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**HONEY, YOU GOT THIS!:  
Technology Made Easy For Network Marketers**

By Jennifer Turnage & Megan Sumrell

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Contact: Lori Ames

[lori@theprefreelancer.com](mailto:lori@theprefreelancer.com)

631-539-4558

**BEST PRACTICES FOR NETWORK MARKETING SUCCESS**

**New Book Offers Solutions For Creating An Office, Taking Control Of Email,  
Understanding Social Media Platforms, And More**

For many, network marketing offers an opportunity to work whenever, wherever, and with whomever they want, liberating them from the constraints of corporate life. But to be successful, one must maximize the amount of time developing new business contacts. As a business expands, everyday details such as organizing events and scheduling can sap an entrepreneur's resources and limit growth.

In **HONEY, YOU GOT THIS!:** **Technology Made Easy For Network Marketers**, entrepreneurs Jennifer Turnage and Megan Sumrell, co-founders of the myBeeHyve software company, provide a how-to manual for mastering the ins and outs of network marketing, covering:

***Creating a mobile office***  
***Taking control of e-mail***

***Making the most of social media***  
***Collaboration***  
***Managing in-person and virtual events***  
***Implementing new technology***  
***Understanding finances***

The book is a resource for growing a business, providing ideas to save time and be more effective. "If you are able to grow your business without working more hours, we have accomplished our purpose," say the authors. "Would you rather spend your working hours talking to prospects, customers, and team members or be bogged down in the weeds of non-income producing activities?"

Each chapter includes best practices related to each topic, along with a set of action steps to get a business up and running. When investing in tools and technology that's important to a business, the authors recommend considering the following factors:

- **Is it easy to use?**
- **It is flexible enough to meet your needs, without requiring a lot of setup time?**
- **Can you get support from a real person?**
- **Does it do what it is supposed to do, when it is supposed to?**
- **Does it work from all of your devices?**
- **Does the company regularly release updates and new functionality driven by customer feedback?**
- **Are new releases and updates seamless and uneventful to the customers?**
- **Does the company use their own product?**
- **Are the leaders of the company visible and do they stand behind their products? In other words, do you know who you are buying from and where to find them?**
- **Is the mission of the company aligned with your personal and/or business mission and ethics?**

**HONEY, YOU GOT THIS!** also instructs entrepreneurs in how to take advantage of social media, including the use of social media posting tools such as Cinchshare, Hootsuite, and Buffer.

Key recommendations for getting the most out of social media include:

- **Post with a plan: strategic, thoughtful, and on brand.**
- **Maximize reach with hashtags**
- **Consider investing in a tool to manage posts and events**
- **Always continue learning—stay on top of your platforms and the overall social media world**
- **Do not be afraid to ask for help from experts**

Ultimately, network marketing is a numbers game, and the book details which numbers to track in order to grow a business. “Knowing your numbers is much more than just knowing how many sales you made last month or how much money you earned,” say Turnage and Sumrell. “Numbers will clearly tell you, without any emotional input, how healthy your business is.”

Key numbers to track include:

- **How much the business grew during the last three months**
- **Number of new people engaged over the last month**
- **Number of customers**
- **Number of people on the team**
- **Number of new people added to the team in the last three months**

For any entrepreneur who has missed a sale because they forgot to follow-up, warmed up a prospect only to lose them to a competitor, or had people on their list that they never approached, **HONEY, YOU GOT THIS!** provides the tools and knowledge to up their game and stay ahead of the competition.

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## About The Authors

**Jennifer Turnage** is a serial entrepreneur with more than 25 years of experience in the technology and professional services industries, including ten years with PricewaterhouseCoopers, followed by serving as the chief financial officer for several investor-backed software companies. She is co-founder of myBeeHyve and resides in North Carolina.

**Megan Sumrell** has more than 20 years of experience in the software industry working in a number of domains including aviation, healthcare, sales, on-line retail, and B2B marketplaces. In 2014, she began her journey as an entrepreneur and quickly grew a business as a network marketing health-and-beauty company. She is co-founder of myBeeHyve and resides in North Carolina.

For more information, please visit [www.myBeeHyve.com](http://www.myBeeHyve.com)