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Success In MLM And The Mistakes To Avoid

By Beverly Butler

Like anything else success in network marketing or mlm(multi-level marketing), comes with a lot of hard work,patience,time, and of course, it comes with it's own learning curve. How fast one gets past the learning curve depends on education, training, and how fast one learns and avoids the mistakes often made in a network marketing business. In this article and the next one I want to focus on some common mistakes people make in network marketing and how you can avoid them and not let them hinder your success.

One of the first mistakes is listening to `hype'. Have you ever heard someone tell you to `join my company -you'll get spillover' or ` I'll build your downline for you' or `you just need 2 people and you'll be rich'? Well , you know and I know it just doesn't work that way. Too many times people promote `laziness' just trying to convince people to get in their mlm company. They are desperate and are desperately trying to build a business this way. It won't work it never has and never will! It takes a lot of hard work and time to build a successful long-lasting network marketing business.

Another problem in every network marketing business is you have people signing up and then not doing anything. When they are new they don't know what to do! Training is a must! Most companies don't do effective training and uplines a lot of times don't do any. People have to be properly trained so they will know what to do otherwise they will do nothing or do the wrong things and end up worse off. This is why you need to have a system in place to plug them into immediately to get them trained and making money ASAP. When people know what to do they are more likely to do it. This brings us to the next mistake and that is ...

You must be duplicatable! If you don't have a system in place that's simple and duplicatable then you will have a hard time succeeding. Network marketing is about duplication. That's the heart of network marketing. This is why 95% of people in network marketing fail - they are not duplicating. The other 5% are recruiting machines and they do most of the work. They can bring in distributors by the truckloads and build a big business but not many of their people can do that. Do you really want to build this way? Wouldn't it be nice to bring in people with a proven duplicatable system and plug them into it and then they do the same thing week after week? Imagine how fast your business would grow! Now it never works that everyone is going to build a business that you sponsor into your network

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marketing company, but what if just 30% duplicate what you're doing? Would that not be super growth over time? Run the numbers! And besides just having distributors as customers is a good thing— they don't all have to sponsor people. The idea is having a lot of people doing a little bit.

Another mistake is talking to "friends and family" first about your opportunity. That's not a good idea unless "Aunt Sue" likes network marketing. Talk to them about your products and get them as customers. Then when you're making 4 or 5 figures a month you might then mention your business to them but never make a big deal about it. Be elusive and say just enough to elicit more questions from those who might be interested.

Another big problem is not managing your time wisely. This is a killer for your business because certain things must be done daily to consistently grow your business, and if you don't manage your time you'll end up frustrated, broke, and in a bad mood with network marketing. If you fit into this category of not managing your time efficiently, or if you just want to get more out of the time you're spending with your

business then I highly recommend a program called 'simpleology' at

<http://www.simpleology.com>

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will help you manage your time and help you to understand what you need to do to accomplish your goals and show you the fastest way to reach those goals.

This is the first part of a 2 part series— you don't want to miss part 2! We'll look at how choosing the wrong company can have a major impact on your success and how fast you get there. Plus, we'll look at other critical mistakes so common that people make in network marketing.

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Beverly Butler helps struggling network marketers become successful with a proven system for MLM success no matter what company they're in and helps educate them on how to grow their income to unprecedented levels. Her website is

<http://www.2yourmlmsuccess.com>

Successful MLM Business

By Dorothy Miller

People have been drawn to multi-level marketing, or 'MLM' businesses, for many years. MLM businesses can cause an initial investment to double or even triple.

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If you own an MLM producer or distributor, or are thinking about starting one, you need to know the common mistakes. A little education now can help your venture keep from becoming another error-prone MLM business. Here are some key points to consider that you can help you create and operate a successful MLM business:

1. Avoid MLM groups that offer commission-based compensation to distributors. These types of operations are often indicative of illegal pyramid operations. It has always been standard day-to-day business practice for MLM groups to entice groups and individuals to become part of the MLM group. MLM members will approach these groups or individuals, and explain all the benefits of their particular organization. However, if the MLM business offers commission-based payments, they're not likely to deliver on their promises. While this is not always the case, care must be taken. You may be guaranteed a job, but who knows when you'll be paid? A salary or hourly rate is a good indication of a successful MLM business.

2. A successful MLM business will not offer to pay you for recruiting more distributors. This is another sure sign of fraud. To avoid being a victim, be sure that you are working for compensation only.

3. Stay away from MLM business groups that hold new distributors responsible for buying expensive products or materials. This can be another sign of potential danger. There are pyramid groups that force their new members to pay for costly merchandise. In these fake pyramid schemes, any money is good money, regardless of where it comes from. Avoid these groups at all costs and if you're already in one, get out as soon as you can.

4. Some distributors fail because they are not willing to devote enough time or attention to their MLM business. Before making any commitments, make sure that you're willing to give it your all. If you want to have a successful MLM business you need to go in with full confidence and a real desire to succeed. It will take weeks or even months to start building your MLM career, so make sure you have the willpower to stick it out.

5. Be wary if some of the MLM operators take the business reluctantly. To have a successful MLM business, every member of the group needs to work hand in hand to accomplish and sustain the set of objectives. This practice is not just recommended, it is essential for success. If one person in the group is not pulling his or her weight, the business will be doomed.

6. Know why you want to operate an MLM business. This is an important point that's usually overlooked. You'll likely get into the MLM business without really understanding the operation. As a result, you'll lack a business plan and one day, you'll realize that you have not definite target or objective in your business. From the very inception of your MLM business, you should always have a clear picture the reasons you are driving the business. Don't assume that a successful MLM business will run itself. It's not easy to recover from lost revenue; the key to success, and profits, is setting your business objectives.

7. Stay committed. It's not enough to go into your new MLM business with both guns blazing, certain that you'll be a shining success. You need to have a well-established commitment to work and duty. Be committed to your work and believe in your product. Take the time to pinpoint your MLM business

weaknesses so you can correct any past mistakes and improve your performance.

Countless business owners have operated a successful MLM business, and you can too. Knowing exactly what you're getting into is just the first step to success. Having a plan and staying committed will take your business all the way to the top.

Dorothy Miller contributes to several web sites, including

<http://himug.com>

and

<http://mibow.com>



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