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## SUCCESS OR STATISTIC?

Which one will you be in network marketing?

The truth is the odds are against you; chances are you'll be a statistic.

Hmmmmm bet the super star space commander upline guru that signed you up or wants to sign you up told you that did he/she?

Here are a few stats that may alarm you:

Did you know that 70,000 people sign up into a network marketing company EVERYDAY?

But did you know that 95% of the people that sign up into a network marketing company will quit within the first year?

WHY?

Well there are a lot of reasons, poor support, poor company, poor product, poor compensation plan, poor upline. But to me one of the biggest reasons is...

PEOPLE HAVE BEEN LIED TO!!

Most people have been lied to from the get go.

Many of the people who are recruiting people into companies (hate that term recruiting) are lying to people and telling people what they want to hear so they will join their company.

Now on one had you can't blame many of these people, there're just doing what they were taught by the person that signed them up, and that's usually some person with the recruit, recruit, recruit mentality...those are the people I blame.

Hey the great news is you DON'T have to be a statistic. You just need to be taught the correct way of building your business, but first you need to know some of the lies you'll probably be told or already have been told.

My first and favorite lie:

Make a list of your friends and family because that's who were calling first.

Hey upline line guy, are you crazy? That's the last thing, no that's what you NEVER do. Because of this one lie there are thousands of people that have been shunned by their families.

Your friends and family members turn off the lights and pretend there're not home when the see you coming. Ring any bells?

By all means share your product or service with your family and friends but not the business opportunity. Many of your friends and family members are NOT looking for a business opportunity, the truth is most of your friends and family are going to spend more time discouraging you then helping you. But don't get mad at them they think there're protecting you, ignore them and build your business.

Let them come to you, once you become successful in your business, your friends and family will notice and then they'll ask you what you're doing.

Here's a tip. This is your business and you DON'T want everyone in your business that includes your family and friends. Only share your business opportunity to people who have raised their hand to you and say. "I'm interested" or "Show me what you're doing".

Lie number two;

Recruit, Recruit, Recruit. You need to make a 100 phone calls a day and remember for every NO you get you're one step close to a YES.

I would love to track down the putz that said this. Let me ask you a question.

How many times do you like hearing the word NO?

How much do you like being on the phone every day hearing the word NO?

I think it's safe to say, "You don't like it very much"

The word NO has taken so many good people out of this business. Here is an example my mentor shared with me and it really hit home for me.

Duffy you've set up candles, soft music some good wine a great dinner a bit of hugging and kissing then your spouse says "NO". All right just 99 more times and you'll get lucky.

That put things into perspective for me real fast.

Did you know that 90% of the population is sales resistant, no wonder you're hearing the word NO so much.

And some knucklehead say's NO is a good thing. Moving on.

Lie number 3,

If you have no warm market you need to spend money and buy leads.

WRONG!! You DO NOT have to buy leads. Personally you're just wasting your money. There're people spending hundreds of dollars every month for leads. STOP IT!!!

Remember a bought lead is a bought lead. I don't care if you paid \$5 or 5 cents a lead is a lead. When you call these leads chances are they don't remember what forum they filled out or the person gets upset because you called them.

Once you truly understand that people are not numbers, they have goals and dreams just like you. And they're real people. And just like you they don't want to be lied too and just like you they want a true opportunity to fulfill those dreams and goals. If you get just this you'll go very, very far in this business.

Network marketing is a Relationship Business NOT a Sales Business. As soon as you understand that you'll have people saying to you "PLEASE sponsor me into your business"

Until then you're DEAD in the water.

I have NEVER bought a lead with my network marketing company and I don't spend 10 hours a day making phone calls, I have people contacting me everyday asking me about my business.

If you had people calling you how do you think your lead calls would turn out compared to you calling people? Please tell me I don't have to answer that for

you.

For those of you buying leads stop wasting your money, prospects are everywhere.

I have tons of ways of getting leads for free, but here's one tip that will reveal prospects to you everyday.

First LISTEN to people, that's the most important thing you need to do. You've heard this "One mouth two ears" Listen twice as much as you speak.

Ok how do you determine if someone is a prospect?

Let's say you have a company that provides a nutritional product that helps with weight loss. And now lets say you're talking to someone and they are complaining about how they can't lose weight.

All you have to say to this person is this: "Have you ever thought about doing something about it"?

If they say "YES" you have a prospect, depending on the time and place this person has just given you permission to provide them with a presentation of your product. You could give them your business card, send them to a web site or provide them some brochures about your product. Or ask them for there contact info so you could send them some info later.

If the person says "NO" ...you say, "OK".

THEY ARE NOT A PROSPECT, REPEAT NOT A PROSPECT... forget about them, move on and keep listening.

This is just one-way there're lots of other ways to find prospects. The point is you never have to buy leads to find prospects.

It's a shame that so many lies are being told just to get people into a business, just because the rest of the world is doing it doesn't mean you have to. Tell people the truth, listen to them and truly hear what they are saying. Build relationships; help a person, that's how you build a business.

If you can help them GREAT if not that's ok too. Not everyone is suited to fit into your business; and you would be a fool to think so.

Personally I would rather have 10 people that wanted to be in my business and that I told the truth to from the get go, then a 100 people I told what ever they wanted to hear so they would join my business.

Until Next Time

To Your MLM Success  
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