

# Mutual Support Marketing.

**Mutual support marketing** is a method of **ON THE JOB TRAINING** that equips **people** to become successful distributors. This success is duplicated effectively by **equipping others to do exactly the same** simple things as you will be trained to do.

## Duplication

**M.S.M** uses a **powerful process known as duplication**. Duplication is a proven simple system that has been used by many successful **distributors to build large rewarding businesses** by helping many people **to health, freedom and prosperity**. Note, it is easy to duplicate both the tried and tested successful methods and the unproductive unsuccessful methods, teach and use the successful methods, don't reinvent the wheel!

As we go through this short program it is vital to know the **3 most important aspects of M.S.M.** and they are :-

- 1/ *Duplication.*
- 2/ *Duplication.*
- 3/ *Duplication.*

**Duplication? Yes! .....** duplication of the correct simple training methods that successful distributors have used for years.

## Who Teaches Who

Your **“up line”** distributor has the responsibility to teach you and you have a responsibility to teach new distributors. (initially with the help of your) “up line”. Then your new distributors teach their new distributors. **This is Mutual Support Marketing.**

So the **first of the vital factors** that you must learn is **duplication** of the proven methods used by successful distributors for years. **These proven methods will work for you !!!**

**DUPLICATE,**

**TEACH AND**

**USE ONLY THE SIMPLE PROVEN METHODS.**