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**MLM Cyanide Pills: Top 5 Sure-fire Ways to Kill Your Network Marketing Business**

**By Gobala Krishnan**

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If I walk down the street today, telling people about my network marketing opportunity, and someone asks me "Isn't that a pyramid scheme?", then that guy is bound to get a hard knock on the head. Network marketing, since many years ago, have come out of the closet and it's somewhat 'shady' and 'unorganized' practices.

Today, network marketing, or multi-level-marketing, represents a legitimate, professional and serious business opportunity worldwide.

However, it is important to realize that network marketing is still a relatively new industry, and most people still don't get it when running a MLM business. Although it is a 'business', running it like an ordinary business will often do it more harm than good. Here are 5 ways to feed your MLM the cyanide pill:

**WAY 1 – 'You're invited to my MLM party'**

Surely nothing is worth more to a business person than reputation, especially to a network marketer. Yet, there are some who still insist on tricking others into having a look at their opportunity.

There are many ways of doing this, with the best (and most notorious) being inviting people over for dinner or a birthday party, then all of a sudden enlightening them on how their lives suck big time, and how the only way not to die poor is by being a member of your downline.

Surely, many people who scream at the mere mention of MLM have gone through these deceptive marketing tactics before, and have convinced at least 10 others on this 'evil scheme that corrupts the minds of honest men'.

**WAY 2 – "My upline leader is god"**

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It is true that in order to achieve success, you need to learn from a leader who is already successful. However, this does not have to be your immediate sponsor or upline, especially one that had been 'assigned' to lead you. In fact, you'll need to make an effort to make your way up the line to find someone you can relate to, who is already achieving the success you want.

As in any other business, all human beings are selfish to a certain extent. You need to associate with a leader who will help you develop long-term personal development, as well as short-term sales or recruiting results. Beware those who merely push you towards achieving sales targets.

### WAY 3 – "Now it's your turn"

Network marketers in the matrix-plan systems are the most likely to fall prey to this suicide move. It's common in these type of plans to hear the magic words "All you need to do is recruit three".

In reality, however, this is rarely the case. Every network marketer in matrix, breakaway or other plans need to know that they will have to sponsor or recruit many people personally before success is within a stone's throw. Relying on others to "do their job" is a utopian idea that will not work.

### WAY 4– "I'll take 2 months off"

Consistency is the key to getting great results in anything we do. Professional soccer players know that even one week off can cause a drop in their fitness levels.

When it comes to marketing your MLM opportunity, think of it as a pipeline, draining water from a well 20 feet underground. When you turn off this pipeline, it soon dries up, and you'll need to start all over again from the bottom the next time you want to take a sip.

Lack of consistency may not kill your business fast, but it's one good way of giving it a slow death. Small, consistent advertising is much better than irregular, hit-and-run tactics.

### WAY 5 – "Let me do it for you"

Jim Rohn (

), America's foremost business philosopher, probably said it the

best:

"You can help a thousand, but you cannot carry three on your back. You have to learn to help those who deserve, not those who need"

Perhaps every network marketer, at some point, is guilty of this, especially when it comes to family members and friends who join their opportunity. I know that I am guilty of being the delivery boy, the chauffeur and the clerk in my first year in network marketing. I have, at one point of time, tried to baby-sit my team members.

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All I learned is that you simply cannot drag someone across the finish line. If you attempt to, you will drag yourself down into frustration and failure.

It's much better spending your time looking for people who deserve success, rather than helping those who simply refuse to give it what it takes.

Good luck, and wish you all the best.

Gobala Krishnan is an entrepreneur, freelance writer and network marketer with SFI Marketing Group, the largest online MLM on the internet. Sign-up for this exciting business opportunity for FREE at [http://www.gobalagobala.com](#) and receive a valuable kickstart package.

### **MLM Blunders**

**By Adnan Jamal**

It's really strange! Too many people start an MLM business with excitement, enthusiasm, anticipation and thrill, only for the reason that they want to be a successful home businessman. There are many people, who right now are not as successful as they would like to be. If your performance in this field is error free and you have adopted a path that has least possibilities of failure so you can do this business in a proper way as well as make lots of money. There are so many mistakes, people make in their network marketing business. We want to explain you some important mistakes people make in their Network Marketing businesses. If you avoid those mistakes in your MLM business, then you can observe that there is a drastic increase in your profit. We are now discussing main blunders people make during their MLM business.

First thing is that, make a trusting relationship with your new prospect. A relationship in which he/she trusts on you more than himself. It is nearly impossible that a person do not trust you and risk his hard-earned money with you as his sponsor. So keep in mind this thing that your new prospect must have great faith in you.

Now, let me explain to you what a cold list is. It's a list comprised of names shown no interest in your offer. They do not pay attention on your attractive offers and they also don't care about the position of your company in the market. If you mail your opportunities and offers to the cold list then it must be fruitful for you and your Network Marketing business. This technique is much fruitful when you are mailing to the person who ask for more information about your opportunity.

Avoid laziness in your business as much as possible. Laziness is disastrous for your Network Marketing business. In order to earn money you have to be hardworking and meticulous. Many of us talk so much about working to make money but never really apply the concept in their real life.

The main thing in Network Marketing business is to learn about every aspect of your business. Because this is network marketing. It's not a joke. It's a real business like other businesses and in a real business you must have to be aware of every aspect of that business.

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This is a fact that not all human beings are equal. This is not necessary that you don't make a single mistake throughout your MLM or network marketing business, but you can try to avoid those mistakes as much as possible. The mistakes we made normally in our network marketing business as discussed above are easy to avoid and if we successfully avoid them from our network marketing business, then we surely make us a successful network marketing businessman.

For further reading please contact

I am an IT postgraduate student. I love to write articles on business related topics.

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