

The 24 BEST MLM TRAINING ARTICLES Ever Written

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Patrick W. Higgins
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Dr. Joe S. Rubino
Doug Firebaugh
and More!



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TABLE OF CONTENTS

Article 1

The \$300 Solution

Randolph Byrd

Page 10

Article 2

The 5 Reasons Network Marketing Will Never Fail

Patrick Higgins

Page 17

Article 3

What ever happened to Retail in Network Marketing

Dr. Kevin Campbell

Page 21

Article 4

We are All Self-Made, but Only Millionaires Seem to Admit That!

Joe Schroeder

Page 23

Article 5

Multi-Level Secrets

Leticia Gallaries-Japzon

Page 30

Article 6

Networking Your Way to a New Financial Future

Beverly Nadler

Page 38

Article 7 _

Until You Know WHY the How doesn't Matter

Dale Calvert

Page 41

Article 8

There's No Time like the Present...

THE TRUTH ABOUT NETWORK MARKETING

John Kalench

Page 43

Article 9 _

I thought I knew What Made Me Successful, but I was Wrong

Mark Yarnell

Page 52

Article 10 _

Wealthiest Americans Say they worked too hard to get their Riches

Page 55

Article 11

The truth behind all those Screwy Deals

Len Clements

Page 57

Article 12

W H Y

The 3 Letters that Spell Success in Network Marketing

Page 63

Article 13

The “Power of Attraction” without Action = Self Delusion

Dale Calvert

Page 65

Article 14

What is the Secret? Baby It’s You

Lauren Whittmore

Page 68

Article 15

I will Never QUIT my MLM Opportunity – Maybe you should

Dale Calvert

Page 72

Article 16

**Prosperous Prospecting Alone, Not a successful
Networker Make**

John Milton Fogg
Page 75

Article 17

The Pros, Cons Myths and Realities of Recruiting Tapes

Dan Kennedy
Page 78

Article 18 _

Master the Personal Essence of Network Marketing

Dr. Joe Rubino
Page 81

Article 19 _

THE LOST COIN for MLM Distributors

By Mark A. Smith, B.A., M.S.M.
Page 84

Article 20

Sales Coaching for Network Marketers that Hate Selling

Hilton Johnson
Page 88

Article 21

An Interview with Cory Rudl an Internet

Marketing Success Story

Page 93

Article 22

Are Internet Malls a Scam?

Len Clements

Page 99

Article 23

**What are your MLM Prospects Feeling from
your Conversations?**

Doug Firebaugh

Page 102

Article 24

MLM Funded Proposals Lead Generation Tips

Anthony Ruggiero

Page 106



HOW TO GET THE MOST FROM THIS PUBLICATION

This publication has been compiled in a very special way to make certain the reader and their network marketing organization receive maximum benefit.

We have made it possible for you to get any chosen article into the hands of those that you think will benefit from the information. This includes PROSPECTS and DOWNLINE TEAM MEMBERS.

As you read through the 24 Top Articles, people will flash in your mind that need to read the information. At the end of each article there is simple instructions to follow to have the article sent via email.

Articles #2, 6, 8, 10, & 15 can be very compelling when read by your PROSPECT. You will definitely want all of the LEADERS and FUTURE LEADERS on your team to read articles #1, 9,17, 21 & 22. I could give countless more examples but I think you get the idea.

We suggest that you read this publication straight through, keeping in mind as you read this “ Who do I know that needs to read this?” making sure to not to miss the inside concepts for yourself.

We sincerely hope you maximize this material to it’s fullest potential and use this publication as an ongoing tool to help you build and inspire your team and wake up a few prospects along the way!

Introduction



Dear Marketing friend,

I am very excited to be able to make this publication available to the network marketing community.

The majority of the articles you are about to read are not available online. These articles appeared in various printed publications as far back as 1990 and represent what I consider to be the best printed articles throughout the decade of the 90's.

At one time I made them available on my product catalog website at <http://www.MLMHelp.com> and our staff received permission from each author prior to making them available.

It is very important that you see past the age of the articles and capture the wisdom. Truth is Truth. Methods always evolve and change, but the principals, concepts, and laws of building a successful network marketing organization are the same today as they were when I started 28 years ago, and will be the same 28 years from now. To not understand this concept is to cheat yourself from the laws of network marketing success.

If you think about the Bible, Think & Grow Rich, The Magic of Thinking Big, etc. you will understand that the wisdom of the ages in never outdated.

I hope you will not scan this publication, but take the time to read and internalize the hidden wisdom in every article and let them help you create a success foundation that only a select few poses in today's network marketing world!

I appreciate Your Support.

Dedicated to Your Success!

Dale Calvert

Dale Calvert

<http://www.DaleCalvert.com>



The \$300 Solution

How to create successful leaders by creating achievable milestones

Randolph A. Byrd

SUMMARY: The key to having distributors stay in your organization is to get them to the benchmark of a \$300 commission check as quickly as possible – ideally within three to six months. Your training, goal setting, and business building strategies should be focused on that first all-important mile-stone.

"I know that in Network Marketing, 'the only way to fail is to quit.' But I'm having trouble convincing people in my Network about that. How do I get them to stay involved long enough to start seeing some success?"

This is one of those truly great "Great Questions" that comes up again and again, and there are lots of great ways to answer it. Making sure your people are motivated by helping them stay clear on what their own personal goals are . . . making sure they have the tools they need and know how to use them . . . making sure their efforts are supported by 3-way calls and meetings until they've got their "sea-legs" securely under them – all these are sound approaches. But there's another answer –

-- one that's perhaps more basic and essential. Let's take a nuts-n-bolts, run-the-numbers, practical look at the conditions you've got to create for your people to get involved and stay involved.

There are two things which prevent most Networkers from achieving success: (1) they don't make \$300 per month quickly enough, and (2) their downline doesn't either!

Surprised? You're not alone.

But the truth is that \$300 is the income-earning threshold below which there is no Network Sales Organization – because there are simply no Networkers to make one.

People who make \$300 a month in this business stick around. People who don't – don't. It's that simple.

Networking Enemy #1 – Attrition

No one in this profession likes to talk about attrition. Why Not? Because it undermines the profession's primary positive benefit that we recite in our prospecting routines. You know the rap: "You sponsor 10 people, and they sponsor 10 people, and they . . . and pretty soon . . ."

Now, how successful would you be as a prospector if you said instead: "You sponsor 10 people, and then 9 drop out, and then the one who's left sponsors 10 people and nine of THEM will drop out, and then . . ."

Doesn't sound like much of a positive pitch, now, does it? But it is the truth – or at least, it has been for most Networkers.

Statistically, attrition rates in Networking average about 80 to 90% per year. That means 8 or 9 out of every 10 distributors drop out of their organizations (and most out of networking altogether) within a year or less of signing up. Factually, that's no different than mainstream business startups, where 8 or 9 out of 10 fails within the first year!

But what really hurts is that 80 to 90% of your efforts are lost . . . before they've had the chance to be successful. As Dayle Maloney says, "The problem with most Network Marketers is that they quit before payday."

But what causes this drop-out rate? And what can be done about it?

Ask open-ended questions like that and you're bound to get long, equally open-ended answers.

CEOs and distributors alike have given us all sorts of philosophies on why distributors leave our profession. But to find the truth, let's rephrase the question:

At what point do Networkers NOT drop out of their organization?

Specifically, how many dollars per month in compensation does an MLMer have to earn before a high percentage does NOT drop out? Just about all we spoke with answered '\$300 to \$400 a month, sustained for at least 2 or 3 months.'

And "by when" do they have to make that amount? 6 to 9 months is best, with 1 year being the longest time allotted. And if they don't? They leave the organization at a rate of 80 to 90% per year.

And if they do achieve \$300 a month? They stay on board and usually become even more successful.

So why don't most Networkers ever get to the \$300 per month level?

Answer: Poor prospecting and sponsoring, lack of knowledge about this industry and how Network Marketing really works, all of which leads to unrealistic expectations.

The common "pie in the sky, get rich quick" approach can set up your new distributor for failure almost immediately, because the truth is that 98% of all Networkers DO NOT EVER reach those soaring heights of success – and certainly not within just a year.

This creates a "lottery" mentality that in turn creates delusional dreams about what this business has to offer . . . and then dashes them.

We have a common misconception in this business that \$300 is such small potatoes, it's not even worth mentioning.

There's the wonderful story about a man who went into the business with the goal of making \$300 a month. Not \$10,000 or \$20,000. Just \$300 a month.

The man achieved that goal fairly easily and stayed at that \$300 income level for a number of years. He didn't seem very ambitious – so he was asked about this.

As it turned out, the man had taken his initial \$300 and accelerated the mortgage payment on his home, paying it off in record time. He then used his free-n-clear equity to buy a second property, rented it out, and applied the "extra" \$300 in the same manner he had with his own house. In less than 5 years, he ended up owning 5 income properties and was virtually financially set for the rest of his life. All by virtue of the \$300 a month he had earned in Networking.

Enter the \$300 Solution...

Now what would happen if you told your downline (or yourself) that the first step to MLM success is to get to that \$300 a month level within 6 to 9 months – or even a year? What would happen to their expectations now?

What would happen if you told them the real truth about this business: when a distributor reaches a monthly compensation of \$300 per month he/she will not drop out! This is a point of no return!

When they get to that \$300 level, you and/or your group **MUST** recognize and acknowledge their level of achievement. After all, in this recognition business, \$300 a month is a "rite of passage." Call it a coming of age and celebrate it like a birthday. This sets up a great expectation for your entire group.

Imagine for a moment that you told your downline that the amount necessary to achieve the no-going-back level was \$2000 instead of the real \$300 level? The \$300 milestone would go by unnoticed, as their expectation is \$2000 for the first level of real success. But share the \$300 Solution with them and make a public celebration out of every distributor achieving this level, and they will not drop out, because they have learned to expect that distributors earning \$300 monthly do not quit. Once they learn the truth about this business, they will operate within that truth! It will become the law of nature in Network Marketing Sales.

Note also the difference in their attitude when they achieve only \$150 per month.

Within the old paradigm of "getting rich", \$150 would have left them feeling like (and therefore being!) a failure.

Now, when they reach \$150, they'll say, "I'm half-way home!" What a difference!

So, how do we get to that magical \$300 per month benchmark? You and your downline are half-way there already, because you are now armed with the knowledge of the \$300 Solution

If you want more of your people to stick with it – and with you, too – inject the \$300 Solution into your teaching and training routine. Don't be afraid of scaring off those "heavy hitters". Those folks will quickly see the virtue of a system that has hundreds and hundreds of part-time Networkers all earning enough to **STAY IN BUSINESS**.

EDITOR'S NOTE:

How do you keep distributors in your program long enough to get to the \$300 a month level?

This is your answer! <http://www.MLMRetention.com>



Dale Calvert's Comments on the "\$300 Solution" Article

About a month ago I was having a conversation with a gentleman who is a Top 10 money earner with a two-level pay plan (See MLM Gimmicks: The Truth Behind All Those Screwy Deals). He was frustrated, his group was stagnant and he was trying to figure out why. The conversation went something like this. "How many people does a distributor have to sponsor in your company in order to make \$300 a month?"

My response was zero. Zero, how could it be Zero? They have to sponsor at least one if they are going to make any money! No, Zero. That is impossible! Is it? He thought for a minute and then he said, "Well I hope you aren't talking about retailing the product because I hate to retail! See Whatever Happened to Retailing in Network Marketing.

I wanted to SCREAM YOU AREN'T THE ISSUE!! Successful people are willing to do for a short period of time what most people aren't so they can do for the rest of their life what most people can't! The reason most people don't like to retail is because their company offers fabulous high quality products that everybody needs, but that nobody wants! That statement changed my life! All my MLM/Direct Sales career I had products and services that everyone needed, but nobody wanted.

It is very common for distributors who have never sold a thing in their life to enter our business and put \$100, \$300, \$500 or more in their pocket their first week, just retailing the product. I just got a message today from a couple in Alabama who sold 17 cases of product, over 200 bottles their first month in the program. That type of sales is not common, but it happens for a few new distributors in our organization every month. They have earned well over \$2,300 in retail profits their first month in the business!

There are always going to be people who enter a MLM program expecting the marketing plan, the product, or the company to make them rich. They have a lottery mentality. They sign up, then never get up off the couch. However, there are a lot of hard working dedicated distributors in this industry who are frustrated simply because their company offers them no TRUE RETAIL opportunity. You may not want a retail opportunity, you may not need a retail opportunity, but believe me, the masses in your organization will!

Why are we so strong on retailing? Because it solves the \$300 Solution. Besides, we don't teach our people to retail, just for the profits. We teach a very systematic, step by step method for retailing to recruit! Approximately 80% of the people who join our company each month, are satisfied retail customers first! Wow! Imagine what that does for our retention!

A recent publication by the Direct Selling Association stated that 90% of the people who join a network marketing company do so because they love the products! A very important question - How can you find people who love the products, when you aren't selling any of them? Wow! Internal Consumption is a joke, a lie made up by well intentioned 3%ers who don't know any better, but have no clue as to what you and I want and need.

I have said it before and I will say it again, if you have never been involved in network marketing industry with weight loss products, you have never experienced the true power of network marketing. For more information on this subject you can request my cassette "The Secret to Network Marketing Success."

Don't get upset with my comments. I have seen the light, and am just trying to share it!

EDITORS NOTE:

We do have a few of these Secrets to Network Marketing Success cassettes available at the time of this writing. If you would like a copy, send your request with a buck to cover postage and handling to:

CALVERT MARKETING GROUP
120-B North Water Street
Georgetown, KY 40324

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The "5" Reasons Why Network Marketing Will Never Fail

By Patrick W. Higgins

Did you know that there are five proven reasons as to why network marketing will never fail? It's true. I featured them in my first book entitled "The Future Is Knowing Network Marketing." These five reasons are irrefutable, iron-clad simple truths. I believe in them so much that I challenge you to try to poke holes in them. To date, no one has been able to do so. Shall we?

1. Everyone is getting involved:

Network marketing is rapidly becoming one of the most powerful ways to reach consumers. In fact, it will be one of the leading industries to help usher us into the 21st century. Network marketing is no longer limited only to entrepreneurs or broke people, and as a result, everyone is getting involved. This includes doctors, attorneys, business owners, professors, teachers, preachers, engineers, professional athletes, actors, bored millionaires, builders, architects, busboys, truck drivers, factory workers, etc. The greatest thing about this is that we're all coming together and building something as a team. Talk about fellowship! Doctors are befriending busboys. Under normal circumstances, this would never happen. I think this is incredible.

2. It works everywhere:

One of the great things about network marketing is that it doesn't matter where you start; it only matters where you finish. In other words, it doesn't matter whether you live in a town where the population is 500 people or in a city where over 1,000,000 people live. The reason? You are not limited to your own hometown. The bottom line is that you can build your business anywhere. In America alone, the population is around 260,000,000. Once you are involved, you have access to every one of them.

If your company is international, that gives you an even wider base to plug into. The neat thing is that you do not have to pay a licensing fee to operate nationally or internationally. After you join, you are free to build wherever your company goes. What an awesome benefit!

3. Network marketing is fair to everyone:

This industry is not prejudiced toward race, age, gender, nationality or religion. Sure, some of the people who are involved may be prejudiced (to their discredit), but the industry itself isn't. How many women out there have a job and work as hard as the man does, only to earn less money? Too many. It's ridiculous! How many people out there are being taken advantage of because of the color of their skin? Too many. That too is ridiculous! How many people out there have been on the job for many years, yet they know that the owners of their company are reserving the top positions for their own family members? Too many. Again, ridiculous! How many of our older citizens are being told they are too old to continue functioning in the workplace? Too many. This one is probably the most ridiculous! I can assure you this will never happen in network marketing. The products, services, and compensation plans are exactly the same for everyone. So if you have been looking for equal opportunity to no avail, you can plant your flag in network marketing's soil.

4. It just makes sense:

J. Paul Getty once said, "I'd rather earn 1% on the efforts of one hundred people, rather than 100% of my own efforts." He also said if you want to make a fortune, you have to have a product or a service that no one has, everyone needs, is priced for sale is priced for profit, and is reusable. I don't know about you, but I think he was prophesying about network marketing. Think about it, this sounds like network marketing to a tee. We offer products and services that most people do not have, yet they need. They are priced for sale. They are priced for profit. They are reusable. In fact, I can't think of any other industry that offers all this. Truly, we are at the tip of the iceberg!

5. There is hope:

I believe this industry is proven. It's been around for over a half century. It is a multi-billion dollar industry that is currently growing by leaps and bounds, with absolutely no signs of letting up. If anything, it's getting bigger.

Average people are getting involved and becoming "above average" in no time because we are actually trained by people who are successful – people who are doing the same thing as us with the same company. Talk about on-the-job training. You can't get any better than that. I believe that gives all of us hope. And with hope, anything is possible.

Well, there you have it. Those are the five reasons why network marketing will never fail. Can you poke any holes in them? If not, this should come as a breath of fresh air to you. I can tell you with conviction that ever since my book was released back in 1996 and I started teaching these five reasons, countless thousands of networkers worldwide have had their belief level towards network marketing raised. With so much negativity out there, we need all the proof we can get. Without a doubt, these five reasons should bolster your confidence in this industry because they do offer proof

EDITORS NOTE:

There are 4 beliefs you must develop in order to be successful in network marketing. The company, the product, THE MLM INDUSTRY, & Yourself.

If you have team members that are having trouble believing in the Network Marketing Industry this article and others in this publication should help, and we recommend these two books:

THE GREATEST OPPORTUNITY IN THE HISTORY OF THE WORLD & WHO STOLE THE AMERICAN DREAM BOTH AVAILABLE BY [CLICKING HERE!](#)

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What ever happened to Retail in Network Marketing?

by Dr. Kevin Campbell

Back in 1975 when I first began my love affair with network marketing, I was taught to develop retail customers first, before looking to sponsor distributors.

Now, 23 years later, I see a trend away from retail and more towards a wholesale user philosophy. I think this may be the number one reason why the majority of people who join an MLM company drop out within their first 90 days. They have been set up to fail before they ever get started. Developing ten or more retail customers is the first real WIN a new distributor will experience. Retailing will also provide that first initial cash flow so vital in the motivation of the new distributor. Most of the new companies in this industry are so focused on teaching their distributors how to recruit new distributors, they are actually putting the cart before the horse and sentencing their new distributors to almost certain failure. Industry leaders Don Failla, Dale Calvert, and Joe Schroeder all preach the importance of developing friend customers. The new distributor must understand that your friends are much more responsive to products than the opportunity.

If you want to watch a new distributor get destroyed, have him talk business to his family. Teach your new distributors to develop friend customers first. From these friend customers, ask the famous third party a question made famous by Don Failla "Who do you know that might be interested in making extra money?" Use your friends to refer potential new distributors who are strangers to you. Many times in this interaction, the friend customer shows interest in the business as well. Teach every new distributor how to develop friend customers first and you will build an organization that will last. Learn as much as you can about this industry and share what you learn with your new people. Become a mentor to your organization and you will have unlimited success in network marketing. Dr. Kevin Campbell is a 23-year Network Marketing consultant, author and lecturer.

He is a member of the MLMIA and former consultant to the Direct Marketing Association. He may be contacted at PO Box 26552, Prescott Valley, AZ 86312. Phone (619) 824-3506.

With the recent crackdown on MLM companies who focus on signing distributors to be wholesale product buyers, instead of retail product movers, it is more important than ever to learn how to develop friend customers as the foundation of your business. This one concept alone will double or even triple your sales volume almost overnight. The questions to ask yourself are: 1) Would you rather have 1,000 distributors buying \$100 at wholesale for themselves, or 100 distributors each moving \$1,000 in product monthly? 2) Which is easier to attain? 3) Which one offers retail profits to each distributor thus locking them into your compensation plan long term?

Money 'N Profits Magazine, May 1998

Editors Note: As I teach in our [How to Create Online MLM Leads Course](#), I believe that every distributor should have two websites; one designed to prospect and capture leads that are available here: www.Movie.Tip4Success.com and one to Sell your Primary Product or Service online as taught here www.GuruMarlon.com.

For the most part self-replicated corporate sites are a waste of time and advertising dollars. They are designed more for distributor education than prospecting and selling products.

Since the evolution of the Internet there are many distributors from multiple companies making thousands of dollars monthly marketing their companies most popular PRODUCT on and offline.

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We're All "Self Made", But Only Millionaires Seem To Admit That!

By Joe Schroeder

1: Failure is a privilege exclusive to people with grit in their crawl and who spit thunder. In other words, failure is singular to people who exercise their potential and work successfully until everything comes crashing down.

2: In plain English, failure is only for those who "build it up" and then watch it crumble.

3: Naturally, we could do a series of newsletters on how "failure" is really success. Because as the good book teaches us, there is always an equal seed of equivalent good (potential and opportunity) in all that we on the worldly plane perceive as failure. And there are those (including myself) who would prefer to erase the word failure from their vocabulary. And replace it with the working philosophy of "falling forward fast".

4: Nonetheless, because we have been conditioned from childhood about the meaning of failure and all that it represents, I believe this failure is a noteworthy subject. Especially when "failure" has become synonymous with MLM for the most part.

5: Case in point: Most Networkers would say that they have "failed" at network marketing.

6: Including me. And I've said that I have and did (fail) on numerous occasions and have retold many of my "struggling" stories on at least a half a dozen (6) of my MLM audio training tapes!

Most Networkers Never Even Get Within a Mile of Failing at MLM.

The Truth Is, Most Networkers Never Even Really Get Started!

7: But like I said, failure is an honor. And usually a reaction to extreme effort and concentrated discipline. And yet, the majority who dabble in MLM ultimately walk away from MLM or they hop from program to program saying how "that deal didn't work" and "how that one didn't work either", when all along, they never got started in the first place!

8: Which erases any notion or even ability of failure. Completely. It's like, how could a bridge collapse if it was never built in the first place?

9: At the same time though, it's become convenient for loads of Networkers to point a finger at MLM, like it was some dirty little sneak or something, because MLM "failed" them or "hurt" them in some way. When in fact they never even actually got started!

10: And listen, you know as well as I know that buying \$500 in MLM marketing "tools" isn't any closer to true MLM or networking as is co-op advertising. Which I do both of. But neither of those marketing exercises is networking.

11: and yet, "Johnny" will join an MLM, mail out 1,000 audio tapes (the poor sap!), not even get two enrollee's, quit - and then say "I failed at MLM". Or how MLM is a scam.

12: The truth is, hanging a shingle out saying you're a doctor doesn't make you a doctor. You have to "practice" (work) to be a real doctor. And until you have enrolled at least 10 and built a downline of 50 you have never truly "networked" or for that matter, even ever failed!

**Nature Has An Amazingly Simple System.
Here's How It Works: Use It or Lose It!**

13: The world and universe is perfect. And we can witness its perfection through its perfect balance. For without its perfect balance there would be chaos. The planets would collide with each other, the sun would fry you until "crispy brown", and we'd all be drowned by the tides of the ocean.

14: Nonetheless, we live in a perfectly systematic universe. And if you doubt that, just peek out the door and think about that tree outside, that's over 40 feet tall that has stood erect for over 50 years.

15: Have you ever thought about that? Thought about how perfect and balanced trees are! Notice how even if they look slightly out of kilter, they are still perfectly symmetrical. That's because the apron of branches are used like the horizontal pole the tight rope walker uses to shimmy across his tight rope. For balance.

16: And when we look at tree's what we don't see are the roots. Which are in length and size to the direct proportion of the tree itself. For balance. And what we are looking at when we look at nature is perfect engineering.

17: Thus, when we look at man, we are also looking at perfection. And we are also looking at a living organism (man) that is looking for complete and total expression.

18: Just as a creek seeks a stream and stream looks to connect with a river and the river searches for the ocean. Always seeking total expression. Then, in perfect balance, the waters of the ocean raise to the sky. Only for one reason: So it can rain and redistribute the water and start all over again. Right back to the creek! Like I said. Engineering perfection.

19: As it is with man.

20: Oops, but wait. Wouldn't a "perfect thing" also have a system to eliminate the weak parts and faulty "switches and plugs" so to purge itself of impurities and rebuild itself?

21: Of course it does! So to keep out chaos and resume it's perfect balance.

22: That's why when man doesn't use his arm, it shrinks to a skinny stick-like limb.

23: That's why when a creature seldom moves, it becomes fat and lethargic. Ever see how fat cows are?

24: That's why when man seldom exercises his "balance" (of performance) he gets depressed, sullen and out of whack. Much like a "pool" of water. Ever smell a pond? Did you ever notice how smelly they are? Well, that's because it's out of "flow". And not cycling, circulating or in sync without anything around it.

The balance of failure is perfectly engineered, because it gives each of us a measuring device from which to monitor our balance with perfection and to determine our own weaknesses. So much so, that in every failure (seen as a defeat by "winners" and never a failure) there is an opportunity for correction, as Thomas Edison and Abraham Lincoln found out.

With that being said, we can only define failure as one thing. A blessing in disguise!

Nature's Uncanny Ability To Push The Defeated To The Top

25: If you have been paying attention, studying history and mapping out the life stories of successful inventors, leaders of industry and star athletes, you will have noticed how nature has an uncanny ability to put people of ability, vision and persistence at the top of all organizations. But that honor never ever comes without the **price of money.

26: Which is the painful agony of defeat and failure. Early on.

27: Just as nature looks for the "strong to survive" (so they can lead and procreate), notice how nature doesn't allow a tiger or lion to feed until they have had eight to ten failed attempts at catching their six o'clock dinner. Which can take days on end.

28: Now look at man. Now look at who leads every and all organizations.

29: How could we classify them?

30: It's easy. Winners are always losers, failures and rejects. At first. "Out of the gate".

If You're a Bona Fide Networker, Chances Are You're a Total Loser!

31: Just name someone. How about Sylvester Stallone, John F. Kennedy, Bill Gates, Colonel Sanders, Ray Kroc or how about Helen Keller, Janet Reno or Oprah Winfrey!

32: All losers right?

33: Ah, but the distinction and "greatness" they now have been identified with can be related to how well they organized their failure. Most people never really try anything, or if they do try, it's usually never (A) hard enough or (B) long enough. And even if they are trying, they aren't really "doing the thing" and instead simply getting ready to "do the thing". Any adult can put a bicycle together. But not everyone is ready to hop on and go for a ride!

Programmed For Success Through Organized Defeat

34: Success is really organized defeat. What successful losers have in common is their ability to program themselves for success. Even with chaos, defeat and failure all around them and applauding their every move. Just another defeat. But alas, the ultimate winner is the loser who uses his own personal initiative, imagination and definiteness of purpose to overcome the road blocks and pave themselves a highway to high achievement. But usually never without the agony of earlier defeat.

35: Remember, the engineer of the universe asks that leaders come forward to lead. So in it's search for those people, they must be tested first through defeat and second by persistence. That's why we hear, "never give up". People in the "know" know about organized defeat!

Learn To Use Defeat As A Weapon: Either For Self Destruction or Survival

36: Failure is for the elite. And defeat is for people of action and people with discipline. And if you doubt that, just watch a beggar on the street or notice "couch potatoes". You have to do the thing in order to measure any defeat. In other words, how can you say you "failed" at MLM if you have never enrolled five to ten people, grew a group of twenty or fifty and then LOST it all. I'm saying you can't. You can quit or be a quitter, but failure is reserved for the worthy.

37: What's more, failure as we have learned here, is not only a good thing, but a blessing! Because the winners then take the statistics and faulty actions and reverse or rearrange them for their own self elevation. Stop, just think about your self. What did you used to totally screw up and fail at, that you eventually measured, rearranged and succeeded at?

38: Now, in relation to network marketing this is what I'd ask you to do:

- Do not see or entertain the notion of defeat until you have exhausted all possible avenues of activity. Failure to do so as outlined will breed procrastination and disbelief within yourself. And then resulting in self-destruction through lowered self-esteem. Known as depression.
- Do not allow others to "get away" with telling you they failed. Winners won't usually waste your time with their own "trail of tears", because they are too busy celebrating all of their own successes. Which were born out of their defeats!

- But alas, the weak will use their illogical and nonsensical notion of failure and their own defeat as an excuse for them to remain stagnate. So all you do is remind them, "Hey, did you ever have a working downline of 25 to 50 in your group"? And if they say no (and most will) simply ask them "then how can you measure whether you succeeded or won if you never truly did anything"? (Make sure they read this outline you are now reading)
- Remind people and remind yourself that "failure is not an option" when organized defeat is within your re-programmed mind. And that failure is simply an acronym for quitting. And no one likes to be a "quitter". Read and highlight this report numerous times. Until you get it.
- Network Marketing is not about ad co-cops, mailing postcards or anything to do with mail order prospecting. Instead, MLM is about people, relationships, leadership training and the subsequent duplication of that process. Nonetheless, some people foolishly will equate their (lack of) success as communicators and as "Networkers" and as "leaders" based on whether or not the ad "pulled" or whether or not they "pulled" a 2 or 3% response rate to their mailing list. Which is not only absurd, but a reversal of values. It's so silly isn't it?
- What I'm saying is that you can not call yourself a failure until you quit. And you can't possibly (dare) say that MLM has failed you until you have exercised every possible avenue and worked MLM until the day you die. You just can't. And anything short of that is quitting.
- What's so exciting then, is that with this outline here, we then can give ourselves the liberty of time (perseverance) and the honor of measured defeat. Which always, albeit not at first, leads to success. And that's good news worthy of discussion and worthy of sharing with the world. Which is my passion and which I am honored to share with you!

**Man does not work for money. Instead, man works for the freedom he can exercise through the accumulation of income. Which money can certainly buy. If you track backwards what money can do, starting from the end, which is the joy, it would look like this: (5) Joy of service to family, friends and society (4) sense of freedom (3) better choices (2) more time for recreation and novelty (1) the accumulation of money.

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Multi-Level Marketing "Secrets"

By Leticia Gallares-Japzon

Success in Multi-Level Marketing (MLM) or Networking Industry is never easy. As with any other business, upfront legwork is critical. Planning, preparation, and research should be where you want to start so you'll have a sense which direction to go. Once you're satisfied with your collected information, the next steps would be to work seriously at the beginning, find a quality product that performs a quality service, and find a company with a well-balanced marketing plan geared toward longevity. A positive attitude definitely helps, such as enthusiasm, eagerness, involvement, commitment, imagination, creativity, and initiative.

"A strong desire to help others succeed" is core; thus the term networking. Simply defined, MLM or Networking is a system by which a parent company distributes its products or services through a network of independent business people, not only in the U.S. but also throughout the free world.

As a networker, you can earn money in two ways:

1. You distribute the products or services you are handling to your friends and to clients who are referred to you.
2. You invite friends and others you meet to explore an opportunity to also distribute your products or services.

Other than the many "secrets" of this trade, MLM also requires you to make a six-part investment:

The first part of your investment is a token amount of money, usually less than \$100. This is a big cost advantage and less risky when compared to franchising, for instance. Most networkers keep their regular jobs and operate their business part-time. Money you earn from your networking business is pure profit. It's like having your cake and eating it too.

Second is eagerness to learn the business. Seek out successful associates in your MLM business and ask questions. You see, MLM is structured such that you have to wear two hats, as a learner and teacher at the same time. Your sponsor will teach you the business and help you deal with problems successfully. Most networking organizations supply training sessions and motivational rallies, supply you with idea literature and encouragement, and provide any other assistance you need to succeed.

Third, create enthusiasm. Many businesses are capital-intensive (e.g. franchises), others are labor-intensive (e.g. restaurants), while MLM is enthusiasm-intensive, meaning that your desire to succeed, backed by your commitment is critically important. MLM gives you a chance to ideas for making money, your techniques for leading and managing people, and your approach to problem solving.

Fourth, a strong desire to help others succeed. Your ability to help other people succeed will be proportionate to your commitment to building your business. "Anything worth having is worth working for" aptly applies to the MLM industry.

The fifth part of the investment is expenses of some of your free time. You are investing your time. How large a time investment you make in networking businesses is up to you. David Roller, the author of "How to Make Big Money in Multi-Level Marketing" says, many MLM beginners start with 10-15 hours a week. Others find that by giving up TV time or idle time, you can easily invest 20-25 hours a week in MLM. You duplicate your efforts by bringing others into the business. This means that your weekly personal time of 15 hours could multiply into 100 or even 1,000 hours per week in production.

The sixth and final part of your investment is handling problems. Along the way, you will encounter problems. This is a fact of life. How you approach and handle these challenges will determine how large your business will ultimately grow. It is important that you use good judgment and common sense when choosing a mentor with whom to align you and your organization. Why? You have to exercise some caution because you may, for example, be encouraged to buy a larger product inventory when that is not necessary.

This is an expensive investment that you may never see a return on.

Involvement

The extent to which you involve yourself with earning money depends strictly upon your personal preferences. Some people concentrate on distributing the products and services but they are limited to their personal efforts. There are others who NOT only market an MLM product, but also learn how to sponsor and build up a large organization. Those who persist in sponsoring can greatly "multiply" themselves by helping others to grow. The more people you sponsor, the more profit you get as a networker. This multiplication effect is the magic of MLM. David Roller adds that "There are only 24 hours in a day, but by learning how to sponsor others, you can duplicate your efforts as you add to your income, yet have nobody in the payroll. You can actually earn money while sleeping."

When you consider an MLM company, it is important to realize that, as in any industry, there are companies that begin and fail soon after. If you are considering a newer, unproven company; ask to see audited financial records as you would with any other businesses. You are less likely to fail if you are well prepared.

For instance, when Dick and Jo Ann Campbell from Michigan joined MLM, they had doubts.

Dick's testament: "My first reaction to MLM was that it was a pyramid scheme. The only reason I went to a meeting was to protect a friend from being taken in. The opposite happened, and I became impressed with what I saw. I discovered that MLM was not only a legitimate way to earn money, but possibly the best way for many people to make a living. As a college professor, I was committed to helping others obtain their college degrees to get ahead in life. With MLM, I'm still a teacher. The main difference is that people do not need to pay tuition and go to college for four years. They can master it in a part-time basis and make more income part-time than most college graduates who work a full-time job. MLM is the great equalizer-anyone can succeed. It doesn't matter how old you are, what your race or sex is, or whether you're rich or poor. And it doesn't matter what you've done before. The only concern is where you want to go from here and whether or not you are willing to make the effort to achieve."

Another instance, a California family went into a Market Nutritional Program of vitamins and minerals. It became so successful that it is now listed in the New York Stock Exchange, and its products are marketed worldwide.

MLM has a variety of programs. You can sell household products, synthetic motor oils, personal care products, some forms of insurance, and a variety of other products and services. Only a few giant MLM organizations exist today. However, MLM will become a major trend in marketing in the next decade (2000-2010). You will see it emerge as a leading system in marketing investment, securities, real estate, travel, and perhaps even medical services.

People's imaginations and initiatives only limit MLM. Why MLM is often called Networking is because it's "friends-doing-business-with-friends." Your investment is minimal, as I said earlier, less than \$100. You capitalize on talents and energies of entrepreneurs. The adage "Nothing ventured, nothing gained" is true in MLM just as it is in all facets of business and non-business life. To illustrate: if you don't invest in a stock or mutual fund, you cannot harvest a dividend; or if someone promises you wealth without investing what it take to produce wealth, this person is trying to defraud you. MLM is not one of those 'get rich quickly' schemes!

As a career, MLM has fewer problems if you have to compare with other business opportunities simply because you don't need a lot of money nor do you need employees. However, in this type of business, you need to broaden your marketing or promotional techniques because you'll met people from every conceivable backgrounds, such as teachers, doctors, students, executives, homemakers and others. Remember in MLM, knowledge is NOT power, power IS knowledge put to use. Saadi philosophically says, "Whoever acquires knowledge but does not practice it, is as one who ploughs but does not sow."

As a newcomer in this business or any other business, you will have some fears, and understandably so. But for every fear, there is a solution. Let's take a look at some of them.

The fear that your prospect will not be interested. Solution: Many people will be interested. Just like anything else, a number will not be. This is just a numbers game. For those who are not interested, ask for referrals. Chances are there will be some who will be interested.

The fear of what others think. Solution: NO matter what you do or not do, there will always be those who wish you well and those who do not. Ask yourself these very simple questions: Is the company I am with reputable? Does my company offer an excellent value in its products and/or services?

If the answer is yes, you should be proud of yourself and of your company. So, go

for it!

The fear that you do not have enough time to do a good job. Solution: One of the many strengths of MLM is that there is help if you need it. Also, there is the magic of duplicating your efforts by sponsoring others. When you say you cannot do it because you can't find time is a lame excuse. It really is just a matter of setting priorities and balancing time. Here is where Time Management would be helpful.

The fear that you won't be able to answer the questions that your prospects will have. Solution: Who can really answer all questions on the spot? Just like any other business you may simply say "Let me write down your question and I'll get back to you tomorrow." But be sure you do it tomorrow.

You may find it hard to believe but in MLM, success is not reserved for the most talented. It is there for you if you want to go after it. Over 100 years ago, Abraham Lincoln said, "Things may come to those who wait, but only those things left over by those who hustle!" This is a powerful statement.

And as you move on to the next stage, here are some practical tips that can benefit you:

Make a list of names immediately.

Get names from your Christmas list and add as many people that come to mind. Add those who were previously in the MLM business. Seek other people you know.

Set up a meeting in your or your friend's home. Start and end on time. Ask your sponsor or another upline leader to help you with a few meetings. See people one-on-one. Use the telephone and network some more.

Let your excitement show. When your potential associates will see how enthusiastic and eager you are in helping them along, your positive attitude will be contagious.

Watch your prospects' eyes to see if they are listening to you. When you are conducting a group meeting, you can look at the crowd to see if they are looking at you. Zero in on these faces. Most likely, these are the people who will decide to join you.

Sell the sizzle. Explain only the highlights and reserve time for people who have detailed questions. Just like doing a presentation, the same method applies here.

You only talk about the key points; otherwise you will lose your audience.

Involve your prospects immediately. It will be beneficial for you to talk to your prospects and quickly arrange for a one-on-one meeting.

Use the test-market approach with several of your friends to get their reaction. When you do the testing, your friends' feedback will help you refine your presentation some more. Now, let's look at some of the tools you can use to market or promote your business: Advertise your program effectively. An effective approach will be advertising in your local area to develop leads. Once you get these leads from your ads; you or members of your group follow up with one-on-one meetings, small group gatherings at your home, or invitations to larger meetings in your area. Choosing the right media takes a little bit of research but advertising locally is definitely an effective medium.

Create professional brochures, fliers, and posters. These can be extremely effective tools for inviting people to call you for individual presentations or to announce upcoming product demos, sales parties, or opportunity meetings. In fact, you should carry some sales literature with you at all times. Always give brochures or fliers to a few people after you talk for a while at any party, meeting, or gathering. Chances are they might also share these materials with their friends.

Write impressive letters. Decide what key groups of people you want to contact. For example, you could contact church leaders, real estate brokers, or leaders of social and community organizations. Draft a letter that emphasizes how members of this group can use your product or service or how this group can earn money by marketing to members.

Make a list of the groups of people you plan to contact. Make copies of the letter and send it out with some literature about your program. Ideally, send the package to a specific person. Follow up your letter with a phone call after a few days to set up a meeting or invite the recipient to a group meeting. Guni Graham Scott's book "Success in Multi-Level Marketing" has sample letters you can use and customize to meet your needs.

Use proven telephone techniques. Get prepared before you call by having a general idea in advance of what you want to say, list the key benefits of your products and/or services in order of importance, focus on 1-2 key products or services when you call, and lastly, review what you want to say and be ready to start it according to the interests of the person you are calling. This is like going for a job interview where you sell your talents and abilities.

In MLM, you sell your program.

Continue to have the right attitude: be enthusiastic and positive; if you need to, take a few moments to put your self in a positive, confident, and calm frame of mind. Open the conversation with a good lead by briefly explaining who you are at the beginning of the conversation. If the person you are calling doesn't know you, give your professional credentials, and convey an image of authority, and convey an image of authority with your voice. To stimulate interest, start off with a strong lead-in that suggests the listener will gain an immediate benefit in listening to you about your product or service. Keep the conversation going effectively by getting to the point, briefly describing your program, and vividly describing your products so others can literally see. Mention your special features that make the program stand out. In a presentation, you only cover the highlights. Just the same, when you are calling someone, you only say the key things, discuss the details in person.

Participate in a trade show. Trade shows can be another medium to get new contacts and leads. You can either participate by yourself or combine forces with others to save costs. Stick to shows in your area unless you have a product that sells very well. You have better chances of sponsoring new recruits locally, where you can offer your strongest backup and training, and any follow-up for customers is, of course, cheaper. And, local customers are most likely to buy your product because you are accessible.

"The Oyster Parable" summarizes the many "secrets," tools, techniques, and media to be in MLM. It goes this way: "Suppose that you are a professional pearl hunter sitting in a dock by the sea. Every hour you are given a bucket of 100 oysters. Among the 100 oysters are five that have pearls. The other 95 are empty. Would you then carefully put it back together, hold it between your hands to keep it warm, and then sit there for days hoping it would grow a pearl? Of course not! You would throw the empty oyster away and reach for more and more oyster until you found the ones with the pearls!

"The moral of this parable is in order to be successful in the MLM business, do not treat your friends and new prospects like the empty oyster. Instead of simply going on to another new prospect, you keep hoping, asking, inviting, and pleading with the same people week after week. As a new entrepreneur, you need to break the habit of working too long with empty oysters. If you continue to do so, success will be short-lived and even possibly elusive. Use all the "secrets", tools, resources, and techniques. And go for it with gusto!

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Networking Your Way to A New Financial Future!

By Beverly Nadler

The type of business that is currently creating a great deal of interest and excitement among people from all walks of life is Network Marketing or Multi-Level Marketing (MLM). Though the concept has been around for over 30 years, it's now attracting many people who never would have considered MLM before. Especially white collar workers and professionals. They're taking another look at this industry, because, after all, most of their businesses were built, and their financial bases created, by doing exactly what MLMers do - networking.

MLM may well be the "last frontier" for the entrepreneur with more moxie than money to start his or her own business. At the same time it gives the average person trying to "make it" on a salary, the opportunity to earn a second income in his or her own business, with relatively low risks. And now that we are facing massive lay-offs, firings, bankruptcies and unemployment, a low-cost, low-risk way to earn money is essential.

MLM/Networking Marketing has been evolving and changing continuously, and the 90s will be no exception. At one time, MLM was known as a "soap-selling" industry; then it evolved so that most consumables people buy in stores could be bought through MLM, especially nutrition and skin care products. In the 80s many non-consumables and major big-ticket items became available. Also in the 80s we saw services marketed through MLM. NOW something new has been added. There are several companies that are using Network Marketing to help charities accomplish their worthy goals - such as taking care of the homeless, helping to feed the poor, cleaning up the environment etc.

Your Sponsor and Your Upline...

Once you've decided on your company, you want a sponsor who is actively involved in your company to give you the help you need.

Sometimes your direct sponsor is new in the business, and that's fine as long as the person who sponsors him or her (called your "upline") will work with you.

It's vital that you can get the marketing materials and training you need. Since most companies DON'T supply training (except in manuals most distributors don't read), your sponsor or upline must be willing to help you and train you, especially if you are new to MLM, or have not been successful in your other MLM efforts.

Your sponsor, or your upline, should be able to get you answers to your questions, and show you how to present your company's product or service, AND now to present the business opportunity. He or she should help you recruit new distributors from among your contacts, so you can build your downline organization. Since many companies do not have all the sales aids you are likely to need, it can be helpful to have a sponsor or upline who creates and/or duplicates necessary material for you to use with your people.

Some Additional Thoughts...

There are thousands of MLM companies to choose from. But only a few will be right for YOU. Once you've become a distributor, you are in business for yourself with all the advantages and risks of owning your own business. It may be a major undertaking where you will distribute a large line of products, or it may be a part-time involvement with a service company. It is still YOUR business. Perhaps you know that according to statistics, most small businesses fail (MLM and non-MLM alike). So what? As long as you live you're going to have to take risks if you want to move ahead. From the moment you wake up and decide to go out into the world, rather than stay in the relative safety of your home, you assume a risk.

Nothing great was ever accomplished without assuming risks. NO one ever changed his or her tomorrows by living life just as it was lived yesterday. If you have dreams of a better life - for yourself, your family, perhaps even for mankind - there is no better way to see them materialize than to commit yourself to taking that bold step forward. In the words of Goethe (who is much quoted these days): "Whatever you can do or dream you can do, begin it. Boldness has genius, power and magic in it. Begin it now!"

Some of the newer, simple inexpensive programs can help you "learn while you earn" (just don't confuse these programs with chain letters, where there are no centralized computers and no real product). This is an easy way to find out for yourself why so many millions of people are involved with MLM/Network Marketing, and find out for yourself if this industry is for you. With the right company and the right upline, it probably is!

Beverly Nadler is a popular MLM/Network Marketing consultant, writer, trainer and motivator. She is also internationally known in "holistic" health circles, specializing in Nutrition and personal development. Her set of 12 audio tapes "You Can Be Successful in MLM!" are among the most comprehensive and practical training materials in the industry. "Taking Charge", her self-help book and tapes, are considered holistic resource guides by health professionals and individuals involved in their own personal growth.

Beverly's 1984 article in Business Connections Magazine is still one of the most popular recruiting tools in Network Marketing. A member of MLMIA, Beverly believes in supporting our industry and purchases many of her products and services through MLM companies. She conducts trainings, seminars and motivational programs at the request of distributors and MLM companies and is also a Certified Instructor for Network Planning Inc. She is available for seminars, trainings and motivational programs. For information, contact Beverly at 177-31 Edgerton Road, Jamaica Estates, NY 11432.

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Until you know WHY... The How doesn't matter!

By Dale Calvert

Your telephone rings, you say hello and the voice on the other end of the line asks, "What is the specific, number one reason you are building your Network Marketing business?" Could you answer immediately or would you have to think about it awhile?

Strong organizations are built by leaders with strong reasons. When you wake up every morning you are thinking about one of two things: your reasons or the work. The work -- phone calls, retail appointments, follow-up letters, 3-way calls, etc -- won't turn you on and provide you with the motivation needed to do your business.

Your REASONS focused upon WILL!

Stop for a minute and think about some of the successful leaders in your company. What were their reasons for getting involved with your company? Over the past 12 years I have heard hundreds and hundreds of stories about people near bankruptcy, high medical bills, terrible jobs, unemployment, and many other strong REASONS that motivated them to develop their Network Marketing Business.

You can sit in training meetings every week, attend Super Saturday Training's for the next five years and attend every company convention, but: UNTIL YOU KNOW WHY, THE HOW DOESN'T MATTER. You have up line leadership that can teach you HOW to do the business, but they can't provide you the REASONS for doing it. Your reasons are personal and must come from within.

One of the first steps we do with every distributor who sponsors into our company is to have them complete a "20 Reason's Sheet".

After they complete it, they make a copy and give it to their upline leader. We want to know exactly why our people are doing the business, but more importantly, we want them to know why.

This is an excellent management tool that I highly recommend that you consider using. People do things for their reasons, not ours. Their 20 Reason's Sheet becomes my carrot or in some cases, my stick. When I am around my new associate, I talk about their reasons for doing the business, not mine.

Once they know why, they are well on their way to learning "how." Until next time, make sure you are prepared if the phone rings and the voice on the other end asks, "why?"

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There's No Time Like The Present The Truth About Network Marketing

By John Kalench, President, Millionaires In Motion

"You've heard it before: the '90s is shaping up as "The Decade of Network Marketing."

Network Marketing is considered by many to be America's fastest-growing method of marketing and distribution. It's growing at a rate of between 20 and 30 percent per year, independent of the broad economic cycle of recession and expansion.

An estimated 10 to 12 million individuals are participating in the industry in America alone. With the extraordinary growth of Network Marketing in Canada, Mexico, the Pacific Basin, the Far East and Europe, this number could easily double by the turn of the century.

Well over 50 percent of all homes in America purchased goods or services through Network Marketers in the past year, and that percentage continues to grow. Approximately 10 percent of all American households have one or more people directly involved in part-time or full-time Network Marketing careers.

Network Marketing Makes - The World Takes

Many of our emerging new communications technologies have been used and, in fact, pioneered by Network Marketers. Perhaps even more revealing is that many major consumer trends were spearheaded by Network Marketing enterprises.

Not long ago, vitamin and mineral supplementation was a concern for only a small percentage of the health conscious population. 40 years ago, pioneering nutritional Network Marketing companies began to champion food supplements to the general public. Today, vitamins are a standard supermarket item.

What's more, these early Network Marketing companies were leaders in offering all natural formulations, a claim made today by every leading manufacturer.

There are many other examples. The weight loss "diet in a can" phenomenon began in Network Marketing. Network Marketing pioneered environmentally safe packaging, and "natural," no-preserved products free of artificial ingredients.

Network Marketing has been instrumental in raising public awareness on all of these innovations - again, long before it was fashionable.

The small, in-home filter business exploded into a multi-billion-dollar industry as a result of Network Marketing companies.

How about long distance telephone service?

Can you remember when "Ma Bell" was the only game in town? Well, over 3,000,000 customers were taken away from AT&T by Network Marketers representing Sprint and MCI, and there are thousands more "reaching out and touching someone" new every day!

In almost every field imaginable, innovations are successfully being brought to market by Network Marketers around the globe.

Why? Great question!

One big reason, perhaps the biggest, is money.

The High Cost of New Products

The cost of bringing a new product to market is astronomical. Research and development costs are only the beginning. Millions soon grow to tens, even hundreds of millions for the most modest of new product introductions.

Did you know that the marketing tests for a single new product, just to see if it will sell in 10 or 20 stores, can cost a million dollars or more? Expenses add up, such as free case samples, merchandising displays, warehouse slotting fees, broker-wholesaler-jobber commissions and incentives, co-op advertising, and couponing. And this list doesn't include expenses for a whole new production line back at the factory; sales cost, new packaging, inventory, regional TV, radio and newspaper advertising, and much more.

Is it any wonder that the "little guys" - companies with less than a few hundred million dollars in annual sales - have been priced right out to the market? It's a game only the corporate superrich can afford to play.

Do you know that giants like General Mills require a minimum of \$20 million or more in sales to make just one product viable? Or how about the cost of advertising: 30 seconds of Super Bowl ads cost a whopping \$800,000!

Do you have any idea how many millions of dollars McDonalds spent to get you and me to hum, "You deserve a break today ..."? Hundreds and hundreds!

Now, if you had a great new product or service, and didn't happen to have \$10 million lying around to bring it to market, what would you do?

You'd consider Network Marketing, that's what.

That's why our industry has such a phenomenal track record for offering superior, innovative, state-of-the-art products and services. You see, not every great invention or new product idea comes from rich multi-national corporations. Truth is, most of them come from little guys and gals like you and me. Innovative ideas like personal hygiene products, home water filters, unique diet products, leading-edge membership services, gas-saving automotive devices, toys, insurance ... just to name a few.

The BIG Guys

Did you know that Colgate-Palmolive and Gillette offer products through Network Marketing? So does Avon, the \$3 billion cosmetics giant. Prudential Insurance is the world's largest insurance company, but did you know that the A. L. Williams Corporation sells more individual life insurance - through Network Marketing - than "the Rock"?

And don't think this is just a North American phenomenon. Amway, along with IBM and Mobil Oil, is one of the top ten fastest-growing "foreign" companies in Japan, with sales exceeding \$600,000,000. There are an estimated 800 Network Marketing companies in Malaysia alone!

Now, picture yourself way, way up in the executive dining room at AT&T and being the guy or gal who has to tell the chairman of the board about losing 3,000,000 long distance customers.

Or, how about sitting in the President's penthouse office in the Prudential Building in Boston, explaining how A.L. Williams, after only 10 years, is selling more individual life insurance than you are. Do you think those guys are interested in what's happening down here at the grass-roots level? You bet!

And with the high cost of new product introductions and the constant pressure to discover new markets, more major corporations are turning to Network Marketing than ever before.

The Legacy of Franchising

It wasn't long ago that the fastest growing industry in the US was franchising.

When franchising began 20 years ago, people questioned its viability and credibility, just as they have with Network Marketing. But today, with one third of all goods and services being sold through franchising, it's almost become a way of life.

Did you know that purchasing a moderately successful franchise costs an average of \$85,000? Contrast that to owning your own Network Marketing business, and you'll see why Network Marketing has now become America's fastest-growing method for distributing products and services.

Network Marketing Vs. Franchises

In Network Marketing, you don't have employees. You, and everyone you sponsor into the business, are independent contractors.

Another major benefit of a Network Marketing business is that you choose who you want to work with. You are not forced to sponsor people you don't really like.

Network Marketers work when they want, where they want (usually out of their homes, which offers significant tax advantages), and how they want. There are no standard hours or retail locations that must be opened according to schedule. And remember Network Marketers are volunteers. You're not obligated to do anything. How you work your business is completely up to you.

Another difference is the power of "geometric progression." J. Paul Getty once said that he'd rather have one percent of the efforts of 100 people than 100 percent of his own. Does that make sense to you? I hop so, because it's one of the biggest benefits of owning a Network Marketing business.

As you bring people into your Network and train them to achieve success, the company you're with pays you for those efforts. Soon, you'll have a growing Network of independent business builders like yourself, each being paid on the movement of goods and services throughout the Network.

Let's say you sponsor five people into the business. Those five each do the same thing. How many people is that? Well, now you have three levels: you, the five you originally sponsored, and 25 new people.

Now, if each of those 25 bring in five more new people ...

Well, you see what's going to happen. An organization of hundreds, even thousands, can be built in a relatively short period of time.

Of course, not everyone you or your people sponsor into the business will be a serious business builder. Far from it. The beauty is ... they don't have to be. You only need a handful of serious people in your Network to be a big success in this business.

Residual Income

For most people, residual income is an elusive dream. If you weren't born rich, don't have the talent or even "luck" to be an inventor, musician or performer, or don't have the good fortune to have a half-million dollars lying around to invest in stocks or real estate, the door to residual income is all but closed to you.

As far as I know, the only place where ordinary people can make extraordinary money is the residual income possible from building a Network Marketing business.

Now, we all have a very personal definition of what it means to be wealthy. One person's goal of an "extra little" \$1,000 is another person's outrageous fortune.

But enduring, increasing wealth is possible in Network Marketing. I personally know many millionaires, and many more thousandaires, who are earning residual income after only one to four years in their own Network Marketing business.

What's more, this is a concept highly successful people appreciate immediately. They know the value of residual income. That's why they can see the possibilities of a part- or full-time Network marketing career right away. Which is one reason why more and more professional and managerial people are entering our business.

Here's another...

Business researchers estimate that over the next five years, as much as 30 percent of middle management will be out of work, replaced by computers, corporate cost cutting, and improved management/employee systems and communications. According to the latest projections, by the mid-1990's, twice as many people will be holding down two or more jobs as a result.

Working Women

I'm certain you're aware of the tremendous trend of women entering and re-entering the workplace. Many things have changed in corporate America - but women still earn less than their male counterparts. This is especially true in managerial positions, where the "glass ceiling" prevents them from getting to the top of traditionally male-dominated industries.

There isn't any ceiling for women in Network Marketing. Industry experts state that 65 percent or more of Network Marketers are women. The reason for this is not simply the growing economic pressure to become a two-income family. Women are attracted to Network Marketing for two reasons.

1. There are no barriers of sex, education or experience in this industry.
1. Network Marketing is perfect for most women.

Here's why:

Network Marketing is a "nurturing" business. It's built by forming relationships where you care for others and encourage them to succeed. That's why the most successful group of people entering Network Marketing are female teachers. Combine their teaching skill with their ability to recommend products and services, and you've got a dynamite marriage for success.

The fact is, women are better talkers and explainers than men. Now please, don't be upset with me. This is a fact. Researchers at the Harvard Preschool Program studied little boys and girls and found that only 68 percent of what came out of a little boy's mouth were words. The other 32 percent was just noise. You know, motor sounds, "uh" or "Mmm," spurts, pops, "brrruuums," "varooms," and "buh-buh-buhs." On the other hand, every sound the little girls made were actual words!

And I love this one. That same survey found that the average man speaks approximately 12,500 words per day. How many for the average woman? 25,000!

Let me tell you a story that illustrates this.

I was consulting with a business friend of mine in his home-office when his five-year-old son burst through the door. We were having an important meeting, but the little boy interrupted anyway.

"Daddy, Daddy, I've gotta ask you an important question."

His father was very short with him. They had a rule at their house that Daddy was not to be disturbed when he was in a business meeting. So, my friend told him:

"Son, you've interrupted me. I'm very busy. Why don't you ask your Mother?"

The little boy looked up at his dad and replied:

"But Daddy, I don't want to know that much about it."

You know, as I travel around North America, I meet a tremendous number of successful couples who have built large and prosperous Network Marketing businesses. One interesting thing I find is that most of these successful enterprises were begun by the women. Once the men saw how great the business was, and when their wives started making more money than they were, the men quit their jobs and joined them. It happens all the time.

Success Stories

I've given you a number of reasons why Network Marketing is growing so rapidly, and I've listed a number of corporate success stories. But Network Marketing is not about the success of corporations. It's about the success of people just like you.

I have listened to literally thousands of such personal success stories. Each is unique, yet they all have something in common: the men, women and families involved have dramatically changed their lives through Network Marketing.

Rags to riches stories are always impressive. I've known people who were broke, bankrupt, who had no hope for the future - who then began their Network Marketing businesses and, in a few short years, emerged earning an extraordinary income.

... People are accomplishing that every day. The truth is, if you've never made anywhere near that kind of money, it's pretty hard to believe, especially when the person making that money is working part-time. But in this business, even if it sounds too good to be true, it really can be! ...

... Thousands and thousands of people are doing it this very minute. I know. I've met lots of them and I'm meeting more and more everyday. And do you want to know something? They're not any smarter or better than you are. They just know something you don't know - yet!

One more thing, money isn't everything. I know we speak about money a great deal in Network Marketing. That's because in today's society, money is required. You cannot focus on owning your own life or making a difference in the lives of others if you're broke and can't pay the rent. In a recent survey by Money magazine, 40 percent of their readers felt that an unexpected bill of \$1,000 would be "a big problem." As a whole, Americans save only five percent of their income. 20 percent of us have absolutely nothing set aside. Financially or otherwise, that's not freedom.

But for me, and for thousands and thousands of Network Marketers, additional income is only one of the benefits of this business. Number one on the list is personal growth.

Network Marketing literally transforms people's lives. Something special happens to people when they contribute directly to the success of others. Years drop away from their faces as self-centered concerns disappear. You have the opportunity to this business to master so many valuable life skills: listening, communication, public speaking, business, organization, friendship, finance, teaching, coaching, and more. And when you see man or woman, who six months before had zero self-esteem, get up in front of a room of people and speak with enthusiasm and confidence ...

Well, that's when you realize just how powerful this business really is.

No matter who or where you are in life, Network Marketing can make you better. In fact, I say that being the best in this business makes you the best in life!

Network Marketing is Today's Fastest Growing Industry

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"I Thought I Knew What Made Me Successful, but I Was Wrong!"

By Mark Yarnell

Until recently, I've never really been able to share what I've accomplished, because although I had the competency skills to build a Network, I didn't really know what I knew. I went all over the country talking to various groups and sharing with them the tools I thought had made me successful.

I now know that none of those systems really resulted in my success. I didn't understand that until I met with Dr. Albert Van Dura at Stanford University.

Dr. Van Dura is a former president of the American Psychological Association and has been a Stanford psychologist for 40 years. He's written ten Ph.D.-level cognitive psychology textbooks, and now, in his seventies, he is one of the most quoted psychologists on the planet.

We spent hours picking the mind of this brilliant man. He was very humble, and willing to admit that the majority of positive thinking experts are essentially using technology from the Forties and Fifties, ideas from Maxwell Maltz's book, *Psycho cybernetics*, and *Think and Grow Rich*. What we wanted to understand from Dr. Van Dura was: Have there been as many breakthroughs in the cognitive arena as there have been in other technological areas?

We discovered that, indeed, there have, but no one has been willing or able to translate these complex books, and the breakthroughs they contain, into language the masses can understand.

What's The Best Success System?

There are too many people going around teaching competency skills when it's really a question of paradigms that get people to success.

Let me tell you what we've learned.

The biggest problem I see in Networking today is ambiguity. By the time a company gets to a \$100 million in sales, they have 50 or 60 people who are all promoting different systems - videos, audio's, training materials. Almost every one of them is good. The problem is the ambiguity that results when I sign you up as a new distributor and train you in my process - which worked to get me where I am - and then a week later, or two months later, another successful leader in the company blasts into town and gives a speech at the Hyatt with a totally different video and training system.

All of those systems are effective, and many of the leaders are making a profit from selling them. I've talked to a number of company presidents who all say the same thing: If we could simply get everybody on the same page, we could get to \$10 billion.

So let me make one recommendation I think will help you immensely: Get with the best person upline from you, follow his or her system, and stay with it until you get to a \$100,000 a month. If you have somebody in your company making the kind of revenue you're interested in making, get involved with them and learn their system. Most systems are good, but the ambiguity that results from shifting every two to three months is what drives most professionals out of our industry.

Before new paradigms will work, you need to have perseverance in one system.

Dr. Van Dura pointed out to us, over and over again, an example using companies like IBM or Xerox. What would happen if you were to take their 12 or 20 regional managers, train them each in a different methodology for marketing their product, and then say, "I want all of you to go back to your regions, and each month one of you is going to be scheduled into another person's region to teach the antithesis of what they're teaching"?

Within six months, IBM and Xerox would be in Chapter 11! Yet that ambiguity is the very nature of our industry! Great people walk away from this business, not because the systems to which they've been exposed are ineffectual, but because they're forced to change effective systems every two or three months.

Pick a system you like ... stay with the company you're with ... and teach your people not to mess with any other systems until they get to the income level they want.

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Wealthiest Americans say they worked hard to get their riches

NEW YORK- When you think of the truly wealthy, visions of shrewd corporate dealing or inheritance might cross your mind, but a study released Tuesday showed the bulk of the wealthiest Americans don't fit that bill.

The U.S. Trust Survey of Affluent Americans, a poll of the top 1 percent wealthiest Americans, found wealth came after clearing some tough hurdles.

The profile: a poor, lower- or middle-class background; worked through college; averaged a 56-hour work week; and has been working for 29 years.

"The popular image of wealth in the U.S. is Lifestyles of the Rich and Famous, but our survey shows that the typical affluent individual does not fit that stereotype at all," said Jeffrey Maurer, president of U.S. Trust Corp.

U.S. Trust is a financial services company, specializing in asset management, private banking, and fiduciary and securities services, with more than \$30 billion in assets.

Its survey said business was the primary source of wealth for 46 percent of those polled, while 33 percent benefited from corporate employment was rated the least promising road to wealth.

"These results paint a far different picture of affluent Americans than the notion of being born with a silver spoon in their mouths," Maurer said.

Only 10 percent cited inheritance as a very important source of their wealth.

That number might expand as an overwhelming majority of those surveyed said the greatest advantage of being rich is the ability to "give advantages to your children."

The survey said the affluent set aside 27 percent of their household after-tax income expressly for savings and investment, compared with an average personal savings rate of 5 percent for other Americans.

While the most commonly held non-cash investment among affluent investors is growth stocks - owned by 70 percent of the affluent households surveyed - investing in real estate and private businesses offers the best combination of high returns and safety, according to the survey.

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Fact & Myths of Multilevel Marketing:

MLM GIMMICKS: The Truth Behind All Those Screwy Deals

by Leonard W. Clements

Network marketing is a very perception oriented business. To compete for distributors you must somehow create the perception, or in most cases the illusion, that your opportunity will make your prospect richer, faster, easier.

Instead of emphasizing a strong work ethic, loyalty and commitment to one MLM program, and an honest, moral approach to recruiting, it seems many, way too many, MLM programs today are offering the proverbial "magic bullet".

They claim to have discovered some "revolutionary" new product, concept, or system that no one (out of tens of millions of people over half-a-century) have ever thought of before. Have they? Let's take a closer look...

Let's start with "infinity" bonuses. This is a form of commission that pays on a certain percentage of volume per level down to the next distributor in the leg who also qualifies for this bonus. At that point the bonus can be all or partially blocked. In other words, it pays down to a certain point and then stops. Mr. Webster and I have a very different definition of "infinity"; I find it rather amusing to listen to the various pitches some distributors offer when presenting their "infinity" bonus.

They emphasize how easy it is to qualify for the bonus (usually there is only a small recruiting quota). But, of course, this advantage is solely based on the illusion that you are the only one that has this advantage! If it's so easy for you to qualify for this bonus, then it's just as easy for all those in your downline to block your infinity bonus. In a worst case, if everyone qualified for it, no one would earn anything from it!

I've heard many people claim that it is possible to earn an "infinity" bonus on people over 100 levels deep in their organization. Think about what that implies.

This would mean that you would have to have someone on your second level with a downline over 99 levels deep who has not qualified for the maximum infinity bonus! I suppose it is possible -- theoretically.

Recently there has been a flurry of two and three level pay plans (usually employing an "infinity" bonus on the third level). While they may have noble intentions (more up front money for the "little guy"), they are entirely deceptive in their claim that better-than-average earnings per distributor ratio will last more than a few short months. These deals love to compare the earnings potential compared to a list of their competitors based on a two or three level downline.

That's because this would likely be the only scenario in which their plans would pay more!

There are only two possible paths a 2-3 level program can take. They get really big, or they don't. If they don't, that's not good. If they do, then it is inevitable that their leading distributors will develop large downlines. And what do you think happens when the top distributors look at their genealogy of 10,000 people and realize that 9,500 of them are completely out of their pay range.

What happens when their \$30 per distributor earnings ratio drops to under a buck, and they figure out that if they had the same group in a six or seven level plan they'd be making three or four times the income? What happens is exactly what has happened to literally every 2-3 level plan in MLM history over one year old -- their leaders leave and the program crumbles, or they add more depth to their pay out! (Voyager, Changes, Outback Secrets, and Personal Wealth Systems are just a few recent examples of one outcome or the other).

What about programs that claim to have little, or even no personal volume requirement? Isn't that great? You don't have to buy anything as long as your downline does! But again, this is based on the illusion that you are the only one with this advantage. Isn't your downline being told they don't have to order anything too! So now everyone sits around waiting for everyone else to order something.

Another great example of this same kind of illusion are programs that allow you to enroll yourself or a spouse on your own first level. They tell you all about how you can now build under the second level position and earn from both positions on the same downline.

What they don't tell you is that everyone in your downline gets to do the same thing! Now your six level plan just became a three level plan! As everyone else double-dips, just like you, they are forcing potentially huge amounts of sales volume out of your pay range. Sure, you get paid on two positions -- but on about half the volume!

(Note: due to the irrelevance of levels in determining commissions, the binary plan is exempt from this discussion -- although most binary plans have a myriad of other illusionary advantages, but that's another article).

Speaking of binaries, there is one recently popular gimmick that's worthy of discussion and that's this "daily pay out" nonsense. My main peeve is that many such deals are actually claiming that getting paid three or four times a week means you are going to get paid three or four times more than a weekly paying plan.

A few years ago, this same baloney used to be said about weekly paying binaries compared to monthly paying traditional plans. Once it became obvious to so many that you were really getting paid the same amount monthly, only divided up into smaller, weekly chunks, this absurdity ended.

Now we're being told daily pay-outs result in more income than weekly due to the same ridiculous logic. In fact, the more likely effect of a significant increase in administrative expense on the part of the company -- thus the very real possibility of "lower" actual pay outs!

And speaking of pay outs, I've noticed the Australian 2-up compensation plan is back for another round of resounding failures. This plan, which seems to make a resurgence about every three or four years, is the epitome of the word "gimmick." It's a classic example of a plan that looks great on paper, but actually pays very little to very few. Yes, the percentages are bigger, but what they don't tell you is that you are actually getting paid those whopping pay outs on a small fraction of your total downline.

The rest you earn nothing on, making it, over all, the worst paying plan in history. Which explains its literally 100% failure rate.

But, alas, yet another group of "visionaries" have recently come along claiming they've discovered the secret to making the 2-up work (or, in one case, they just gave it a big fancy name and then flat out lied about the plan's true identity).

There are gimmicks within the product category as well. How many times does the "smoking cure" fad have to make its loop through this industry before people realize it's a gimmick! Think, people! If there really was an herbal substance that permanently cured people of their smoking habit, it would be front page news all over the world, the FDA surely would be trying to classify it as a drug (so the drug manufacturers could make a killing off of it), the tobacco industry would be spending billions to destroy its credibility, and every MLM company in existence would be knocking it off! Not to mention all the brand name versions of it that would be flooding the store shelves.

Same goes for baldness cures, anti-aging creams, libido increasing oat pills, IQ enhancers, and other such bunk. I'm still waiting for some MLM company to offer X-ray glasses!

Another marketing gimmick that is at least original (I never saw this one much before last winter) is the "guaranteed income" or the "reward" for finding a better MLM program. These offers have more catches than Willie Mays.

For example, one scheme currently operating claims they will guarantee you an income of \$5,000 within 120 days or they will "continue to execute our program on your behalf, at our expense, until you do earn \$5,000."; What does that mean?

It means that if they fail miserably and don't earn you a dime, they'll just keep on trying. Think about it, folks. For a company to guarantee an income to every distributor that ever joins, they are in essence guaranteeing a downline to every distributor. This is, obviously, a mathematical impossibility.

One company is now offering a "\$10,000 Reward" to the first person who can show them a pay plan that pays better than theirs. What is so ironic is that their plan is a classic Australian 2-up, which means that almost every plan pays better than theirs!

Portfolio programs are one of the most amazing phenomenons to ever cycle through this industry. This is where someone tries to get everyone into a group of MLM programs, either all at once or in a series. No matter how many of these schemes fail, over and over and over, all for the exact same set of reasons, people will still go out and try it again. And again, and again.

Do you want to know how I know that no portfolio scheme has ever worked. Well, for the same reason I'm pretty sure dinosaurs are actually extinct -- because there aren't any! Other than the most recent batch of start-ups, show me one that is working. There have been dozens, perhaps hundreds, that have come and gone.

The primary reason portfolio deals don't work is that each program they place you into either requires a product purchase to qualify for a check in that program -- or they don't. It's got to be one of the other, right?

So, if each program requires, let's say, \$100 per month, and they place you into ten programs, you have to spend \$1,000 per month to earn a check from each one! Now, if they don't require a monthly purchase, then everyone sits around waiting for everyone else to order something -- and no one orders anything. No sales volume, no income.

One hot portfolio scheme is distributing a cassette tape where one of the founders admits to all the reasons why these deals have never worked before, then rather than explaining how they corrected those challenges he describes the exact same system as all those who have failed!

Show me a list of professional network marketers who have focused on one MLM opportunity for more than ten years and I'll show you a list of millionaires. Show me a list of MLM portfolio participants who've earned even a modest full-time income for more than even one year and I'll show you a blank sheet of paper.

In next months issue... The biggest, nastiest, MLM gimmick of all time -- the downline building scheme! (This one deserves a whole article to itself!)

Folks, there have been professional gamblers who have spent their entire lifetime trying to perfect the perfect "system" -- and failing at it -- for as long as there has been gambling. There have been those who market get-rich-quick schemes through the mail claiming to have discovered an easy, sure-fire way to wealth for as long as there has been mail.

And, there have been MLMers claiming to have found the perfect income building system, concept, or product for as long as there have been MLMers. If there was such a thing, we'd all be obscenely rich and the entire Earth would be saturated with 6.5 billion MLMers.

It's not because there isn't!

What there is is an industry with many, albeit a minority, of hard-working, devoted, loyal, professional network marketers who have earned their incomes with sweat, honesty, and a lot of patience.

We need more of them, not more games and gimmicks.

ABOUT THE AUTHOR: Leonard Clements

Leonard Clements has concentrated his full-time efforts over the last six years on researching and analyzing all aspects of Network Marketing. He is a professional speaker and trainer, and currently conducts Facts & Myths of Multi-Level Marketing seminars throughout the U.S., Canada and Mexico. He is also a contributing editor of Profit Now (previously published as MarketWave), an opportunity analysis newsletter focusing on the MLM industry.

Mr. Clements is the author of the controversial book Beyond The Veil, an objective, no-holds-barred, insider's look at MLM industry. He is also the author of the best selling cassette tape Case Closed! The Whole Truth About Network Marketing, which has been labeled "the best" generic recruiting tape by six MLM company presidents. Mr. Clements has been involved in the MLM industry for sixteen years and is a successful distributor for a prominent MLM program (which is never mentioned in either the book or the cassette tape).

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W H Y

The three letters that spell success in MLM

For millions of Americans, network marketing represents the best vehicle for the average person to build a powerful business in a relatively short time. Two to five years of consistent action and following your plan can create explosive results.

Ironically, out of the estimated 200,000 Americans joining a network marketing company every month, more than 85% of them quit within the first 90 days. Why is that? Is network marketing at fault or is our focus aimed in the wrong direction? How do we maintain motivation when the first few weeks or months don't live up to our expectations?

Our focus must be on a few simple questions. Why am I doing this business? Why did I get started in the first place? What did I see then that I might be overlooking now?

Everyone in this business has or had a powerful motivating force that compelled them to get started, that compelled them to visualize the power of their opportunity. These reasons or "whys" are what we must focus on daily in order to achieve the success we seek.

The following steps can help new as well as seasoned network marketers put more power in their business punch.

WRITE IT DOWN

Mentally review and write down all the reasons or "whys" that prompted you to start your program. Were you looking to leverage your time and spend more of it with your family? Did you want to help others? Become financially independent? Build a retirement fund? Become a public speaker? Get clear on exactly what inspired you to choose your business. This list will continue to grow as you discover new goals.

DAILY REVIEW

Step two is to review your "whys" on a daily basis. You can simply go over your written list every morning and evening until they are engraved into your mind and heart.

For those who are absolutely serious about their success, rewriting your reasons every morning will condition your mind to stay open for any opportunity that may come up during the day. This one technique alone can dramatically increase your motivation, your actions and your convictions.

SHARING YOUR REASONS

The third step is to share your reasons with others. This will turbo charge your convictions and others will take notice and be motivated to action. Talking to others about your "whys" will create an instant bond with those who share your same reasons.

For instance, if I tell you I'm involved in this business to secure my family's financial future, if that is important to you, a connection will be made. You will be open to hearing how you could do the same. This not only develops instant rapport but it is also a dynamic recruiting tool.

Unfortunately, many people who start in this fascinating business don't realize that, like any other business, network marketing has its ups and downs. Problems are a way of life for every businessperson. However, if you maintain your focus on your personal reasons, you then stimulate yourself to action and strengthen your convictions. Action and conviction are the founding elements to network marketing success.

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The “Power of Attraction” without Action = Self Delusion

By Dale Calvert

Let me be perfectly clear I believe that when the mind determines exactly specifically what you want to accomplish that you do attract the people, situations, and opportunities to help that vision become a reality.

I believe in the wisdom of the ages.

“What the Mind can Conceive and Believe it Can Achieve”
Napoleon Hill

The key phrase is BELIEVE.

The secret is Believe, as the Bible says all things are possible to him that believeth.

We are not talking about day dreaming, wishing, or hoping for, we are talking about believing. If daydreaming was all that was required to manifest reality in your life the vast majority of people would be lottery winners!

If you really did become what you think about, most teenage boys would transform themselves into teenage girls.

Belief always leads to **ACTION!** Day dreaming, wishing and hoping leads to self delusion. I am sick and tired of people being deceived, intentionally or other wise by self proclaimed self help gurus that are doing nothing more than telling people what they **WANT TO HEAR!**

If you are not living the kind of life you want then look in the mirror, which is where the problem is. We are all the some total of the decisions we have made in our life, right, wrong, good bad.

In my travels I have the opportunity to speak at various marketing seminars. I can always tell when one of the attendees has taken “The SECRET” pill. They have visions of grand dour which is seldom followed by action. I always ask them how long ago they watched the video. Nine times out of ten it is within the last ninety days, and I know that within a few months they will convince themselves that all this visualization stuff is a load of bull.

Again, true belief leads to action! If you are not **taking action** towards your vision you are only fooling yourself. I can not tell you how many times over the year’s people have approached me to tell me everything they are going to accomplish only to never be heard from again.

I just wish that people could understand that happiness has no relationship to material wealth. Some of the happiest people I have ever met have spent their life paycheck to paycheck building someone else’s dream. Some of the most obnoxious, self absorbed people I have met were also the wealthiest. If material wealth was the answer then financially free people would never commit suicide.

The value of our life is in direct proportion to the relationships we develop and the amount of our potential we tap. “Hell starts when the person we are, meets the person we could have become”

No, I don’t believe that money is the root of all evil, but I do believe that THE LOVE of Money is. When it is all said and done our incomes are in direct proportion to the value we provide to the market place that we serve. “He who wishes to be great, let him be the servant of many”

I am sharing from experience. I have achieved more financially in my life than any of my high school classmates could have ever expected. 16,000 square foot home on 100 acres, Mercedes limo with driver, private airplane, weeks in Hawaii and on and on.

As I heard someone say one time, money does not solve all our problems but it gives us the opportunity to work the rest of them out in style. Being financially free means we have options that most people don’t.

I personally think it is a sin to be broke. I think we all have a perfect plan for our life and it is our job to find that plan and diligently work towards what we were meant to be. Life is God’s gift to us, what we do with it, is our gift to God.

I am not trying to come across as a know it all, I am just asking you to use some common sense. The only place success comes before work is in the dictionary. You can accomplish anything in life that you decide and **truly believe** you can, but not by sitting back on your couch watching TV and day dreaming during the commercials!

Granted the reason most people don't accomplish more is because they settle for mediocrity and never really identify specifically what they want to accomplish or find a financial vehicle to help their dream become a reality.

I want to leave you with one final bit of advice. Whatever your occupation or business, look at the people above you, do they have what you want? If they don't do something else, if they do then model their systems, don't try to reinvent the wheel! Create a vision, take the daily steps necessary to create belief in that vision and go for it TAKE ACTION!

If you would like to learn the SPECIFIC DAILY STEPS that are REQUIRED to initiate the law of attraction within your life, visit:

<http://www.ProgrammingYourMind.com>

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What's The Secret?

Baby, It's You!

Lauren Whittmore

Dear Lauren,

I have been working...struggling ... and learning the network marketing industry for two year plus, and I'm beginning to feel weary and desperate. My initial excitement about working MLM is muddled. I have been in many programs and think I am starting to see a trend. About a year ago, I ran out of the friends and family I had the courage to approach. I was told mailing tapes and postcards was the best way to work this business. So I bought mailing lists and began doing just that. I am discovering that there seems to be a large group of people who also received that advice and are doing the same thing. The problem seems to be that each time I join a new program, and I spend money and effort mailing to the people on the lists, the people on the list are doing the same thing as I. Sometimes I do get a few of them in my downline, but they don't seem to stay very long. Or they join and do nothing. Most of the people join another company in 90 days! We all seem to be buying and mailing out the hottest newest audio tapes or video tapes about the hottest latest product or idea! I can't believe how many audios and videos I receive on a weekly basis. How can anyone build residual income doing this? Is it too late to make any money in network marketing?

Calvin C. Hobbs, NC

Dear Calvin, My, my, how the post office must love you and your friend who attempt to do the business this way. I will give you an 'A' for effort, but repetition of the same way of doing things over-and-over again doesn't mean it will produce profitable results, nor is it smart so ... stop it now! Yes, Calvin, I am on all those lists too, and it does amaze me that people have so much money to waste in an attempt to build a business. A business that, bottom line, is based on relationship development! What do I mean?

I hear, sometimes on a daily basis, how folks are gearing up for the latest, (my term) Hype Marketing. For instance ...

"This is the hottest audio tape ever created in the history of MLM! Just pop it in the mail, sit back and the business is built for you!"

or

"Just mail this postcard and people will automatically join. You never talk to anyone. You just cash your checks."

or, (this one makes me cringe)

"We build your downline for you. All you ever have to do is give us lots of money. We do all the work for you!"

Let me ask you a question, and please, anyone reading this, ask yourself, "Who, in your life - outside of the network marketing industry - do you do business with in this manner?" Did you pick your children's doctor because he sent you a really cool looking post card in the mail? Did you marry your spouse because he or she mailed you the newest audio tape on parasites, or a tape on how to clean your colon? How ridiculous to even think about having a significant long-term relationship from encounters like that. People don't function this way! If I decide I want to do business with someone, it is ... because I like and trust them. I believe, based on personal interaction between us, that they will do a good job for me!

Repeat After Me, "I Am The Message!"

No one even gets in to this business without another person sponsoring them. If you're attempting to bring people into your business through mechanical, impersonal methods, how special is your distributor going to feel and how much loyalty will he exhibit when the next tape gets mailed to him, and you have never spoken to him? How special or important do you feel when this happens to you?

Ask yourself, "How much could I earn on a distributor through the course of a lifetime, versus only over the next 60 to 90 days?" You don't want to deal with someone just once, you want them in your business forever!

Should you make a little extra effort at finding someone who wants what you have? Get to know them and build a relationship with someone who will work with you and put money in your pocket for the next 20 years.

R-E-S-P-E-C-T

Don't play around with people and treat them like they are mindless cattle. And don't work your business in an oblivious unbusinesslike manner either. If you have been taught to think of a prospect as someone to hype into signing up in your business, and then going on to the next one, learn new ways of working with people. You are selling your prospect and yourself short.

Do everything in your power to make their first experience in dealing with you as pleasant as possible. If you do, even if they don't sign-up with you right away, there is a better chance that they'll come back to you later. Maybe the timing isn't right for them to join your business. So be nice, be professional, and they will remember you favorably should you contact them in the future.

A prospect will join your business and stay in your business because of you. Although it is great to have business-building and training tools available, someone ultimately joins you in the business, not because of the audio you sent them, or the video they just watched, or some slick marketing brochure. All those things can help someone learn more about your business and make a decision, but ...

You are sponsoring them - and you are the most important reason why someone joins in the first place. Good, bad or indifferent, Baby, it's you!

If you need to be motivated into treating prospects with patience, integrity, and respect, think about all the money you could make together over the course of a lifetime.

And if you're smart, while you are out there being gracious to everyone, keep track of the "20 percenters". These are the special people who do 80% of the work. Really go the extra mile in helping these people, give them the extra attention. Make certain you keep your commitments to them. It pays off, big time! And for a long time! Why focus on getting someone in your business just for today when with a little effort they will stay forever?

Lauren Whittmore enjoys a successful career as an independent distributor, author, speaker, trainer, and consultant. She has built several international organizations with downlines numbering in the thousands. You may reach Lauren and receive her FREE SPECIAL REPORT by calling 714-440-9957, 24 hours, or write to her at: 30872 South Coast Hwy., Suite #123, Laguna Beach, CA 92677.

-The Network Trainer, January/February 1997

Editors Note: We have all heard “The more things change, the more they stay the same” Many of the articles the articles you have read to this point are as applicable today as they were years ago when they were written! WHY IS THAT? Because your real product is people!

This article for instance. Forget mailing postcards and insert “Run Google Adwords” as I have said many times, methods change, but solid business building principles will always remain the same.

Your product is people, you goal is to develop leaders. The more well trained distributors in your organization the quicker, faster your income grows. Too many network marketers get caught up in the “Method of the Month” to build their businesses and neglect the solid business building principles of the past.

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I will Never Quit my MLM-Maybe you Should

By Dale Calvert

First let me say that an “I will never quit” attitude is absolutely positively mandatory if you ever expect to make it in the Network Marketing industry. So don’t just look at the title of this article and say Dale Calvert is telling people to quit MLM!

What I am going to attempt to communicate in this article is a very subtle reality, but a reality you must deal with.

For years we taught people to “Get in, Stay in, and Plug in” and success would eventually come your way. All MLM Gurus are constantly reminding their team to “Never Quit”. The question is; are they saying “Never Quit” to preserve their residual check or to insure your success?

Let me say that again. Are they saying “Never Quit” to preserve their residual check, or to insure your success? I believe in your heart of hearts, you know the answer and their intentions.

Before I go any further let me say one more time:

An “I will never quit” attitude is absolutely positively mandatory if you ever expect to make it in the Network Marketing industry!

I can hear some of you thinking, Dale what are you trying to say? As I mentioned earlier, for years we pounded our organization with the phrase “Get in, Stay in and Plug in” not “Get in and Stay In” & not constantly telling them to “Never Quit”

You may be thinking, what’s the big deal, or what’s the difference? The subtle difference is something you must recognize and could be the difference between success and failure for you within this industry.

The words Plug in, implies that there is a system, a path to follow, that will ultimately lead to success. You see just signing an application, ordering your monthly auto ship and attending all training functions WILL NOT CREATE SUCCESS as many upline gurus wish for you to believe.

If they don't have a PROVEN, Duplicatable system that can be done by the masses, that you are able to plug in to, learn, grow, develop and move forward, then you are basically wasting your time. You probably should quit and find an upline with a PROVEN System you can follow.

Has your upline provided you with proven prospecting and recruiting tools? Direct mail letters, sample newspaper ads, postcards, etc.

Do they have a simple Step 1-2-3 system to start your new people off right?

Do they have custom recognition programs for you and your team?

I could go on and on, but you get the idea.

The industry is full of gurus who built their business on their own personality and work ethic and not with proven systems that can be duplicated by their team. See the difference?

These types of so called leaders many times are more interested in developing loyal followers than they are new leaders within their organization.

They are constantly reminding their team that only losers quit, and shun anyone who questions their training methods, or lack their of. Their solution to every challenge is work harder or talk to more people, yet they have no proven systems to help you get in front of more people.

Many good people get caught up in the rah rah social aspects of this business and end up blindly following a personality leader with a "need to be worshipped" complex.

One of the most important keys for success in this industry is to PLUG IN to a proven system that is creating leaders. The right upline, with the right training systems in place is vital to your success. Unfortunately many times we are in too deep before we realize that the proven path simply isn't anywhere to be found. When that reality hits you, it may be in your best interest to quit your MLM and find an upline with a system that can take you where you deserve to go.

For more information on this theme I have 2 resources that may help you, the first is our book MLM Insight available at <http://www.MLMBombShells.com> and the 2nd is a DVD titled “Let’s get Real” where I address a group of about 5,000 distributors on this subject at a national convention.

The DVD normally sells for \$29.97, but if you mention this article you can own a copy for only \$17.00 and is only available at this time by sending payment to mlmhelp@spamarrest.com via paypal with your request for the “Let’s get Real” DVD. You must mention this article and the title of the video, this offer only appears here and is only for people like you who have read the above article

DO YOU HAVE A PROSPECT THAT IS WASTING THEIR TIME WITH THE WRONG COMPANY, SPONSOR AND OR OPPORTUNITY?

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Prosperous Prospecting Alone Does Not a Successful Networker Make

John Milton Fogg

The new generation of mass-action prospecting has me concerned for two reasons:

First, many of its proponents seem to be saying the old "warm market" person-to-person approach is dead, or should be, and that the "so-called" experts that advocate same are killing Network Marketing.

Second, I am witnessing an exponentially grown group of once-upon-a-time distributors who were persuaded to get into the business at the eyes or ears of someone's book or tape blitz. But now they are out of business, because they were never trained to do anything more than mail me a cassette.

DO NOT, please, get me wrong - prospecting with tape cassettes (or books) is a great innovation - proven, positive and powerful. Upline™ writes, records and sells lots of them, so you know we're all for them.

What I am not all for is the promiscuous prospecting of hundreds and thousands of "leads" without the prerequisite training and support that keeps those who take the plunge in, growing their businesses and continuing to succeed.

And I predict that some companies and some distributors are going to crash when the prospecting merry-go-round is forced to go around all by itself.

You send me your hot little 12 minute tape with a personalized Post It (I've missed you, too.) Funky tape, but something intrigues me. You call.

Did I listen? Yes, I did. Did I like? Sure. Will I give you \$50 to become a distributor, buy some initial inventory (of tapes... of tapes ...) and send them to all 8,205 people on my Christmas card list without pre-qualifying them? (Hilary who?) Sure.

Now what ...? In less than six months, I have an exploding Network of Tapers: ordinary men and women who have mastered the extraordinary prospecting-by-tape system pioneered by a technologically-handcuffed Ed McMahon.

Successful prospecting alone does not a Network Marketer make. The tapes are probably the best way in the world to get people interested and into the biz' cause they're so simple and duplicatable. But unless your prospecting success is followed by teaching the knowledge of Network Marketing business-building and people skills, it's a short-term, get-rich-quick , pyramid scheme where a few make money at the cost of the many. A business built on sand.

It takes more than sending out tapes and faxing-back signed applications to make your Network Marketing business last - much more.

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Editors Note:

Mailing tapes, cd's, dvd's or selling and Ebook via a funded proposal system. The point is, to become a Master Prospector, you must learn to effective prospect many different ways. The more prospecting methods you learn and teach the quicker and faster your organization will grow.

No "one" prospecting system is ever the answer! Never has been, and never will be!

There are dozens of effective, proven ways to create leads for your business online and offline. Regardless of what some "self proclaimed" gurus try to tell you, no methods are outdated and anything the works, continue to do it. By the way, all prospecting systems work, if you do it correctly with a value focused attitude.

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Pros, Cons, Myths, & Realities of "Recruiting Tapes"

Dan Kennedy

Editor's Note: Dan Kennedy is a top ranked copywriter and marketing genius who got his start in the business world selling Amway products! He's kept his fingers in the MLM world and has lots of information you can use! Read it and make money!

By Dan S. Kennedy

It so happens I'm something of an expert in the use of "audio brochures" – and over a span of nearly 20 years, I've written and produced such tapes not only for multi-level marketing but also for the sale of franchises, seminars, home study courses, industrial equipment, chiropractic treatment, and many other products and services. Currently, one of the recruiting tapes I developed for a top distributor (over \$1 million a year in earnings) has had over 500,000 copies distributed in the span of six months. Most recently, one of the "product" tapes I developed for network marketing company has been given a "green light" and a million copy initial duplication order. My clients in the MLM industry, for these tapes, as well as direct mail, ads, etc. include one of the largest and fastest growing nutrition firms in the business.

I mention all that not to brag, but to establish some credibility for my remarks on this subject. The world is full of "pretend experts" with lots of opinions but precious little practical, and successful experience.

The "recruiting cassette" is one of the most powerful, beneficial tools ever to permeate the network marketing industry, for a long list of positive reason, including: perfect delivery of a carefully crafted, effective and legal presentation; freeing the distributor from the need to handle confrontations, to memorize information or to deliver compelling presentations; low cost, high impact delivery of a presentation; and time efficiency, as the tool does the work.

On the other hand, the "recruiting cassette" (called "RC" throughout the rest of this article) is also one of the most dangerous, MLM-career debilitating mirages ever to permeate this industry!

As with all advertising and marketing, the RC has its limitations. Many MLMers have grossly unrealistic expectations of the RC, often, unfortunately, encouraged by upline or corporate leaders who are either ignorant or deliberately deceptive, seeking only to get as many tapes distributed as possible without regard to the success or failure of the individuals incurring all the costs.

Mass, cold mailing of these tapes to rented lists will usually be good for the company and the established uplines, but bad for the distributors doing the mailing. Here's why: unsolicited direct-mail of any kind, including tapes, to commercially rented lists, even if the message is effective, will average response production of as little as ? of 1% to no more than 3% (regardless of what the "hype artist" may claim). Mail 1,000, get 5 to 30 responses . . . let's pick a middling number, and call it 16. Of the 16, if the distributor is personally effective, maybe 6 will join and generate some activity; maybe 2 will become viable, productive distributors.

If you factor in the cost of list, tapes, postage, etc., you'll have a cost per recruited, active productive distributor of about \$1,000.00. Now, compared to the cost-per-recruit/cost-per-hire in other sales industries such as insurance, real estate, fire alarms, etc., this is a very good number. But in MLM, unless you are inventory loading, you have little or no immediate recovery of that investment, so this becomes a deep pocket approach, fatal to the uninformed, naive, and overly optimistic; useful only to already successful leaders. From the company's standpoint, though, getting say, 10,000 distributors to each mail out 1,000 tapes at zero expense to the company is a very good deal; that's 1,000,000 tapes . . . probably 10,000 or more new distributors. That's why you've got to look at corporate or top leadership urging to mass mail with skepticism!

With that caution said, however, there are any number of ways to more selectively and sensibly, and profitably, use RC's. First, of course, in working one's close and extended "warm markets". But beyond that, you might do lead generation advertising in targeted media, and send the tapes only to those persons who took initiative, asked to receive it, and are known to have a high level of interest.

Or you might find very well qualified, commercially available lists and do low-cost, lead generation mailings (such as post-cards), to get people to identify themselves as high probability prospects by requesting the tape before it's sent. To make these approaches work, there is much to know about lead generation advertising, choices of media, and choices of lists that go beyond the scope of this article.

For example, consider the subject of lists. Do you know the difference between a "compiled list" and a "response list"? You'd darn well better!

A Reasonable Set of Expectations: What IS Possible

It is possible, given a very good list or leads derived from properly executed lead generation advertising, and the use of great RC, and with effective follow up, to bring your total cost per recruited, productive distributor down to the \$100 to \$200 range. This is still somewhat of a "deep pockets game", although the overall economics work out very well over time. This requires a distributor to be reasonable about building a business. MLM offers someone the opportunity – of building a business almost entirely with manual labor, time, "sweat equity", without investing money, and in this way, this industry has helped countless people utterly devoid of financial resources reinvent their lives, develop valuable skills and create extraordinary incomes. But if you want to by-pass or short-cut all the admittedly hard, grinding, manual labor, confrontation, rejection, etc. and build the business through other means, such as direct marketing/direct response advertising then, if you are a reasonable person, you must expect to make a financial investment in your marketing. Everything and anything you substitute for person to person manual labor has a cost, so there will be a total cost-per-recruit that must be incurred up-front and then recovered over months as the recruited distributors become productive.

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Mastering the Personal Essence of Network Marketing

By Joseph S. Rubino, D.M.D.

The vast majority of sales techniques and knowledge used in past were "product-oriented". Selling such products was simply a matter of convincing your prospect of their value after explaining their benefits.

This technique worked great in the industrial age and still has its applications, however, unlike the product oriented past, the '90s is the decade of a people-oriented society. This is where network marketing comes into play.

Network marketing is about people. Sure, there have to be great products, and they need to enhance the quality of life for those purchasing them. But there's more.

Network marketing is about people getting control of their lives, following their dreams, living their values AND supporting others to do the same.

That's why typical "sales people" usually fail miserably in network marketing. They're so indoctrinated in product that they lose sight of the fact that this a PEOPLE business. Distributors who don't make it are focusing either on product or on making themselves a lot of money.

Network marketing is about relationships. Period. It's about YOU partnering with others to help them realize their dreams - and then it's about those people partnering with others to help them realize theirs, and so forth. It's about you committing to the success of others - a 100 percent commitment on your part, not "50-50" as you may have been led to believe. The power of network marketing lies in relationships - emotional, committing, contributing, empowering relationships. And whatever it is you contribute to others will come back to you - ten-fold!

With this in mind, the successful distributor simply keeps focused on the other person. It's about listening - instead of speaking, Listening to what's important to the other person. Hearing their concerns, commitments, and dreams. What's missing in their lives?

What are their values and where are they not honoring them? It's about developing a vision of what an ideal life might look like.

OK - so how do you get there? "Let's start at the beginning - with your prospecting conversation.

Get to know your prospects.

Talk to them about something they are interested in - usually themselves.

Ask questions about them - what they do, their hobbies, passions, family, where they're from, what they like to do in their spare time, etc. Ask a question, then listen to the answer. Listen to what they say AND to what they do not say. Call them by name. Offer a sincere acknowledgment, if appropriate. In short, get to know them.

Look to create interest for them. From your listening, you will have determined much of what is important to them and what's missing in their lives, i.e. where you and your opportunity might be a contribution.

Embellish what's missing for them. Assist your prospects to get in touch with the pain of what's not working and make the costs of their problems real for them.

With rapport established and an understanding for your prospects' needs in place, you are now ready to share a little bit about your opportunity as it relates to those benefits you perceive a to be of importance to them.

Don't just show and tell about your products; speak of the benefits that can be realized as a result of the products, the company and the opportunity. Speak to your prospect's emotions and share those benefits, which address the pain in their lives.

As you recount the benefits of becoming involved in your opportunity, remember that until your prospect is convinced of what you are saying, your benefits live only as claims. To ground these claims in facts, tell stories. Get to know the stories of all your company's most successful leaders. "Prove" your benefit claims with appropriate evidence, testimonials and stories.

During the conversation, check out how your prospect "feels"(not "thinks") about a particular point or benefit. This provides an opportunity for objections to surface, be given clear voice and be resolved.

If conducted properly, at the end of your prospecting conversation, the value of your opportunity and the possibilities of a fit for the prospect will have been established. The "close" then is nothing more than the natural conclusion to the conversation. All of the objections will have been handled, and the prospect will be left with a few simple choices of how he or she might proceed to get started and what the next action will be.

Each prospecting conversation should be entered into with an intended result, viewed as the beginning of a potential life-long relationship. Possibilities for the prospect's needs, wants and dreams will have begun to be explored. The prospect will have begun to explore the distinctions of partnershopping, commitment and vision - all keys to true, fulfilling network marketing success.

And in the end, the prospect will be left with the sense that network marketing goes way beyond any particular product or company or opportunity - that at its essence, it is simply about honoring people and creating new possibilities for their lives.

Do you have someone in your group or that you know that needs to know that Network marketing is not a sales business?

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The Lost Coin (for MLM Distributors)

By Mark A. Smith, B.A., M.S.M.

There is a story about a man that lost a gold coin in his basement. His wife asked him why he was looking for a valuable coin in their spotless dining room? He snapped "Well, because the light is much better up here!

" You may chuckle or you may be thinking how stupid this guy is. And that's fine, if you're not like him!

But I'd bet a solid gold brick that some of you act just like him and don't even know it. In fact, I'll prove it to you. Read on...

I get comments from some of you, from time to time, that go something like this:

""Where are my commission checks? I'm not getting any money!"

If I ask "Where are you looking for your commission checks?...", after a long pause I hear..., "Well, in my mailbox of course!

" Folks, if you are not getting commissions checks, and you're looking in your mailbox, I'm sorry to say, you are acting just like the man you laughed at a minute ago. You too are looking in the wrong place!

Would you like to know where you should be looking? OK...

You should be looking in the mirror!

And what do you see when you look in the mirror? You see the only person that's responsible for your commission checks!

Your sponsors are not responsible. So don't look there. The company is not responsible. So don't look there. The post office is not responsible. So don't look there. And your mailbox is certainly not responsible. So don't look there either!

Very much like the story of the lost coin, the mailbox is the easiest place to look. Think this through carefully, and decide if you are reasoning the same way the man in our story has.

With that said, where should you really look? Look where you actually lost the commission check in the first place!

You may have lost your check when you didn't make those calls to help and encourage your downline distributors.

Or was it when you decided you didn't need to put together a monthly newsletter for your all-important group?

Or was it when you decided not to do any mailings or conduct any meetings this week or this month?

Or could it be when you decided you didn't need to advertise anywhere or anymore?

Or perhaps it was when you started to think that MLM was magic. And by simply joining a program, you would somehow start getting checks in your mailbox.

Or was it when you started to think the world owes you a living?

I could go on and on. There can be very many reasons that you lost your check. And they all point to you!

And folks, please don't take any of this the wrong way, but that's what I love about commission checks. Especially MLM commissions. I think of it as the virtually perfect pay system. It's the true pay system crucible. It give nothing to those who deserve nothing. And it has unlimited potential for those who do deserve something!

And I've heard all the arguments o the contrary. I've heard folks complain about the lucky person who sponsored just one great leader and got rich! "That's not fair" they say. So they conclude that MLM commissions are not fair.

Well let me tell you another little story, so you can put this in proper perspective:

A teenage girl fell in a water well and was screaming for help. Someone happens by, hears the screams of panic, and lowers a rope in to the well. The girl climbs out and is saved.

How do you feel about the person that happened by and saved the girl? I'll bet you feel pretty good about this "savior". So do my friends! Let me tell you the rest of the story.

Fifteen years later, after the teenager grew up and went in to business, she became very wealthy. And she gave a very large portion of her wealth to the fella who saved her. Now do you still feel good about all this?

Is this OK by you? "Sure" you say. Good. It's OK by me too! In fact, I think it's a fantastic little story with a lot of deep meaning!

Now come a little closer and I'll give you some more information. Not long after the little girl was pulled from the well, several others came by that could have saved her if they would have got there first.

So should we feel that all the people that came after the first one were cheated out of a fortune? Are we saying the now grown up teenager wasn't fair, because she didn't reward the 50 people that came by later? Well of course not!!!

And, of course, the same reasoning applies as well to multi-level marketing rewards (commissions). That's the point!!!

So don't waste any emotional energy worrying about who sponsored who first. Everyone you personally sponsor is someone that you got first! Are you going to complain if one of those folks turn into a great leader? I don't think so!

So forget the "it's not fair mentality" and be happy for those who make it big. Be a "bigger" person yourself. Rise above jealousy. It will only hurt you.

Now back to those commission checks. You earn commissions based on the commission structure. It's that simple. And if you sponsor a great leader today or five years from now, you'll still earn commissions accordingly. You earn commissions, when applicable product or services are sold. Again, it's that simple. The more applicable sales your group generates, the more you get. The less your group generates the less you get. It really is that simple!

So forget about the so-called lucky people. Or just be happy for them. But don't let destructive jealousy hold YOU back!

And don't look for you commission checks in all the wrong places!! You'll never find them that way. Just as the man in our story will never find his gold coin. At least, not where he's looking.

Get focused NOW! Build your organization! And after you do, I guarantee that someone will say "Look at that lucky person. Why can't I have luck like that? It just ain't fair!

" And instead of searching for that one great leader that will make you rich, become a great leader yourself! Then your mailbox will fill up with those commission checks!! Then the commission checks will come looking for you! Believe me, that's a wonderful feeling. And that's the end of the story.

And what about your story? Take one more look in the mirror, and you'll see who's responsible for that one. You'd better work on your strategy right now, so you can give it a good ending. Remember it's your story. So give it the ending you deserve.

I KNOW YOU HAVE DOWNLINE DISTRIBUTORS THAT NEEDS TO READ THIS ARTICLE! HAVE THE GUTS TO SEND IT TO THEM!

YOU HAVE TO CARE ABOUT PEOPLE ENOUGH TO TELL THEM WHAT THEY NEED TO HEAR, NOT NECESSARILY WANT TO HEAR!

IF THEY AREN'T SHOOK UP, NOTHING WILL EVER CHANGE.

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Sales Coaching for Network Marketers who Hate Selling

Hilton Johnson

The lack of prospecting call making has always been the single greatest reason people fail at network marketing. It's the hardest part of the business and yet, it's the single greatest activity that we must do if we are serious about building a successful organization.

This top 10 list of things you need to know will make the process a little easier for you. Who knows, you might just find making calls enjoyable once you understand how to play the game.

1. Make only One Call A Day

The first call is always the most difficult to make. It doesn't matter if you've been doing it for 20 days or 20 years, the first call is always the one that gets you.

The best way to overcome the challenge of making calls altogether is to decide to make that first difficult call ... no matter what. Hey, anybody can make one call a day. That is the only commitment; that is the only agreement you have to make to yourself.

Here's why that is so important:

You will find that most of the time the first call was not as difficult as you imagined and that may inspire you to make another one. If you do, you will discover that the second call will be even easier.

If you get discouraged and want to stop, no problem, you always have that as an option. But, you must always make that one single call every day and THEN decide if you're going to continue making calls that day or not. Got it?

2. The Value of a Routine

The most successful people in network marketing have a set routine for making prospecting calls. They make their calls at the same time, the same way everyday whether they feel like it or not.

In most regular jobs don't we usually do things a certain way everyday? Why should it be different in MLM?

The problem we have as independent contractors is that we have too much flexibility in choosing our work schedules and have a tendency to avoid doing the things that are a little uncomfortable.

The network marketer that sets a routine for making calls and sticks with it is absolutely guaranteed to succeed in MLM.

3. The Law of Momentum

In the beginning of a prospecting call program, it will take you ten units of effort to achieve one unit of results. As you continue to make calls and build momentum, it will only take you one unit of effort to achieve ten units of results.

Said another way, the more you do it, the easier it gets and the better the results.

4. The Best Time

When is the best time to make prospecting calls: morning, afternoon or evening?

The best time to make prospecting calls is whenever you'll actually make them – that is, as long as you'll do it consistently at the same time everyday. (We're developing habits here folks.)

All things being equal, the best time is 9 a.m. because our heads are clear and morning calls will 'create busy' throughout out the rest of the day.

Prospects will be returning your calls; you will be making appointments; sending out packages; etc. It jumpstarts the whole day and makes the rest of the day active, productive and yes, more fun.

5. The Objective

What good is making calls if you don't know specifically what you want your prospects to do? Most people make calls hoping something good will happen but they don't have a clear picture of what that is.

Naturally, the ideal result of a prospecting call is to get a qualified appointment. If that's not possible on the first call, the next best bet is to get an advance (an action or agreed upon action by the prospect that takes them to the next step with you).

It's up to you to decide in advance what you want your prospect to do. Do you want them to give you an appointment? Do you want to send them something? Do you want a referral? Do you want all three?

6. The Language

An important part of a good prospecting system is to know exactly what you are going to say when your prospect comes to the call.

You need a script.

Go to one of the most successful network marketers in your organization and find out what they say when prospecting. Top producers usually have a script and/or a formula for making effective calls. (You will easily recognize the power of this script when you hear it because you will see how bad your "winging it" script sounds in comparison.)

If you can't find a successful business builder in your industry that will help you with this, find a training program that teaches specific language for making qualified prospecting calls and learn that presentation backwards and forwards.

You will not be sorry.

7. The Law of Numbers

There is no such thing as a bad prospecting call. Every call has monetary value in the long run. You can prove this by crunching your numbers.

Insurance companies can tell you how many people are going to die next year.

They can tell you what they are going to die of. They can tell you how many will be men and how many will be women. There is only one thing they cannot tell you, and that is, who is going to die.

They base their premiums and their profits on these numbers... and you too can benefit from knowing your own numbers.

You need to have a chart system for keeping perfect track of your calling activity. When you make a call, you make a mark. When you make contact with a prospect, you make a mark. When you get an appointment, you make a mark. And when you make a sale or an enrollment, you make a mark.

This will allow you to look at your daily, weekly and monthly numbers, see what's working and what's not and make adjustments. A simple tracking chart is the health chart of your prospecting system and will allow you to calculate the long-range monetary value of a single prospecting call...whether they say yes to your proposal or not.

That's the professional way to build a successful network marketing business.

8. The Myth of Rejection

Remember the joke about the guy who stood on a busy street corner and every time a pretty girl walked by he would ask for sex? One fellow observing this went up to the guy and asked if he didn't get a lot of slaps asking a question like that. The guy responded with, "Yeah, but I get a lot of sex too."

That's the image most people have about prospecting...you have to get lots of slaps to have lots of success.

We fear the unknown. We assume that because we don't like to get prospecting calls ourselves, everybody will reject us. This is not true.

Most people are relatively nice to network marketers when they call even if they are not interested in their program. This of course, is providing that the distributor demonstrates professional courtesy, gets right to the point and doesn't try to shove something down the prospect's throat.

Rejection is almost never as often or as bad as people imagine. If you don't already know this, you're probably not making many calls.

9. The Personal Assistant

One of the really neat things about making prospecting calls is that you don't have to do it after you learn how to do it. You can hire someone to do it for you.

There are many talented people who would love to work out of their homes making appointments for you. You can pay these people a fraction of what your time is worth and they will keep you busy doing the highest income production activity of all... giving qualified one-on-one and small group presentations.

Remember this, however, before you can teach someone to set appointments for you, you must first know how to do reasonably well what you can't do extremely well. This is where you will need a proven script that you can teach your personal assistant.

10. The Greatest Security

Suppose you were blindfolded and taken to a foreign country and left there with no money, no credit cards and no knowledge of the language, could you survive? Of course you could if you knew how to sell and would be willing to prospect.

You could persuade someone to translate your presentation and make the calls for you. By the evening of your first day in a strange land, you would have money in your pocket and have a comfortable place to sleep. No problem.

Can you do that with any other profession?

Knowing how to sell in network marketing and how to make prospecting calls is the greatest business asset you can have when you're in need of money. If you find yourself not having any money and you're willing to make prospecting calls, you won't be broke very long. I know.

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Interview with Cory Rudl: An Internet Success Story

Marty Foley, publisher of ProfitInfo Email Newsletter, interviews Internet marketing guru Corey Rudl. For many savvy online entrepreneurs, Corey needs no introduction.

[Marty]: Corey, as one who has been extremely successful as an online marketer, please tell us how you got started using the Internet as a marketing tool.

[Corey]: I started marketing online in the fall of 1994. It was quite a fluke. In my course, I explain that we published my book, "Car Secrets Revealed", and started selling it offline. The results were pathetic. We thought we had a winning formula and it was barely breaking even. I spent about \$20,000 offline trying to promote it... and it flopped.

I took the advice of a friend that was setting up an automotive site on the net and he helped me get a very simple web page online. I saw a few sales trickle in and then took more interest in it, promoting the book online in my spare time.

[Marty]: What are some of the online ventures you are involved in?

[Corey]: I own four different businesses that now generate over \$2,600,000 in online sales every year. I have interests in many other online projects, as I have done work for clients for a portion of the profits I generate. I also have a clientele base that hires me for online business advice at \$320 per hour.

[Marty]: Your book "Car Secrets Revealed" has done very well for you online. Can you give some details on it?

[Corey]: Car Secrets Revealed was my first success on the net. Within 9 months of truly starting to promote it heavily, it became the #1 best selling car book online (using the unique promotional techniques I teach). It generated over \$140,000 in net profit in those months. To this day (almost 3 years later), it is still the #1 best selling car book on the Internet.

The site is at <http://www.igs.net/carsecrets/> if you want to check it out. Everything I put on the page and everything I say is there for a reason... We have tried many different web page designs and concepts, and this one works the best (I explain why in my Internet Marketing course at: <http://www.marketingtips.com>. I can't explain it here, as it would fill up about 20 pages to cover just the details on that topic alone).

[Marty]: You were recently on the Maury Povich TV show in connection with your businesses. Can you recap for those of us that missed it?

[Corey]: There is not much to say. Basically, because of my exposure on the Internet and having the #1 best selling car book online, they found me through the net and invited me to appear on the show as their "car expert" to explain a few tips and secrets to their viewing audience on car buying and the shams and scams with car repairs. It was a good interview, but what a long flight back... 10 hours on a plane. Whew!

[Marty]: How long did it take your first online venture to start making a profit

[Corey]: The first month the sales trickled in, so I technically made a profit within 30 days... but nothing to live off of. Since I was one of the first group of commercial businesses online... there was a lot of "trying everything", so it took me almost 18 months before I started to see a full-time income. I spent literally 12-14 hours a day, 7 days a week trying different techniques, copy, and ideas online. Now that I know most every trick and tip there is, I can literally take almost any business online and make it turn a very healthy profit in a few months.

As more and more people got online, many of the standard marketing techniques were getting overused and becoming ineffective... so I developed "twists" to most of them to ensure they still made a profit when everyone was using the "regular" approaches to online marketing. The results: the techniques I use to market online are very unique.

[Marty]: How did you learn about what it takes to succeed?

[Corey]: At first a lot of trial and error. I took a lot of the concepts and ideas I got from the very expensive seminars I used to attend and material I bought (I was a Jay Abraham, Gary Halbert, Mike Enlow and Ted Nicholas fan, and most of their seminars were \$7000 and up.) I took those ideas - and with a little ingenuity and creativity - adapted them to the net (while in the midst of developing my own winning formulas for online success).

I came up with formulas that work like wildfire online.

[Marty]: I recognize the names of those other well-known direct marketers that you have learned from. It's apparent that your formulas work. Which avenues are paying off the best for you?

[Corey]: I have never had an online business that *has not* made a very healthy profit. As I mentioned, my four online businesses combined now generate over \$2,600,000 in sales online per year! And the beauty of it is that I started it myself as a one-man operation. I now have had to hire five employees to take care of the paper work and customer service... but have you ever heard of a retail business that has 2.6 million dollars in sales with only a few employees? No! They have at least 15-20 employees. That is the beauty of the net: you can automate everything so your overhead is incredibly low.

[Marty]: What specific types of online tools are you using successfully?

[Corey]: That is a very difficult question to answer, because there is no one tool that is responsible for making me a fortune online.

My techniques show you how to generate multiple small streams of income, and then automate those streams of income so you can move to the next. Let me explain...

I would teach you a marketing technique that will make you \$1000 a month in net profit. You then automate that so it generates that \$1000 whether you are there or not. You then move on to the next marketing technique, and it makes you \$1500 a month. And once that is in place (which takes you about 2-3 weeks), you automated it and move on the next week, and so on.

The concept here is that you are making small streams of income from many different directions (all of which are automated)... but if you add up those streams of income you are looking at \$10,000 to \$15,000 a month in net profit, which is over \$100,000 a year. The best part is that if one technique fails because something on the net changes, you don't have to worry; you still have other streams of income that are making you money every month.

[Marty]: Do you do all of your business online, or do your online marketing efforts supplement your off-line business efforts?

[Corey]: 100% online. I am a specialist at online sales and marketing. I have become one of the most respected online marketers on the Internet... and for good reason: I can prove my successes. If someone asks me to help them with their magazine advertising, I simply tell them that there are better people than me out there for offline marketing and they should see them instead. I do what I do best... and that is online marketing, so I concentrate *all* my efforts on that!

[Marty]: What mistakes have you made?

[Corey]: There are so many, I would fill up your entire newsletter listing them. Let me just say that I have wasted hundreds of thousands of dollars trying techniques that did not work (but from everyone I learned something very important). But that is the "price of education" as I say.

[Marty]: What major mistakes do you see other Internet entrepreneurs make?

[Corey]: There are a lot of them and I discuss them in great detail in the course, but I will briefly mention a few here.

- Having an ineffective web site that does not turn visitors into sales. This is a very tricky thing to do (that most people do not understand), and I devote a lot of time in my course in how to make a web site profitable.
- Putting all your eggs in one basket. Trying one technique and thinking it will make you a fortune. You need to diversify your marketing efforts into different promotions to see which ones pull the most net profit, and then concentrate on those.
- Having a poor "sales process" in the marketing campaign. That is the manner in which you interest the client into coming to your site, then lead him into a good rapport with yourself, and then - and only then - asking for the order. Most people break the link at some point and lose the sale. That is why most sites only see one sale out of every 200-400 visitors (and some even worse).

[Marty]: Are there any other tips or suggestions you would like to give others that want to profit from the Internet?

[Corey]: Research, research, research.... Read/study everything you can on online marketing and learn about it before you jump in. For example, I hear stories every day about people that "heard" bulk emailing was very profitable.

They may spend \$1000 on the different software, only to find out they were doing it very ineffectively (for example, indiscriminately spamming, rather than ethically using bulk opt-in email) and don't make a single cent.

Then there are other stories of online success with MLM... people spend months using the wrong techniques and end up not making a penny. The list just goes on and on.

Make sure you understand what you are getting into with any business online so that your first attempt will be your success!

[Marty]: I agree, Corey. Too many are trying to "reinvent the wheel" instead of learning how others before them have achieved success. I like how Benjamin Franklin put it, when he said: "An investment in knowledge always pays the best interest." Thanks for letting me interview you, Corey

Editors Note:

Like the majority of Internet marketers today, I cut my teeth on Cory's BEST SELLING Internet Marketing Secrets Course. This course inspired many of today's top marketers and should be part of every serious marketers library. You can get more info here: www.GuruCorey.com



Remember Corey

1970-2005

a Memorial Site from a student and colleague

Corey Rudl was a valued mentor and trusted teacher to thousands of us. Thanks to Corey, so many of us achieved our dreams. Now let's honor Corey, and celebrate the genuine difference he made in helping so many people. Corey, we will miss you.



I had the chance to work with Cory a few years later and we actually are on a training audio together called Internet or Bust. Cory tragically died when he was a passenger in an auto that crashed on a speedway in California. There were two things Cory loved, helping those of us that wanted to learn how to market online successfully and race cars.



This site is a tribute to the man who changed my life forever with his training, and made a difference to thousands of us who market and help customers on the internet. My thoughts and condolences go out to Tracy and the entire staff at IMC .. and all of us. Corey showed us how to do it at <http://www.GuruCorey.com>

He was a class act, Corey was a pioneer who taught thousands of others how to build successful online businesses as well.

Corey motivated me personally, in a huge way -- it was learning from his successes, that taught me that "there are no limits to what you can do"...

...and I'm forever in Corey's debt for helping me get enthusiastic and motivated.. and for showing how it's done in a world-class way. You're the best, Corey. And I will miss you - you're a true teacher, friend and inspiration for all of us.

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Why Are Internet Malls A Scam?

Everyone wants to cash in on the Internet explosion and the rapid growth of e-commerce on the web. Every week some 20 year old opens a new Internet company with an IPO on Wall Street and becomes a billionaire overnight.

And Internet Malls look like a great opportunity for the average person to participate in this new financial frontier.

At first it was simply Internet "Discount Shopping Clubs", such as "Top Secrets" where you could become a member for only \$198, plus have the opportunity to sell club memberships to others, as well!

The fact is, the only reason anyone bought the membership was so they could have the right to sell it to others. The "Discount Shopping Club" was a virtually worthless commodity.

And now the network marketing fad is "Internet Shopping Malls". They are showing up on the Internet at the rate of two or more a day, it seems. BigSmart.com, KM.net, PriceNetMall, teamglobe.com, SkyBizMall, PrimeBuyMall, and many, many more.

The people who start these malls make a lot of money, because people unfamiliar with the Internet really believe they are on the cusp of a great new income opportunity.

And the first few levels in the downline make money, too. This generates checks they can wave at their new recruits and the MLM "get-rich-quick" fever quickly spreads. This works well with any new and different product and good honest hard-working people invest a lot of their time, effort, money and emotions into promoting their new Internet "business".

First came the subscription web sites offering links to other people's "free stuff", producing MLM's pyramid schemes such as "Free4U Online", "thewwwlink.com", "FreeMart Online", and "YourFreeMall". All scams... All failing.

And now "Internet Malls" are the MLM "sizzle" gimmick. So are these malls a genuine business opportunity or a potentially illegal MLM pyramid scheme and money game?

Here are parameters posted by the FTC:

"Multilevel marketing plans, also known as "network" or "matrix" marketing, are a way of selling goods or services through distributors. These plans typically promise that if you sign up as a distributor, you will receive commissions -- for both your sales of the plan's goods or services and those of other people you recruit to join the distributors. Multilevel marketing plans usually promise to pay commissions through two or more levels of recruits, known as the distributor's "downline."

If a plan offers to pay commissions for recruiting new distributors, watch out! Most states outlaw this practice, which is known as "pyramiding." State laws against pyramiding say that a multilevel marketing plan should only pay commissions for retail sales of goods or services, not for recruiting new distributors.

Why is pyramiding prohibited? Because plans that pay commissions for recruiting new distributors inevitably collapse when no new distributors can be recruited. And when a plan collapses, most people -- except perhaps those at the very top of the pyramid -- lose their money."

All of the above mentioned "malls", "free stuff" web sites and "SkyBiz" are smart enough to present their opportunities in a way which dodges the FTC definition. But take a look at the "product" they are all selling-

Web sites - cyberspace - virtual reality - electrons...

The cost to self-replicate all of the web site design including the personalization involved for each web site business owner amounts to pennies. So if you buy a "Tripod" from SkyBiz for \$330 or three standard BigSmart.com malls for \$929.85, the money is almost all pure profit.

There are better products available which offer more for much less money in every case.

So the product itself has virtually no intrinsic value. Are these products useful?

A few people will use their SkyBiz web sites for fun and for posting pics of the kids so Gramma can see them from across the country. But this could be done elsewhere for free (with or without sponsor advertising).

And will the Internet public shop at these individual "Mall" web sites? No! Why does anyone believe that Wal-Mart wants to see everyone in town own their own Internet shopping mall? There is no evidence that a need or demand exists for millions of Internet shopping malls.

A product no one really needs, wants or asked for, sold at an outrageous price, which is pure profit.

MLM pyramid scheme designers are clever enough to use a phony product sold at a high price which pays large "commissions" to new recruits. In fact what is happening is that people are making money by simply recruiting new people and being paid from their investment in the new "business opportunity" and nothing else.

Their only income is from an ever-expanding network of new people being brought into this shell game, until the largest leg and the lowest level of the MLM pyramid collapses and the whole game ends.

The people at the top get rich, the folks in the upper levels do well, but the majority of the people get burned.

But at least these people still have their Internet Malls, right? They can make money from commissions paid on mall sales, right?

Not likely in the first place. More importantly, once the MLM expands as far as it can and the money stops flowing, the owners will vanish to an island in the Caribbean, the ISP will turn off the servers, and the entire Internet Mall community will vanish in an instant. No malls, no refunds, no commissions.

Every bad MLM opportunity makes money for the people who start it. And where does that money come from? From the thousands of people who do not research these companies and their products before investing their hard-earned money into them.

The Internet Mall fad will pass - and the sooner the better!

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What Are Your MLM Prospects Feeling From Your Conversations?

In MLM Prospecting, many people today hold a lot of conversations and believe that they are keeping the attention of the prospect. They believe that the prospect is enthralled with their conversation.

That is wrong in many cases.

The prospect is not that interested in what YOU want to sell them or get them to do. They are more interested in what they are FEELING FROM YOU as a person and distributor. Emotions determine much of the Success in MLM, and you need to make sure that they are feeling the right intentions and focus from you in your prospecting.

A prospect is considering buying your product or maybe joining your company. This is a good thing. But the challenge is that they may be feeling something from you that is turning them off.

Like what?

1) A Selfish Focus.

This will turn most people off in MLM prospecting, because the secret to powerful network marketing prospecting is NOT what you get out of it, but what the prospect can get out of it that you bring to the table, with your focus being solely what benefits them.

Would you be willing to talk to a prospect if you knew that you probably would not want to join you, but you knew that you could help them in some small way?

If you answered that "yes," then you are well on your way to powerful and passionate MLM prospecting.

2) Pressure of any Kind.

Pressure will turn people away quicker than anything. Why? It reaks of desperation. Desperate people are not only hard to follow, but hard to do business with as well.

"I am not sure this is for you, but let's explore some options that may reveal if it is or not..." is a powerful way to take off the pressure and put on the professionalism so missing in this industry.

3) Big Promises.

"Hurry! Hurry! Hurry! Come to the Big tent and see how you can get rich in 12 minutes! And see the 3 headed horse as well!"

That is what Network Marketers sound like many times, when they are prospecting.

They look and sound like clowns.

Here is a tip:

Do NOT make any promises, but only assurances that you will be there with them, and be there for them to help them in any way.

Promises that seem too good to be true generally are. You want to be known for your down to earth reality, not let's hype them up fantasy.

Do NOT sound like a barker at a circus. Even in your focus or actions. It will not work in your prospecting efforts.

Let the clowns stay with the circus.

What is your prospect feeling from you?

Let's make sure it is a MAGNETISM that pulls people TOWARDS you, not pushes them away from you in your MLM and Network Marketing Prospecting.

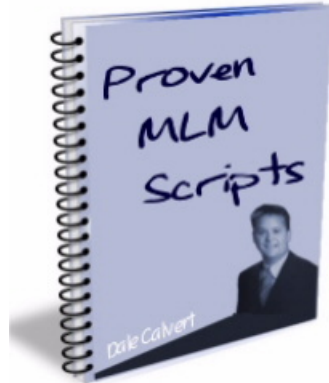
blessings...Doug Firebaugh

by Doug Firebaugh

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Doug Firebaugh is one of the top MLM Network Marketing Trainers in the world. Over a million people a month read his training ezine. He spent the last 9 years traveling the world speaking and training on Success. He lives in Birmingham Michigan, and you can receive a FREE subscription to his training ezine- The MLM Success HEAT- at:

http://www.passionfire.com/pf_heat_9.html



Editors Note: When prospecting the most important thing you can do is answer the question for your prospect “What is in it for Me”, that is what they want to know. If you would like to download a FREE 20 page report of prospecting scripts that have been finely tuned over the past 25+ years, check out this site:

<http://www.ProvenMLMScripts.com>

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MLM Funded Proposal Lead Generation Tips - How to Generate Free MLM Leads With a MLM Funded Proposal

Anthony Ruggiero

If you're struggling to build your MLM business, chances are you're selling the wrong end of the stick.

Instead of promoting your MLM business opportunity to your prospects on the front-end, try leading with a funded proposal instead.

So, what is an MLM funded proposal?

It is a brilliant marketing concept that is used by network marketers to generate highly-targeted leads by selling a generic, MLM related information product on the front-end to people who are either already in network marketing or who are interested in network marketing.

Since the money that is earned on the front-end sales covers their advertising expenses, network marketers who use this concept can generate free MLM leads and create instant cash flow at the same time.

One of the key benefits to using this strategy, is that you still make money on the front-end from the leads you generate, even if your prospect decides not to join your MLM opportunity.

This marketing concept is still used today by well-known network marketing icons such as Joe Schroeder, Dale Calvert, Robert Blackman, Dennis Karganilla, Mike Dillard and Diane Hochman.

Joe Schroeder, creator and pioneer of the MLM funded proposal, has been quoted as saying, "It's easier to earn \$1,000 per week retailing a generic, MLM related information product than it is to earn \$100 per month in residual income in network marketing."

When you use this marketing concept to build your MLM business, it is much easier to go full-time, since you can be earning as much as \$200 per day, if not more in just a few short weeks.

Editors Note:

I do NOT believe as many will tell you that Funded Proposals are ‘THE’ answer to mlm prospecting challenges; however I do believe that a well thought out, effective “Funded Proposal System” should be part of every serious marketers advertising campaign.

Without question the most powerful “Funded Proposal” prospecting system available for all marketers to use right now can be found at:

<http://www.FreeRKCD.com>

If you would like more education on the subject of Funded Proposals, check out

<http://www.FundedProposals.com>

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CONCLUSION

I hope you have enjoyed reading this information as much as I have enjoyed putting it together for you. Hopefully the articles and information have created multiple paradigm shifts that will make a positive impact on your business.

I am glad to be able to give you the opportunity to have these classic articles at your fingertips, not just for your own information; but our email feature when used intelligently, will help you support your existing team and prospects now and in the future.

As a reminder:

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