging, skin care, weight loss, health and wellness products as well as dietary supplements is headquartered in Gothenburg, Sweden.