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The Gaping Gap In Network Marketing

By Kim Klaver

Do you think there's a bit of an integrity crisis in Network Marketing?

Hmm.

Phone rings. The gent on the line asks my student if he's open to making some extra income.

"What do you have?"

"If I could show you a way to make \$8,000 in your first 30 days, would you be interested?"

"Are you doing that?"

"Err, no. Actually, I'm new to MLM and I hate making calls, but this is what my sponsor told me to do."

A gent sitting in one of my classes said he was running an ad that was pulling in lots of interested people...here's what he said he was running:

"If I could show you a way to make \$5-6,000/mo working 10 hours a week, would you be interested?"

I asked him: Are you doing that?

"No."

Do you know anyone who is?

"No."

Why do you run the ad?

"It pulls."

The Gaping Gap In Network Marketing

Is anyone you pulled in doing that?

"No."

A lead attorney for a firm in Canada who specializes in bringing in American direct sales and network marketing companies into Canada was describing the paperwork required, which included descriptions of how the sales reps would be trained.

When I asked her if all companies expanding into Canada got the third degree like this she said, "No. But we all know that people in network marketing will say whatever they have to in order to make the sale, so the Canadian government feels like they have to protect their citizens against that."

Will you help us close the gaping gap? Between what you promise someone and what you and others have experienced?

Listen to what you say when you present the business to someone. Hear any promises you can't keep? DUMP THEM.

Review the copy on your website and any emails that go to prospects. Especially those in autoresponders.

No predictions about what will happen to anyone else when they join up. We don't know for sure, do we?

What we do know is that 95% of those who start, don't finish. Their experience is nothing like what was promised.

Just stop promising. OK?

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>

Mind Your Dishwasher Air Gap

By Scott Hares

Have you noticed your kitchen dishwasher air gap lately?. That's the thing that mounts either directly to your kitchen sink, or the counter top. It looks like a small upside down cup with vent holes. In the event that your kitchen's dishwasher drainage should back up, this little gadget makes sure the backed up water gets directed into your sink instead of your floor – and the dishwasher can empty out.

It's amazing how every time you turn around, the air gap is pointed away from the kitchen sink. You want to make sure the air gap actually points towards the kitchen sink so that it can do its job properly. If you have an inattentive spouse or house cleaners, the dishwasher air gap seems to constantly point in any direction other than the kitchen sink.

In this condition if your dish washer were to back up, the water would spill from the air gap all over the place, all over the remodeled counter top, down the refaced cabinets, into the cabinets, and onto the floor – probably ruining that expensive new kitchen cabinet refacing job that looks so good. You could even wind up damaging the flooring depending on what kind you have.

There might be some models of air gap that have a way to limit the air gap to point at the kitchen sink, or perhaps a way of modifying the air gap so that it can not rotate out of position, but it's the kind of thing that should not be necessary.

If your dishwasher air gap has a habit of getting rotated around until it no longer points into your sink, it would be a good idea to make a habit of taking note of it whenever you use the sink – correct the situation and make sure it points into the kitchen sink. You will be so thankful you did when that dishwasher finally does back up.

Scott Hares writes for

<http://kitchen-remodeling-pictures.com>

A free informational resource for anyone

considering a new kitchen remodeling project.



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