

Movie "believe" Boring, Disappointing

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**By Kim Klaver**

I knew this flick (

<http://believethemovie.com>

)would dump on mlm, and I went to see it with high

hopes because I figured if nothing else, we'd promote it to all New Schoolers as a way to tell their prospects: This is how we do NOT do this business.

But alas, the old style revival meetings depicted in the movie, based on the director's Amway experiences years ago, were so dated – they represent a bygone era. No doubt some people still act this way, but we are no longer the naive audiences of 20 years ago. It's a much more skeptical marketplace today and there's no way anyone but the most backwards of folks would fall for the stuff shown in the movie.

At the end of the screening, I asked the writer-director Loki Mulholland if he thought he might want to appeal to the 13 million networkers by including a scene showing how some people are doing the business in much better ways...to contrast with the slimy methods shown in the movie.

"Well," he said, "one or two mlm company types have already told me they'd use this to show their reps how NOT to do the business." "But," he added, "why focus on 13 million networkers anyway when there are 100 million others out there?"

I came prepared to promote the film on my blog, and to buy 1,000 DVDs to give away as "here's how we don't do it" items. Instead, I saw a mediocre flick by a guy who wants to settle old scores, and play to "everyone but network marketers."

His request to the audience: If you have horror stories, please tell us and we'll include them. Geez, thanks. We didn't see enough in the movie?

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What he doesn't seem to get is that most of those 'everyone elses' he's dreaming about don't care enough about our field to go see a movie or buy a DVD about it. Especially a mediocre one at best.

We do. And to turn us off is to lose his best audience of all.

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

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### **The Latest Media Trend – Movie Downloads**

**By Chuck Dunlevy**

#### **The Latest Media Trend – Movie Downloads by Chuck Dunlevy**

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Think about this. You go to your local media store and pay \$19.95 for a movie. If you really want to expand your movie collection, this can get expensive. Why not sign up for a membership to a movie download site and pay the same price to get unlimited movie downloads directly onto your computer. The software pays for itself after one download. Buy one movie, get life time movies for free. You surely can't get this deal at your local video rental store.

As you can see, the digital download trend is now the way to go to get all your favorite movies. Simply become a member of the site that suits you and immediately have access to unlimited movie downloads all for a one time fee.

Chuck Dunlevy is the webmaster of <http://www.entertainment-headquarters.com/movies.html>. He has developed a keen interest in the latest media related products and has built a website geared toward bringing consumers the best products that are currently available on the internet. Visit <http://www.entertainment-headquarters.com/movies.html> for more information.

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