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**If It Quacks Like A Pyramid...**

**By Kim Klaver**

Who gets the Pyramid Quack award?

On our conference call the other day, people wondered how to talk and act so that people would stop asking "Is this a pyramid/one of those things?"

One way is to stop, forever, saying and doing the things that evoke this image in the minds of others – i.e. people "who abuse their friends and try to sell them stuff, and get them to sell and take a percent."

For years, it's been all about getting people to sell and recruit. That's the reason countless people discouraged (and ridiculed) my customer-oriented students, "There's no money in customers. All the money's in the recruiting."

I've taught hundreds of classes to those who prefer to amass customers. It's lucrative in some companies, and many stayed in the business because they learned how to do that, instead of quitting.

But some companies pay you to act like you're a pyramid type. We will bestow upon them the "Pyramid Quack" award. Yes, here. To encourage them to change their pyramid quacking ways which make their people look bad.

If it quacks like a pyramid...

"a pyramid scheme is...[where] the need to subscribe newcomers outweighs whatever benefits the products or system has to offer. Many MLMs sell distributorships more than cosmetics [name your product or service – KK]." –Coercion: Why We Listen to What "they" Say

Some people don't know it from the way the business is promoted, but we do two things to make money in the network marketing business:

1) get customers (earn a percent on their orders) 2) Get sales reps who want to get customers and more sales reps (earn a percent on their orders)

## If It Quacks Like A Pyramid...

So based on what they pay people to do, which companies get the Pyramid Quack award?

One gal, Phyllis, a Tahitian Noni rep for years, told the group this:

Typical order: \$120 for the Noni juice per month. Pay for getting a customer (who doesn't sell it) to buy it: 6%. That's like \$5 for getting a \$120 order.(!!)

With such puny pay, who'd want to go after customers? They don't, and haven't, for years, she said. This pay plan tells it all: We pay you to get recruits – people who sell it. We don't care about customers who just buy it (and who don't sell it).

So, we were about to bestow upon the Tahitian Noni International pay plan, the Pyramid Quack award.

Then with great pride, she announced to the group: "But Kim, this past year they've worked to change it – because I think they heard you. As of May 1, 2006, they are paying 20% for customer orders. So now we get \$24 for each of those orders!"

That's what, 3 days ago? After almost 10 years of being in business.

(This conference call will be up on the Talking about Your Great Thing podcast site later this week, so you can hear the juicy details for yourself.)

Tomorrow's blog: The story on the pay plans of two more companies: Young Living and Life Wave. Do they get the Pyramid Quack award or not?

Send in your company plan info and see if it gets the Pyramid Quack award. (Use Comments below.) Here's what info to submit:

1. What's the typical customer order amount? And what do you get (range) if you find them, front line them, and they do NOT sign on to sell anything?
2. Name of company. And YOUR NAME.

Then we'll check it out, and award the Pyramid Quack award to your company, or not.

After all, if it quacks like a pyramid...

Kim Klaver is Harvard & Stanford educated. Her 20 years experience in network marketing have resulted in a popular blog,

<http://KimKlaverBlogs.com>

, a podcast,

<http://YourGreatThing.com>

and a

giant resource site,

<http://BananaMarketing.com>

which features hundreds of stories, tips, books and

CD programs for those who want to learn the art of network marketing.

## **MLM versus Pyramid**

### **By Gino Harteel**

Many people don't know the difference between MLM and pyramid, and I must admit sometimes the line between the two is very thin, but as a simple rule you can see the difference rather quickly by asking yourself the following question ?

"What is more important ? The product or service or recruiting new affiliates or members ?"

A company, any company can ONLY survive when they sell products or services !!!

Then, and only then, they can pay you as an affiliate or member.

When you get commission on recruiting other members WITHOUT selling any product or service you are involved in a pyramid and my advice to you, get out a.s.a.p.

If you are attracted to the mlm, as I am, find yourself a good product or service which you really like, of course use the product yourself, test it, abuse it and if you are still convinced this product or service is the best you have ever seen and you believe every soul on this planet should know about it, than go for it.

For me it is promoting the UK Lotto and Euro Millions through mlm, you can check

[www.info-lotto.com](http://www.info-lotto.com)

for more info.

Good luck to you and find yourself a good product or service sold by a reputable mlm company.

Gino Harteel has been involved with mlm since 1997 with ups and downs. On

[www.info-lotto.com](http://www.info-lotto.com)

you

If It Quacks Like A Pyramid...

can find out what has been working very well for him.



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