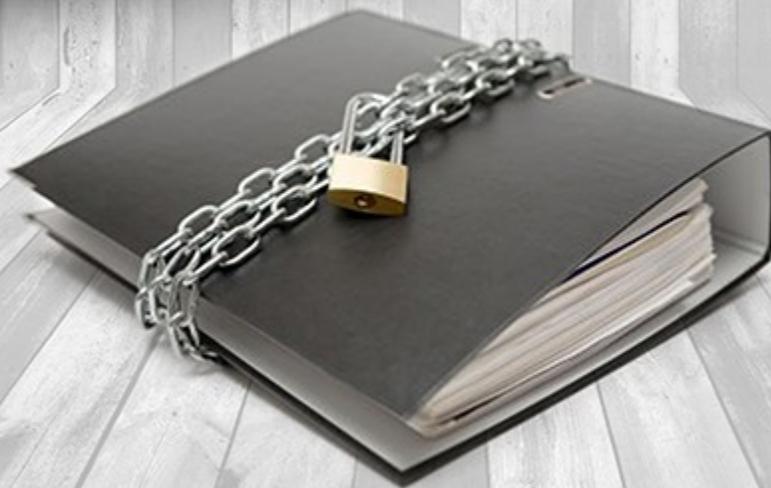


7 MLM MYTHS EXPOSED!



The Dirty Little Secrets of
Network Marketing Uncovered

7 MLM Myths: Exposed

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7 MLM Myths – EXPOSED!

I've pulled out seven key myths from the network marketing industry and now I'm revealing the truth behind them.

Myth #1: Your "Warm Market" is the Best Source for MLM Leads

Q: I can't find people to join my network marketing opportunity. Where's the best place to find prospects for my opportunity? I keep hearing that my "warm market" (friends & family) is the best place to find leads.

I hear this question over and over and over again. The reason I hear it so often is because 95% of network marketing companies tell you to approach your warm market with your opportunity.

The challenge with that concept is the make-up of your "warm market". If you don't already know, your "warm market" consists of people you already know or have some relationship with. This includes your friends, your family, co-workers, colleagues, and people you do business with. Your butcher, your baker, your candlestick maker. Everyone you come in contact with, from your closest relative, to the random guy who cuts your hair, who you think is named Bob (or it is Rob?) is considered your "Warm Marketing" for network marketing purposes.

For years, network marketing companies have suggested that the easiest market to sell to is your "warm market". After all, these people know, like, and trust you - and people are more likely to join a network marketing opportunity with someone they know, like, and trust.

However, the biggest challenge is that a majority of your warm market might have absolutely no interest in network marketing. Yes, they may want to "make more money", but they might not be open to the idea of being self-employed, and specifically, getting involved in network marketing.

Let's say you create a list (using the ol' "Memory Jogger") of 20 people in your warm market. Now, if you approach all 20 people and no one joins your opportunity, you're now thinking: "Okay, now where do I go? I've approached everybody I personally know with my opportunity and nobody signed up. So now what?"

While I don't have a problem with approaching your warm market about an opportunity, I do take issue with the idea that your entire business be run on the idea of growing a team based on your friends and family. Sure, invite them in. But ultimately, you're going to have

to branch out PAST your warm market... into the larger, more responsive “cold market”... if you plan to create a really massive network marketing opportunity.

Additionally, the other problem with focusing 100% of your attention on your warm market is burning out your warm market. I’ve interviewed some of the world’s top network marketers and almost without exception, they’ve been involved in multiple opportunities. In fact, some of the biggest earners I know have been involved in over a dozen network marketing companies.

What happens when you approach your warm market... your friends and family... with one opportunity after another, asking for a new financial investment each time? Ultimately, you can burn out your warm market - so they’re no longer interested in hearing about the next big opportunity. So even if you do have a few people in your warm market who are willing to join your opportunity, if you move from one to another, you run the risk of burning out your warm market and being stranded with no one to introduce your opportunity to.

Does this happen? Absolutely.

Let's say you've got 20 people in your warm market and approach them with your very first opportunity. You get five people out of your warm market to join Opportunity A. Now, for whatever reason, Opportunity A doesn't work for you or it closes down. Undaunted, you pick up and move to Opportunity B. You go back to the same warm market with your new opportunity. However, instead of getting five people to join, only two people follow you into Opportunity B. They're willing to take a second chance with you. Well, Opportunity B doesn't work out and then you're in Opportunity C. You go back to your warm market to introduce them to “the next big thing” and now no one is willing to invest in the newest opportunity. And we're only 3 opportunities into a network marketing career that might span 10 or more opportunities.

Now, if you think that's a bleak picture, it's not. The most successful network marketers and top earners have done the exact same thing. Sometimes you've got to try different opportunities until one clicks with you.

So what's the answer? We know what network marketing companies suggest - and why it doesn't work in the long-run to build a massive organization, but what's the key to finding prospects to build your network marketing income?

First, it's important to understand that I'm not against marketing to your “warm market”. If there's somebody in your warm market that you know is open to being self-employed and network marketing, then I'm all for sharing your opportunity with that person.

However, for long-term success, I suggest targeting the larger group (“target market”) of people who are interested in - and looking for - a network marketing opportunity.

Here's what that means: If I'm selling a book on "Weight Loss", I'm going to sell more of those weight loss books if I target the market of people who are interested in losing weight. Instead of only going to my friends, family, and the people I know (some of whom may have no interest in losing weight), I'm going to be more successful if I target people who have shown that they're interested in losing weight.

I'm going to be even more successful selling my weight loss book if I target people who have previously purchased one or more books on weight loss. After all, past behavior can often be an indicator of current and future behavior.

Now, how would I know if people have an interest in losing weight?

Someone interested in weight loss is likely to have purchased a weight loss product in the past. Maybe they subscribe to a weight loss publication or a fitness publication. Maybe they go online and they search for 'weight loss,' 'how do I lose weight,' 'the best weight loss program', or 'best diet program.' Or they get involved in weight loss and fitness forums on the Internet. Or check out weight loss blogs online.

Anyone who does any of those things is going to be the best prospect for my weight loss book. They're going to be my "target market". And, if I want to sell thousands of copies of my weight loss book, I need to spend all of my time, energy, and money advertising to those prospects.

It's the exact same situation with network marketing. Instead of going to my warm market, I'm going to rent a list of buyers of previous network marketing books, courses, even opportunities. Yes, you can actually rent a list of these types of buyers. (Check out www.NextMark.com for a searchable database of available email and direct mail lists.)

I might even branch out a little bit because I know people who are interested in starting a "home-based business" might also be open to a network marketing business. There are millions of people on lists that have previously purchased "home-based business" and "work-at-home opportunities" in the past. I can rent lists of buyers who I know are open to being self-employed, working from home, and network marketing and share my opportunity with them.

I can advertise in a home business magazine or network marketing magazine because I know that people who subscribe to that publication or pick it up at the local newsstand are the best prospects for a network marketing opportunity.

I can find targeted prospects by using pay-per-click advertising. When someone goes to any major search engine (Google, Yahoo, Bing, etc.) and types in 'network marketing opportunities', 'the best network marketing opportunity', 'network marketing reviews', my sponsored ad can appear at the top of the natural search results or on the right-hand side.

I can also advertise on network marketing and home business forums. I can advertise on network marketing and home business blogs. There are dozens and dozens of ways to get my marketing message out to the best, most interested prospects - actively looking for a network marketing opportunity.

All of this helps me get my advertising message in front of the most highly targeted group of prospects.

That's been my message for years now: Instead of going to your warm market, which is most likely to de-motivate you, I prefer people spend their valuable resources focused on people most likely to join.

After all, if you've got a list of 20 people in your warm market and none of them join, you're less likely to continue to keep moving forward. People, in general, don't like rejection. And even though I can argue that it's not rejection, hopeful network marketers who are told "no" 20 times in a row are less likely to try the 21st time.

But, approach 20 people who have all shown an active interest in network marketing, and sign up 2, and now you're motivated. **The 18 "no's" are softened by the 2 "Yes's"**. Now you want to approach the next 20... and 20 more after that. You want to start doing direct mailings, placing ads in magazines, running pay-per-click advertising, and placing lots of ads in front of your target market of network marketing prospects.

When you're looking for people to promote to, especially your network marketing opportunity, look for the targeted market of people who have already shown an interest in what you're selling. Don't try to take somebody who's never shown an interest in what you're offering and try to force them to have an interest in it. That's difficult. Sometimes impossible.

Instead, find those people who are already predisposed to wanting what you're selling or what you're offering. Then offer your opportunity to those people.

Again, you can do it through rented mailing lists. You can do it through magazines and newsletters. You can do it through search engines, forums, blogs, and targeted websites. There are many different ways you can advertise to any particular targeted market.

The great thing about the "home business" and "network marketing" niche is that this industry has a lot of interest. The industry supports multiple magazines and newsletters. "Home business" and "network marketing" keywords and phrases get millions of searches every single month. The industry has their own forums, directories, blogs, websites, and rentable mailing lists. From now on, you should never have to ask yourself: "How can I find prospects for my opportunity?" There are millions of prospects... available through a wide variety of mediums.

Unlike some other industries that are smaller, you have a huge number of places that you can advertise to reach your targeted market.

If you're looking prospects, try these ideas:

- Locate “home business” and “network marketing” magazines and newsletters (at your local bookstore and online) - and ask for their advertising rate card
- Go to www.NextMark.com and look for business opportunity, home business, and network marketing direct mail lists and email lists.
- Go to adwords.google.com and set up a Google Adwords campaign. Their free training will show you how to set up your first campaign, targeting network marketing prospects. (Then, check out Yahoo and Bing’s pay-per-click advertising options)
- Search for “home business” and “network marketing” forums. Contact the owner to see if they offer advertising on the forum and, if so, what their current prices are.
- Look for “network marketing” ezines (email magazines) that you can run “Sponsored Ads” in. Many of these have 5,000... 10,000... even 50,000 or more subscribers who you can reach inexpensively.

The formula for success in network marketing is simple. Look for your targeted market of prospects. Then find a way to put your advertising message in front of them.

Unfortunately, many people who get involved in “network marketing” don’t do enough research to realize all of the advertising opportunities awaiting them. Instead, they join... then do what their company or upline tells them to do: Call your “warm market”.

However, if you’ll go online and do the most minor amount of research, you’re going to create an entire list of different places and resources where you can reach interested network marketers. After all, the total number of people, worldwide, who want to be self-employed and are open to the concept of network marketing numbers in the millions. So start to open your eyes to the “target market” of interested, active network marketers (and “business opportunity seekers”) and you’ll quickly know WHO to market to and HOW to reach them.

*Myth #2: No One Wants to
Join MLM Companies Anymore*

Q: "Why can't I get people to join my business? Are people tired of MLM programs?"

This question is a little different than the first. I normally get this question when someone has a great opportunity AND they've found prospects to present to, but they can't get their prospects to commit to joining the opportunity. So why can't someone, who is presenting their opportunity, get that prospect to join their opportunity?

Here's what I usually find happening: Network marketers in a new opportunity are often so desperate to sign up their first distributor... or desperate to grow their downline... that this pressure causes them to present in a "desperate" fashion. And prospects can sense "desperation". A desperate network marketer will present differently than someone who is confident and seemingly indifferent to whether the prospect joins or not.

In fact, feeling "desperate" to sign up a prospect... even if you don't think you're showing your desperation on the outside... can push the prospect away. It may not be something you actually say. But the prospect may sense that you're just too eager for him or her to join - and join right now. Even sensing some level of "need" on your part to sign them up... for your reasons (not theirs)... can turn people off to your opportunity.

Let's jump out of the network marketing arena for a moment. Let's talk retail sales. If I go into a store where the sales people work on commission, what usually happens? As soon as I walk through the front door of the business, someone is immediately at my side, asking me (rather forcefully), "Hey, can I help you? What do you need?"

For me... and many others... that's very off-putting. In fact, what is the most common reaction to the "pushy" (desperate for a commission) sales person? "I'm just looking." The reality is that person is "looking to buy", but we're so concerned with "being sold" that we immediately put up a wall to block the sales person.

And, if that person continues to hound me... and chase me around the showroom... they're probably going to chase me out of the store.

I've actually been in a couple of situations where a sales person on commission literally followed me all over the showroom. Shortly after, I decided to leave, because they wouldn't let me look without hovering over me. I felt like I couldn't breathe. That level of desperation chased me out of that store, never to return. In fact, I dislike going to stores where the sales people work on commission, because their demeanor is one of "having to make a sale".

That's the same way with network marketing. As a distributor of a network marketing company, you're basically a commissioned sales person. You don't make any money if you're not selling products or bringing on new distributors who sell products. So the tendency is to sell, sell, sell - to make money. Unfortunately, you can kill your ability to sell to the prospects you have, if you let your desire to make a sales show through in your presentation.

Here's what I actually see happening when a network marketing finds a legitimate prospect.

First, they jump on the prospect because they're so excited about having "a prospect" in the first place. Then, they overwhelm the prospect with information. After they overwhelm them with information, they "over-contact" them. They call them, email them, send them DVD's, and drown them in information about the company. Ultimately, their prospects tell them that they're not interested - just to turn off the fire hose of information and contact they've been inundated with over the last few days.

Not only does this type of desperation make your prospects throw up a wall between you and them, to protect themselves from being sold, it also sends them a message about your opportunity.

After they've been hammered, over and over, about the opportunity, they start to think: "Hmmm... It must be REALLY hard to get people into this opportunity, if the only way to do it is to chase prospects down and jump on their backs until they finally give in." And, while that may not be the verbal message you're sending to your prospect, it's definitely the message they're getting from your actions.

So how do you position yourself differently... and act differently... so you're not chasing off your best prospects?

One of the biggest secrets to fighting "desperation" is to always have a constant river of prospects coming into your pipeline. In fact, you can immediately solve your feelings of desperation just by doing some smart marketing and turning up the flow of leads into your network marketing business.

In the past, I've seen distributors do a little bit of marketing and generate a single lead. Then, they'll stop their marketing (because they haven't figured out how to automate it) and they now change their focus from marketing to turning that 1 lead into a distributor.

So now the distributor is in a "Do or Die Situation". They have 1 lead. They have 1 opportunity to turn this prospect into a distributor. It's either a 100% Success Rate or a 100% Failure Rate. So it's no wonder why people go a little crazy and drown their prospects in information and attention.

However, if you will consistently promote your opportunity and constantly bring in a few new prospects every day (or even just a few each week), you'll no longer feel the pressure to focus all of your time and attention on one prospect. In fact, the more prospects you can generate, the more at ease you'll become as you present your opportunity.

If you've been around the network marketing field for any length of time, you've probably heard the saying:

“Some Will. Some Won’t. So What. Next!”

This attitude can give you the freedom to present without any “emotional attachment” to whether or not the prospect in front of you joins your opportunity. If they do, great. If they don’t, great. However, either way, you’re going to be presenting the same opportunity to a constant, never-ending parade of prospects, generated by your marketing.

This concept alone... of marketing consistently to create a never-ending stream of prospects into your pipeline... is enough to wipe out your desperation. In fact, if you ramp up your lead generation, you won’t have the time or energy to chase prospects. In fact, I know many top earning distributors who will direct a new prospect to watch a video or DVD... then listen to a conference call... and they then make the prospect CHASE THEM for the privilege of joining their team.

Now THAT is the type of positioning that has power. When you can turn the tables on your prospect... and instead of chasing, you become the one being chased... you will find yourself signing up more distributors than ever before.

And you can do this by simple marketing. Take the actions necessary to create a growing river of high-quality prospects in your pipeline... and the pressure to sell each one will ease. When it does, you’ll suddenly find yourself signing up more distributors into your downline than ever before.

Another key secret to turning prospects into distributors is to get away from the idea that you’re “selling” people on your opportunity.

Your job as a distributor in a network marketing opportunity is not a “sales” job. And it’s important that you get this, because if you believe it IS a sales job, you’re going to take some actions that are more likely to repel your prospect than attract them.

Here’s what I normally see from distributors who believe that their job is now a “sales person” for the network marketing company.

Since most distributors have little or no actual “in-the-field” sales experience, they immediately envision the stereotypical “movie sales person”. They reflect back to movies they’ve seen, featuring sales people, like *Glengarry Glen Ross* or *Boiler Room*, and they try to play that role.

However, if you’ve seen those movies, you know these are hard-core, high-pressure sales people. And many (if not all) of the sales people shown in movies ARE high-pressure sales people. Nice suits and pantsuits, slicked-back hair, confidence level at 1,000%, and a hard-charging, take-no-prisoners attitude.

This will also backfire on you - and drive away prospects. And even prospects that this does work on will most likely join to get away from you, than they will because they've fallen in love with the company's products, comp plan, or vision.

So if hard-selling doesn't work, what does?

Here's what really works to convert your new prospect into a distributor:

Building relationships. Getting to know your prospect. Finding out what their real needs are. Asking what their goals are for the business and for their future. Finding out what brought them to the network marketing industry and what they expect from joining a company. Talking about what they're looking for in a home business - and what types of products/services they would like to share with others.

The stereotypical "movie salesperson" is focused on talking, talking, talking to the prospect. The successful network marketing distributor is focused on asking questions and listening to the prospect.

What's interesting is that actual, working salespeople already get this. The best sales people in the world do exactly what I've just described. They focus their attention on asking questions of the prospect and learning more about the needs, expectations, and goals of the prospect. Then, once they've been given all of this valuable information, they can craft their response (not "sales pitch") to show the prospect how their product or service can help the prospect achieve all of their desired outcomes.

That's how great sales are done. And it can turn anyone into a master "salesperson". Because it's no longer about knowing psychological triggers and secret sales mumbo jumbo to force the sale. Instead, it's about asking simple questions of your prospect, actively listening, and then showing your prospect how what you have to offer can fulfill their current needs.

Since you're promoting a home-based business (which is what a network marketing opportunity is), one of the key questions you'd want to ask each prospect is:

"What are you looking for in a home-based business?"

Depending on how much information the prospect gives you in response, you may have to ask multiple follow-up questions to get all of the information you need.

Some follow-up questions might include:

- What do you want get from owning a home based business?
- What type of hours do you want to put in?

- How much free time are you looking to have?
- What type of additional income do you want to make?
- How much more money would you like to make every month or every year?
- What kind of products or services interest you the most?
- What actions are you willing to take to build your business?
- What (if any) experience do you have being self-employed or with network marketing?
- How much time and energy are you willing to put in to building your business?
- How much money do you have to invest in starting and growing your business?

Get all of this information at the beginning, before you say much, if anything, about your opportunity.

Now, if this seems like you're interviewing your prospect, you're correct. You're asking some key questions to find out if your prospect is right for your opportunity. After all, in reality, not every opportunity is right for every prospect (and vice versa). And, if there isn't a good match, you can quickly discover this - and move onto a prospect who IS a good match - through this simple process.

You might interview a prospect and find out that whether it's the time investment that they're willing to put in, whether it's the amount of money they can put in, or their level of interest, they're not a good candidate to join your opportunity.

So instead of spending more time trying to push this person to join your downline, where they're not likely to succeed, you might just finish up your conversation, leave them with some information to look over, and move onto your next appointment.

For some people, I know this sounds crazy. The response might be: "Look, I want to get anyone and EVERYONE into my opportunity. I'm not turning down anyone."

But, if you take that approach, you'll find yourself doing two things that can have a negative impact on your business. First, you'll spend way too much time convincing the wrong prospects to join your opportunity. This is valuable time you could spend showing great prospects why this opportunity is the perfect fit for them.

Second, you may convince a wrong prospect to join your opportunity. But even if you do, are you actually helping that prospect? If that prospect spends \$500 on a Starter Kit - but doesn't do anything, have you served the needs of that prospect? Yes, your downline has one additional person in it. Yes, you might have convinced them to get onto the auto-ship, which puts more residual income in your pocket. But have you given any real value to that prospect if they're not a good fit for the company? And my opinion is that the way you get ahead in network marketing (and in life, in general) is by working to serve those you come in contact with. The more you can serve others, the more will come back to you.

So you're not helping your prospect when you dump them into an opportunity you know isn't right for them - and just let them sink.

Instead, you want to interview prospects and look for those who will be able to achieve their goals by joining your opportunity. In doing that, you're actually going to discover that you're bringing in a higher quality of distributor, who will actually duplicate your efforts and create a longer term value for both of you.

So instead of starting your presentation to the new prospect by selling the product or opportunity itself, always start with what the prospects want for themselves.

You'll want to find out:

- What are they looking for in an opportunity?
- Why are they looking at a home-based business or a network marketing business?
- What is it they like about the network marketing industry?
- What have they been involved with before?
- What didn't they like about what they were involved with before?
- What challenges did they have?
- What problems did they run into?
- Were they able to solve those problems?
- How much time can they put in?
- How much free time do they expect from their business?
- How much time are they willing to invest?
- How much money are they willing to invest, upfront as well as over a long period of time?

Once you get all of that information, you then have the ability to present your opportunity in a way that shows the prospect how it fits their needs. You're in a much better position to close a sale at that point without even selling - if you've found a prospect that perfectly matches your opportunity.

For example, if you have an opportunity that (a) can be run in five to ten hours per week, (b) only takes \$500 to start up, (c) takes about \$100 per month to run, (d) comes with a ready-to-go website and marketing tools, and (e) can make a serious distributor a six-figure income if they'll work it consistently for 2 to 4 years, you'll know what prospects are right for this opportunity and which aren't.

Now all you're doing is just matching the opportunity with the person who wants that particular type of opportunity. (This also means that YOU must know more about your opportunity, so you can tell if your prospect's needs can be fulfilled by your opportunity.)

Will you close each prospect immediately - if it's a good match? Not always. In fact, you might go through all those questions, present your opportunity and they may still say, "You know, I'm just going to have to think about it a little bit. I'll get back to you later."

And you know what? That's fine. Expect that reaction from some of your prospects. Even prospects which you think are a perfect match for your opportunity. Don't expect to close every prospect with just one presentation. That's not going to happen. Even the world's best salespeople know that the "fortune is in the follow-up".

In some instances, you might have to follow-up with that prospect two, three, five, ten times or more. Not pushing them to join, but just continuing to follow up with them and letting them know that you're still there. Giving them additional information about your opportunity.

One of the top earners in a major network marketing company was contacted multiple times... over and over again... by a distributor who thought he would be perfect for the opportunity. He kept getting... and throwing away... DVD's explaining the opportunity. Finally, after many follow-ups, he decided to join. Even at the beginning, he didn't catch the company's vision. However, over time, he fell in love with the company's products... caught the vision... and started to promote.

Today, this distributor generates a seven-figure annual income from his downline of almost 60,000 people strong, built over 6 years. And his upline sponsor? Well, he's very wealthy because of it. Fortunately, he knew his prospect was right for the opportunity, so he continued to follow up and keep in contact until the prospect realized himself that it was the right opportunity.

If you'll do the same thing... spend your time locating the right prospects and then following up with them regularly... you'll find yourself building a massive, active downline of leaders.

*Myth #3: MLM Companies Never
Make Mistakes or Should Ever Change
Their Comp Plan for Any Reason*

Q: "My network marketing company keeps changing things. Should I stay or move on?"

This is a great question, because people are often worried when their company starts to make changes to the products, the comp plan, the executive team, or their marketing materials.

However, it's important to know that most new (and even some old) network marketing companies are in a constant state of flux. They start out with one idea... one

hot concept... but, over time, the response of the market helps them determine whether or not their original concept was the right one or not. If it is, the company pushes ahead with their original concept. If the response is tepid at best... and non-existent at worst... the company will push to make the changes necessary to fix any problems and craft a better concept.

This occurs with every company. Every company begins with their best concept. Then, they put it into the marketplace to see if it connects with people.

Of course, most companies have already done extensive research to make sure they have the highest likelihood of success. However, no one can predict, with any certainty, if a particular concept will work. In fact, if someone had this kind of power... to know 100% whether or not a product, service, or company concept would work or not... that person would be an overnight billionaire, sought out by every company in the world.

Unfortunately, no one... not even the world's wealthiest people... have the power to predict, with any certainty, what will and won't work every time.

And, while businesses try to put a positive spin on their actions, it's important to understand that every business makes mistakes. Every business has stumbled and fallen at some point. And all businesses try to recover by making tweaks and changes in their business model to fix any mistakes or challenges.

It's no different with a network marketing company. A network marketing company puts their best concept into the market and hopes (fingers crossed) that it'll connect with the marketplace. If so, they push ahead as planned.

In some cases, the concept connects a little bit... so it will only grow a little bit. Then the company usually tries to tweak things and change things and add things and move things around to help that momentum.

In other cases, the company might put something marketplace that falls flat. These are called "failures". Fortunately, unless a company is leveraged to the hilt, betting everything on their initial concept, most companies can afford to make the necessary changes to fix what's broken and move ahead with a new concept.

Network marketing companies want to survive and thrive. So they will often make changes things in the company that are under-performing - to help the company grow.

Sometimes they'll change their compensation plan. (It's always better to add money, than subtract money to comp plans, though, because taking money out of distributor's pockets can cause a mass exodus.)

Sometimes they'll go as far as changing their products. Sometimes they'll change their executive team. Sometimes they'll change their website. The company will do whatever it can to make the changes necessary to develop a successful company.

Now if you're part of a company that's already incredibly successful and profitable, everybody loves the product, it's enjoying phenomenal growth, and it's not showing any type of a slowdown... and the company does something weird, that would probably be a warning sign. You don't change things if everything is going really well.

It's the old adage: **If it ain't broke, don't fix it.**

However, if a company is seeing mid-range growth or no growth, it certainly is fair for the company to go in and completely overhaul their products, change their compensation plan, change websites to create greater conversions, and possibly change or re-arrange their executive team.

If this is a company where you did extensive due diligence - and you believe in the company 110%, and you see a rational reason behind their changes, then I'd err on the side of sticking with the company. Since the key to success in network marketing is commitment to one company over a period of time, jumping ship from one company to another can be a risky move - if you haven't seen obvious warning signs of impending doom.

After all, there have been network marketing companies in the past that got off to a slow start for the first few years, but after 3 or 4 years, the company took off. Those people who stayed on during these slow times were paid off for sticking around. Those who left weren't there to profit from the future growth and momentum.

So you really have to take an in-depth look at what the company is changing and their reason for changing it. If they're having little growth or mid-range growth and the company's making changes so they can turn that into phenomenal growth and create significant momentum, then I'd advise that you stick around a while longer... IF you believe in the company's executive team and their vision for the company.

But if this is a company that's already at the top of the heap and now they're making some crazy changes, which don't make any sense... then move ahead cautiously. I've seen situations where the company is making a lot of money - and all of a sudden, the executive team changes the comp plan so that there's more "breakage" and less money paid out to distributors. Greedy company owners can crush a business by changing comp plans or introducing inferior prices (to create higher corporate profit margins). Fortunately, a majority of network marketing business owners want their company and distributors to thrive... so they'll only make changes they personally believe will help everyone.

So watch any corporate changes carefully, for signs of impending trouble. But be willing to deal with any minor changes that the company believes will ultimately help

everyone build a bigger business and income. Even though many people don't like change, it can be good.

“The only person who likes change is a wet baby.”

- Mark Twain

Myth #4: The Magic is in the Company's Innovative Product, NOT the Opportunity

Q: "I'm just getting started with a new company. Should I promote the company's products or network marketing opportunity?"

That's a great question. And actually it's an important question because you always have two things to promote in any opportunity. You have the opportunity itself, which is the money-making part of the network marketing company. Then you also have the company's products.

So for example, Company A will sell what I like to call a “magic juice”. These are usually juices, made from special berries or algae, cultivated in the far reaches of the world, that have special healing powers. “Magic Juice”.

You've probably heard the pitch for this type of product: “This juice comes from the hoozie-floppy berry and it's only grown in the mountains of Malaysia. It's only picked three months out of the year and it makes this ‘Magic Juice’. It has all these special health benefits, including curing baldness and letting you live to 200 years old.” (Actually, the companies selling the ‘magic juice’ can't make these claims, but watch that company's distributors. I've seen them wildly make all sorts of health claims, unbeknownst to the company. But that's another topic for another time.)

So let's say that you're a distributor for Company A, which sells the magic juice. You now have a choice: You can either (a) promote the magic juice or (b) promote the opportunity.

Or, you could do both. Promote the product AND the opportunity, simultaneously. However, I don't recommend that. **Here's why:**

Let's say that you've decided to promote the opportunity. If you're promoting the network marketing opportunity, your target market will be people who are interested in a home-based business or network marketing specifically. Those are the people who are going to raise their hand and say, "Yes, I'm looking for a way to make money. Show me a money-making opportunity."

Now the product should be important to you and the other distributors in the company. You don't want to get involved in a company with a bad product, a product with no longevity, a product people don't want, or a cheap, low-quality product that doesn't deliver on its promises. For long term success, I honestly believe you should look for a company with a product that delivers real value to customers - AND will be a strong selling product for many years to come.

And, when you're promoting your opportunity, you'll want to share this information with your prospects. You want your distributors to know how valuable the product is, how large the market for it is, and that it offers the benefits being promised. But you're not selling that individual on becoming a consumer of the product. You're selling that individual on how powerful the opportunity is - with one aspect being a strong, in-demand product. After all, it is possible for someone to join your downline who has absolutely no desire to drink the magic juice. They may get it on auto-ship... and give it away to friends and family as gifts. They might get their kids to drink it, but never taste a drop. Even if that's the case, they'll still want to know that there IS a market for that product. Otherwise, you've got a company build on "making money" alone... without a solid product sales foundation. And remember where commission checks come from: Product volume. NOT distributor recruitment.

So, if you're selling the opportunity, the value of the product will be a portion of your overall presentation, but it'll only be a slice of the overall pie. You'll also touch on the compensation plan, training, marketing tools, executive team, etc.

If, however, you're focused on selling the product itself, that's potentially a different market. For example, let's go back to our magic juice example. If you're selling the magic juice, you'd be crazy to focus your marketing efforts on "opportunity seekers". Yes, there are some people IN the network marketing industry who are interested in healthy, anti-aging juices... but you've got a lot of people in the industry who would NEVER buy or drink the stuff... if it wasn't wrapped around a network marketing opportunity.

Therefore, your best bet to sell the magic juice to is someone who is serious about buying and ingesting healthy foods and supplements. This market (and it is large) is interested in natural cures and herbal remedies. This market is large and growing, but it's completely different than the "opportunity market" or, more specifically, the "network marketing market".

Is there cross-over? Absolutely. There are some people who love herbal remedies and "magic juices" who would love to make money sharing these products with others. However, a large portion of this group would never touch "network marketing" because they perceive it as a pyramid or "Ponzi" scheme.

For example, there was an infomercial on TV for a few years, hosted by marketer Kevin Trudeau, called Natural Cures. You can actually buy the mailing list of all the people who bought his health cures book since that infomercial began running. In fact, I

just found the list - and the total count of buyers on that list is 65,730. That's tens of thousands of people interested in natural, herbal remedies.

We know they're interested in natural cures. And we know they're interested, in many cases, in the organic way to cure their ailments, not through over-the-counter prescription drugs.

So if I'm focused on selling my magic juice, that's a good target market to sell to. Renting and testing that list... to sell my magic juice... might be a good investment.

However, it's NOT a good investment to sell the opportunity to. Instead, I'd want to find a list of people who have spent money on similar business opportunities. It's even better if I can locate a list of people who have previously been involved in a network marketing opportunity.

My point is that depending on who you're selling to, you'd target a completely different market. If you're selling the network marketing opportunity, you would focus on a target market of opportunity seekers. If you're selling the magic juice (or whatever the product is), you would focus on the target market interested in that product.

Again, there may be a little bit of crossover, but not enough to make sense to try to juggle both tasks to the same list. A few people... 5% to 20%... on your "opportunity seeker" list might also be your target market for the product. And 5% to 20% of your product list might be interested in the opportunity. But you want to spend your time marketing to lists that are 100% interested in what you're selling, not marginally interested.

That's the long way of saying, **"Don't try to sell both items at once. Choose one item to sell - and focus 100% of your time and energy promoting that."**

Now back to the original question: Should you promote the network marketing opportunity or the product?

It all depends on your goal for joining the company. If you've fallen absolutely head-over-heels in love with the product and your vision is to change the world by selling the product, then the answer is simple: Sell the product. **IF** it's a good product with a large potential market and good profit margins, you should be able to make a good, solid income selling that product.

Now, if you do choose to sell the product, you're going to come across the 5% to 20% of product buyers who also fall in love with the product AND want to sell it to others. And, when they do, this can be a nice extra income for you, without you really pushing it. You won't build a huge downline of distributors focusing on the product alone, but you will find a few kindred spirits, who love the product as much as you do, who you can then introduce the opportunity to.

However, if your ultimate goal is to create a long-term, residual income, then the answer is this: Promote the Opportunity.

And, “promote the opportunity” is what I recommend to 99% of the people who come into the network marketing field. Why? Because what attracts people to network marketing is the income potential, not necessarily the products. Yes, high quality products are a must. Without them, you’ve got a company (and an industry) built on nothing. After all, network marketing is just a different “product distribution model” - designed to spread products through direct sales, instead of TV ads and million-dollar marketing campaigns.

So if your goal is “financial freedom”, you must focus 100% of your time, money, and energy promoting the opportunity. Yes, the product will come up during your presentation. And I do recommend using the company’s product and truly being “sold” on the product yourself. However, many of your best prospects will be more interested in the compensation plan and their future income potential than where the berries are grown and what antioxidants are present in your magic juice.

If you want financial freedom, don’t take on the challenge of selling the product AND the opportunity. Focus on promoting the opportunity - and you’ll find yourself building the business (and income) of your dreams.

Myth #5: You Can “Get Rich Quick” in MLM!

Q: “How long before I make any money in network marketing?”

I get this question quite a bit. It pops up when someone has been involved in a network marketing opportunity for a few weeks - and they haven’t made any money. They’ve already spent money for the distributor kit. Maybe they’ve spent money on some advertising. But they haven’t seen a penny in return on their investment.

And, if they’ve been promised “fast money” or “overnight riches” as an inducement to get involved in an opportunity (always a no-no), then the new distributor really begins to wonder - when the money isn’t flowing into their pockets as promised.

The reality is that, like anything, it can take some time... sometimes a lot of time... before you’ll begin to see a return on your effort.

One of my friends and a top earner in the industry says that in your first year in any network marketing opportunity, you’ll feel like you’re underpaid for the work you’re putting in. During the second year, you’ll feel like you’re being paid equal to the amount of work you’re putting in. And in the third year (and beyond), you’re getting paid MORE than the effort you’re putting in.

The key is to be able to stick around in an opportunity until you reach year 2 and 3.

If you read interviews and success stories about top earners in the network marketing industry, you'll discover that it took many 2 to 4 years or longer to equal or exceed what they were making full-time in their job. It wasn't overnight. And it certainly wasn't within their first year. However, through commitment and consistent action, after 2 to 4 years, they were able to work full-time for themselves.

Can you make "fast money"? Absolutely. You can join an opportunity today, immediately share it with a friend or family member, sign them up, and be paid an upfront "bonus" within a week. That's pretty fast cash.

But to make what would be considered "residual income", especially long-term residual income, that's going to take more time, effort, and energy. When I've spoken to and interviewed some of the world's top earners, not one of them told me that their biggest payday... in the entire history of the company... was the first week or first month. In fact, some spent more money promoting the opportunity than they got back for many, many months. But, because they were committed to building an organization and income in that company, they stuck to their efforts and ultimately created their dream income.

The most successful people in network marketing have this belief:

"If it takes me four years, five years, even ten years or more, I'm going to be successful in this company and I'm committing 100% to it regardless of how much money I make in the short term. I'm in this for the long haul."

The lesson here is that if you want to make real money... a long-term residual income... you have to be willing to invest the next 2 to 4 years or more to build your business.

Now, the more specific question of "how soon can you make money in YOUR company and with your company's compensation plan" can only be answered by yourself after a bit of research and doing some math.

To determine how much money you can make... and how quickly you can make it... you need to know...

- How much money is in the compensation plan for you, based on your efforts and the efforts of your affiliate organization?
- Are there ways for you to maximize the comp plan?
- Are there legal & ethical shortcuts to qualify for different levels that pay out higher bonuses?
- Is the company's compensation plan unique and exciting?
- Is the company's product innovative and new - or a "me too" product?
- Is the company new - or has it been around long enough to be known by most people?

Of course, even with the most innovative products and lucrative compensation plan, there's simply no way of getting around the fact that you'll have to invest a few years of time and energy to create a solid residual income you can count on to grow over time.

Ultimately, the reality is that there's no way to predict when you're going to make what you consider "real money" in network marketing. That's why I recommend that my clients commit a certain amount of time on a regular basis to growing the business, marketing the business, sharing the business with others, talking to prospects, and doing everything necessary to build the business. When you do that for 2 to 4 years or more... and you've chosen a solid company with good growth potential... you have the right formula for network marketing success.

If you'll make a commitment and take consistent action, you're going to see yourself making money in your network marketing opportunity. Unfortunately, I can't tell you whether you're going to start making money in a week or a month or in six months or 2 years. I just know that if you do a great job of picking an opportunity and you put in the time, effort, and energy, you can make money in virtually any network marketing opportunity.

That brings me to a point I like to make my clients who, after a few months, give up on a particular opportunity because "it doesn't work".

If you research network marketing companies, you'll find that most of these companies... at least the ones who have been around for a few years... have six- and seven-figure earners. They each have smiling, happy distributors winning new cars and trips to Cancun, Mexico.

When you see this in a company... in any company... it means that it's possible to make six- or seven-figures in THAT opportunity. Otherwise, if it was impossible, no one would be making that amount of money.

Now, it might mean that, to duplicate the successful network marketers success, you have to do things you're uncomfortable with. You might have to meet a lot of new people and even do live opportunity meetings or home parties. But if someone is successful in YOUR company, it means that YOU can also be successful, if you're willing to put in the appropriate amount of time, effort, and energy.

And that all comes back to your level of commitment.

Your level of success will also have a lot to do with how frustrated you get - and how much patience you have.

I've been fortunate over the years to be asked to speak at many seminars, events, and workshops on the topic of home business and network marketing. I'm often approached by people at these events who I've seen, time and again, at previous events.

Each time, I hear the same story: “I’m back again looking for something that will finally work. I’m tired of spending my money, only to not have it ever come back.”

When I dig down to see what they’ve invested in, it’s usually some network marketing opportunity. Then, when I ask them how long they spent working that business, the answer usually comes back, “Oh, a few months”. After pressing more, I find that “a few months” simply means they paid for the auto-ship product for a few months. They actually worked the business... and tried to build it... for a week or two.

When I’ve asked why, it usually has to do with “frustration” and “lack of patience”. These people get frustrated that they’re not making “millions” overnight. And they lack the patience to keep doing the same business-building activities it’ll take to create a full-time income over the next few years.

So they jump out of one opportunity and into the next one. Then, after sticking around for a few months, they jump to another one. And this goes on, year after year. Unfortunately for them, there’s always “the next big opportunity” just around the corner for them to jump into.

This constant jumping around, from opportunity to opportunity, dooms the network marketer to never really building a solid residual income in any business. And ultimately, after years of joining a variety of companies, they give up... saying that “network marketing doesn’t work”.

Of course, at the same time they’re saying this, someone who joined the network marketing industry at the same time BUT stuck with their company and invested time building their income, is now walking onto a stage somewhere, in front of 1,000’s of cheering distributors, to accept the keys to a beautiful new car.

If you read biographies and autobiographies of the world’s most successful (and wealthiest) people, you’ll see that long-term commitment to an idea is really one of the biggest keys to success. You can jump from idea to idea... or company to company... if you don’t have instant or immediate success.

Imagine if Bill Gates, who started Microsoft in his garage, had said after the first six months, "You know what? We're not a multi-billion dollar company right now so I'm going to go to something else."

That’s a ludicrous idea, right? Hard to imagine. But people do the same thing, every single day. They get involved in an opportunity that’s making other people a lot of money. But in six months, if they’re not “rich”, they leave for greener pastures.

There's a great movie called, "The Social Network." If you haven't seen it, you should. It's about how Mark Zuckerberg and his college friends created Facebook. It's an absolutely fascinating movie.

Now, while Facebook DID take off faster than a company like Microsoft (thanks to the Internet), it certainly wasn't an overnight money-maker. In fact, until recently, Facebook never made a profit. It had hundreds of millions of users, but no actual income coming in.

If you don't know the story, Facebook was originally created so that kids at Harvard could connect with one another. Then it moved into new colleges and colleges in new countries. Pretty soon it grew past college students - and then everyone, worldwide, could join Facebook. But at the beginning it just started at Harvard.

Now imagine if Mark said, "You know, this is great but I'm not really making any money with this. I think I'm going to shut this thing down and go on to the next thing."

If he had done that in the early days of Facebook, when it really wasn't making any money, he wouldn't be among the world's youngest billionaires. Fortunately, he had the patience to stick with Facebook until it finally generated income. Today, Mark Zuckerberg has been repaid many times over for his patience and commitment.

That's the challenge with many people. They don't have the patience to stick to one thing and see it through until it bears fruit. They'll get involved in a network marketing opportunity, they'll stick around for a couple of weeks, and then they'll go on to the next opportunity. And that cycle continues, over and over again, as they jump from one opportunity to the next.

Then they wonder why in 10, 20, even 30 years they're not yet wealthy. Well, it's because they never committed their time to one particular opportunity. They never had the patience to devote all of their time and energy into growing one business.

So patience is the key. That's the real answer here. No one can give you a specific amount of time in which you will be making money. But, if you stick around, have some patience, and put in consistent time and effort building your business, you CAN make money in network marketing. A lot of money.

Myth #6: You Must Have a Good Upline Sponsor in Your MLM or You're Doomed to Failure

Q: "I signed up in a network marketing opportunity but now my sponsor is gone. I can't get any help. What should I do?"

Self-reliance is probably one of the most undervalued things in the world today.

It's especially undervalued in a time when it seems like we rely on our government to do everything for us.

Unfortunately, many people don't take responsibility for their own success. Instead, they spend their time blaming others for their misfortune. Instead of looking inward, they blame the outside world on their current income and level of happiness.

The Greek Philosopher, Epictetus, said, **"It's not what happens to you, but how you react to it that matters."**

I agree completely. In fact, from reading the biographies of successful people, I see this time and time again. These people become successful in spite of the challenges that they run into. Many of the world's most successful people have dealt with financial, relationship, and health challenges... sometimes one right on top of another... and they continue to push ahead, regardless of the latest calamity.

Everyone who's drawing breath runs into challenges. We all have problems. We all have "issues". Challenges pop up - and we're often forced to deal with things we'd prefer not to.

We're running along a path to our goals and, all of a sudden, a health problem pops up. Or a family member's health problem pops up. Or a financial problem pops up. A problem pops up that is a speed-bump in our road to success. Then, right when we're dealing with Problem #1, another one pops up. Maybe another one. Or when we just get one solved, another one pops up in our way.

Welcome to life.

Fortunately, if you're self-reliant, you'll find it easier to move past these issues - and achieve the success you want. You'll be able to move ahead, regardless of what problems or challenges are facing you. You realize that you have the power to make decision and take actions that can solve problems and move you into a better situation.

Becoming self-reliant gives you the ability to make decisions, to get information, to take action, and to do what's necessary to become successful, regardless of what anybody else around you is doing.

I know for a fact that self-reliance is one of the keys to success in network marketing because some of the most successful network marketers have had the worst sponsors. In fact, some have had sponsors that signed them up, then immediately disappeared, never to return again.

After all, let's be realistic. Is your sponsor thinking about whether you're going to be successful, night and day? Are they staying up late, worrying about you, hoping that you're doing what's necessary to succeed?

Well, they might hope that you succeed, but any experienced network marketer will probably be pushing forward to recruit the next person in his or her downline. After all, network marketing isn't about bringing in a few people and MOTIVATING them to do something. It's about bringing in A LOT of people - and then let those self-motivating people do their thing.

So your sponsor is really interested in his or her own success. Need proof? Imagine that your network marketing company had you and your sponsor on stage - and they had a check for \$10 million dollars they would hand to one of you. Now imagine that your sponsor got to decide if you would get it... or if he would get it. Hmmm... I'm guessing, in probably 100% of the cases, your sponsor would claim the \$10 million check for himself.

No matter what sponsor you have, they're always going to be more interested in their success and their paycheck over your paycheck.

That means that YOU are going to be the only person involved in that network marketing opportunity that's the MOST interested in the size of YOUR paycheck. So you want to spend your time, effort, and energy focusing on anything and everything you need to do to build your own business regardless of what your sponsor does.

If you have a phenomenal sponsor that wants to give you help day and night, that's great. You can decide to take it or you can decide not to take it.

But if you have a sponsor who got you all excited, signed you up into an opportunity, and then disappeared, you don't have the excuse of, "Well, I can't make money because my sponsor isn't helping me."

Again, I know top earners in network marketing opportunities that not only never got help from their sponsor, but they never even thought about asking for help from their sponsor. They believed they were the ones responsible for their own income so they did whatever it took to become successful. They read everything they could get their hands on regarding building a network marketing business. They went to network marketing training seminars. They bought personal development audio programs. They studied what other top earners were doing in other network marketing opportunities. They educated themselves, because they realized that THEY were responsible for their own success in their opportunity. Not their sponsor.

Because of this self-reliance, these top earners are now generating six- and seven-figure incomes in the network marketing field - without ever having gone to their sponsor and asking them what to do.

So we know it's possible to succeed without your sponsor's help, but it's only possible if you have the belief that you can do it.

Personally, I know you can. It's been done before - and it'll be done in the future. Someone with a non-existent sponsor will rise up from the ranks to become the company's top earner.

And I don't want you to think these are people with special skills or training that you don't have. Many of these people have all sorts of challenges to overcome on their journey to success.

Some of the most successful people in network marketing have had one challenge after another. Health challenges. Financial challenges. Relationship challenges.

They don't have spousal support. They don't have the support from friends and family. They don't have a sponsor that will train them or help them build the business. They live out in the middle of nowhere, with no one to share the opportunity with. And on and on.

With all of these challenges, you'd think someone would just give up. But time and time again, we hear stories of people picking themselves up, working hard toward their dream, and achieving real success in the network marketing field.

In fact, that's one of the main reasons I enjoy network marketing so much. I believe anyone, with the right amount of effort, can change their financial life in a major way.

After all, it doesn't take any special skills or experience. You don't have to be a certain height, gender, or race. You don't have to have a certain athletic skill to succeed in network marketing. You don't need a special college degree.

Anyone can be successful in network marketing, regardless of who their sponsor is. You see these people in every type of company. In fact, in almost every company, I see successful six- and seven-figure earners. To me, that says that the company itself isn't what makes an individual successful. It's the individual themselves (their beliefs, mindset, actions, level of commitment, etc.) that makes them successful.

That's why self-reliance is key to your success. It's more about the person in the opportunity than the opportunity itself. Some people don't like to hear that because they want to be able to blame their "not being successful" on the company, their sponsor, the compensation plan, the company website, a magazine they placed an ad in, etc.. It's all these outside forces.

When we have that type of "victim mentality" it takes away our control and our ability to take any actions to make our experience any better. In reality, we have a lot of control and we have the ability to take the necessary actions to be successful in network marketing. In fact, I believe it's entirely up to us to be successful in network marketing.

So back to your question: If your sponsor has abandoned you, what should you do?

Educate yourself. There's so much self-training you can do - without the help of your sponsors. There are thousands of pages of free training materials on the Internet. There are piles of books available on the subjects of network marketing and marketing. There are seminars you can attend. You can even study what other network marketers are doing to become successful. Then, simply model their actions, and you can start to achieve the same type of success.

Then start building your business and you're going to really feel like you're in a position of power. Once you develop those skills in yourself and you know you have them internally, you now have the power to be successful in any and every network marketing opportunity. That's one of the reasons why I always tell people to study marketing and develop their marketing skills.

If you have basic marketing skills, you have the opportunity to have a life of financial freedom forever. Products and services come and go, but real power is knowing how to market products and services.

Let's say you're involved with Product A and you use your marketing skills to sell a million dollars worth of it. But, after a while, people stop buying Product A.

Well, now you can move onto Product B and use your same marketing skills to sell a million dollars worth of Product B. And Product C. And Product D.

What you're selling may change, but your marketing skills give you the lifelong ability to sell a massive amount of it. It's the same with network marketing. Instead of leaning on and relying on a sponsor to hold your hand and tell you what to do and exactly how to do it, if you get that training and knowledge yourself, so you can promote any and every network marketing opportunity, then it really doesn't matter what opportunity you're in.

Yes, you always want to be involved in a great opportunity with a solid company, compensation plan, and product, but there are a lot of those out there. Once you find this type of company, your success is now determined by your own marketing skills. Not on the company OR your sponsor.

Again, if you know what to do with any particular network marketing opportunity, you can be successful in virtually any network marketing opportunity. That is true financial freedom, when you know that you can join any network marketing opportunity, invest your time, effort, and energy into it, and make a six- or seven-figure income.

Then you're not reliant on the company or your sponsor. That company can even go out of business and you know you can pick back up, dust yourself off, go to the next

opportunity, and build a business there, as well. Or, your sponsor can disappear completely - and leave you high and dry.

Either way, if you educate yourself, you can always make money in network marketing.

So don't rely on a sponsor. Rely on yourself and educate yourself as much as possible. That's where success lies. It lies in you, not in your sponsor. And not in the company.

The Real Answer is Inside YOU!

Those are the answers to the seven of the top questions that I get over and over again from my clients. I hope that what you get out of each of these answers is that the real secret to your success is "you".

Companies come and go. Sponsors move from opportunity to opportunity. Industries rise and fall. And things change as time passes. **But the one constant in your life is you.** If you'll spend your time developing your skills and your positive mindset, you'll find that you can accomplish amazing things in the network marketing industry.

It all begins and ends with you.

*Myth #7: All You Need to Do is Sign Up
One "Heavy Hitter" and You Can Be Rich*

Question: Where can I find a heavy hitter to sign up? If I get someone "BIG" to sign up, I can kick back and make money on their efforts.

One of the biggest myths of network marketing is that you're on a constant hunt for the one "big fish" who will bring over their downline of 1,000's from another company - and make you instantly rich. Then, you're able to sit back, relax, and never work again.

The reality is that this rarely happens - and most successful network marketers build their businesses themselves, recruit by recruit.

Can you sign up a "heavy hitter"? **Absolutely.** But it's important to understand that heavy hitters... also known as "Leaders" and "Million Dollar Producers"... are in their enviable positions because of their deep commitment to one company.

After all, you can't build a six-figure or seven-figure passive residual income in a business in a week. Or a month. Or many months. It often takes a few years of dedicated daily action to recruit and train enough distributors to create an organization large enough to generate a full-time income.

Therefore, REAL heavy hitters are the most least likely MLM distributors to jump ship from one opportunity to join another.

Instead, you have a better change to attract quality individuals with leadership potential – and train them to build a massive organization in your company. There are many entrepreneurial people worldwide who are just looking for the right company and upline sponsor to partner with. Once they find the right place to plant themselves, they'll dig in and start to grow.

These people... “leaders-in-training” ... are much easier to recruit – than a heavy hitter who has a current downline of 1,000's in an existing MLM company and has a lot to lose by moving to a new company.

Now, that's not to say that every so often heavy hitters need to make a change and move to a different MLM company.

But, when they do, they're not looking to join with just anyone. Any random distributor in the company.

Heavy hitters want to join with upline sponsors who are successfully building their downline. Heavy hitters are attracted to other leaders. So if you truly want to attract heavy hitters, you first need to BECOME a heavy hitter by building your own organization from scratch.

And you do that by finding motivated people who are just about to break out and create real success in their lives.

If you spend your time hunting down and hounding leaders in other companies to join your company, you'll waste a lot of valuable time. Every day, my own mailbox and email inbox includes personal requests for me to jump to a new company. However, I'm very happy where I am – so there's no reason for me to move.

On the other hand, there are millions of people who are open to network marketing – but they've yet to find the perfect fit for them in the MLM industry.

So, if you want to have a downline full of heavy hitters, start by finding motivated entrepreneurs – and work to help them become heavy hitters over time. You'll find that pays off faster and easier than targeting leaders who are already committed to another company.

That's it for the 7 Myths. Re-read them and use this information to become the MLM leader you were meant to become. Your success is out there, just as it was out there for MLM's Million Dollar Producers. It's up to you to go and get it!