

Discover the Truth Behind the 'Secrets'

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**Discover the Truth Behind the 'Secrets'**

**By Glen Palo**

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And the emperor has no clothes.

Do you believe the "heavy hitters" in network marketing or internet promotion will really reveal their secrets to you for \$29.95? Do you believe there really are any secrets to success in the first place?

I don't! And I will tell you why.

First things first. Marketers use power words to get your attention. I used three power words in the title, "discover," "truth" and "secrets." Over the years marketers have found that certain words trigger emotional responses that arouse curiosity in readers (or consumers if you like).

"Secrets" is such a powerful word because people want to believe there is some magic formula behind the "heavy hitter's" success. After all, they did not become a heavy hitter without being successful. People want to know what they did that made them successful in the first place.

There are a few individuals that if you dropped them naked in the middle of the Sahara Desert in two weeks they will drive out of the desert in a new Ferrari wearing a gold Rolex watch and Armani suit with a downline of 1,000 people. In other words, they have a talent or gift that cannot be duplicated. So what does the average person do to become a heavy hitter? Or better yet, what does the average person do to become successful?

You are not going to like this.

Heavy hitters work the numbers. They use a system to work the numbers. At some point in time, they contacted enough people to generate enough business volume that created the incomes they have today. They use a system in order to predict the results given a specific number of contacts. In other words, they know if they contact 100 people, a specific number will buy their product or service and a specific number will join the business.

Secondly, once they become heavy hitters, they use their reputation as heavy hitters to create additional income. They have huge centers of influence. If Ms. Heavy Hitter decides to leave the current company and move to a new opportunity, she has enough influence that many in her organization will leave with her. Of course, those that are closest to her get the word before those that are well down in the organization.

Observation: It is amazing how many successful network marketers (heavy hitters) market generic business support and training materials. (At some point in time they will "pitch" their opportunity; "back-end" the opportunity if you will). Makes you wonder where the money is.

Does it pay to join a business opportunity "under" a heavy hitter or use their secrets?

In my opinion, the answer is a resounding NO. The reason is, to copy a phrase from the financial industry, that past performance is no indication of future success. What worked for one person, may not work for another because of differences in circumstances, individual skills and the like. Remember the guy in the desert?

In fact, joining a business opportunity under a heavy hitter may be detrimental to your wealth health.

For long term residual income, a business must be based on the retailing or consumption of products or services. Consumers must want and use the products because of the value associated with the product. Not the fact that there is a business opportunity associated with the product. If people join a business opportunity because of the compensation plan

or "personality" currently promoting the opportunity, there is a tendency for them to leave when a better compensation plan or "personality" comes along. There is nothing worse than having a portion of your downline disappear because they moved to another opportunity with one of your upline members.

Another key to success and long term residual income, if you are not going to work the numbers, is to take the time to develop strong relationships with your business partners. Be selective with whom you allow into your business. Ideally, they will be your business partners for a long time to come. Developing strong bonds protects you and your partners from the vagaries of business life like changes in company policy, compensation etc.

The truth is: get rich slowly. Build relationships first.

## **Secrets We Keep From Those We Love**

**By Timothy Cole**

Everyone keeps a few secrets from a husband or wife, boyfriend and girlfriend. And people keep their secrets for a lot of reasons. Often people are embarrassed or they are fearful of a partner's hostility or possible rejection.

And research shows that it is in one's best interest to keep some things private, especially when partners or spouses are likely to respond poorly to the truth. Being rejected, scorned, or stigmatized does not help any one work through a serious issue.

But, keeping secrets can also be harmful.

Keeping secrets often prevents people from dealing with the problem at hand. Keeping secrets leads to increased stress, anxiety, and it often makes people think about the issue (event or topic) more frequently.

For instance, people who have a secret crush on someone often dwell on their feelings more than people who are able to talk about their feelings out in the open. More often than not, keeping something secret makes it seem more important than it really is.

Likewise, revealing secrets is very helpful when it is done right; that is, in a safe, non-judgmental environment. Revealing secrets can reduce stress, it helps people let go of an issue and think about it more clearly.

If a secret is bothering you, it really does help to get it out – as long people don't respond negatively or

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use the information against you.

In fact, research shows that the simple task of writing down a secret, even if no one ever reads it, makes people feel better. Writing a secret down reduces stress – it is cathartic.

With this in mind, we have created a place where people can anonymously reveal the secrets they keep. Maybe you will find that letting go of one of your own secrets is helpful and not so embarrassing after all.

Article by Timothy Cole, PhD. Take a look at the secrets people keep from their romantic partners at



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