



## Tip Sheet Eighteen: **We're in Business for Ourselves and for Each Other**

A quick question for you!

What do you think of the statement so often put out by MLM Home Offices?

***“With us you’re in business for yourself but not by yourself”***

Do you think this sums up the Industry effectively enough?

Don't you think this statement is too inward looking?

Mmm?

It's interesting isn't it?

When we're looking for Home Business Opportunities, we naturally assume that we're going to play the role of Distributor... or Agent... or Seller...

And with that comes the thought 'can I sell this?'

What also comes to mind is “what will my family and friends think about the fact that I'm going to be a Distributer, a.k.a. an Agent or Seller for these people.

(We think that this is the totally wrong way to think about an MLM Business... but more of this later)...

The moment we sign up to an MLM Business Opportunity, we're up and running starting to look for ways to advertise and sell our chosen product and opportunity.

Then, once we've identified prospects, we meet them and 'sell' our opportunity to them. We overcome where possible any of the objections people have and then let them make their own mind up... then the whole process starts again.

Once our prospects have joined, we help them raise their first order, have them sign up to autoship and then set about helping them find their downline.

And this happens right across the World, where hundreds of Opportunities compete!

But... when they don't join... or when they don't sign up to autoship...

... or worse still, if they silently disappear from trace after signing up, without you ever knowing the reason why... what then?



Is there any logical reason why MLM doesn't appear to work for the majority?

- Is it because we're each so insular?
- Is it a lack of trust between us?
- Is it a lack of communication?
- Is it a lack of understanding what we need to do?
- Is it because the Industry is so focused on the one to one relationship between Sponsor and Prospect to the exclusion of all else?
- Or is it about what we think the Industry is about... and how we feel we fit into that?

Mmm?

Aren't there better ways to think about and operate a MLM Business?

Mmm?

So, why do the majority of downlines disappear after a few weeks and months?

Why can't people create real profitable MLM business with growth that is sustainable?

Or is MLM just the way it is because that's the way it is and it'll never change?

Mmm?

Maybe we're thinking about MLM in the totally wrong way?

Right now, don't we view ourselves as Distributors!

As Agents and Sellers of Product that comes from a Corporate Body... isn't there a whole of accompanying baggage too? For instance:

- Is this really for me?
- Can I sell this?
- Who can I sell to?
- How much time can I afford to spend advertising?

You can see in this situation why so many people struggle with MLM... you can see why it takes so long to make a decision... and why, very often no positive action is ever taken by the majority of participants.



You see, often as Distributors of an MLM Home Office we see ourselves as no more than an extension of their Sales Department. And who wants to be that?

Then, if no one can see any signups on the horizon, why should they sign up to autoship or buy any product?

It's a self defeating cycle of inaction which just screws up the opportunity for everyone!

So what now?

How do we move on?

You know, we're ALL responsible for our own and our collective success AND we're all responsible for the types of message we put out to others.

All this Get Rich Quick nonsense...

The hype... the best product in the World... the latest blah, blah, blah... it's all nonsense!

**Instead, shouldn't we see ourselves as someone who is a part of a revenue generating team of Business People who get value from operating together?**

**Clearly, if we cannot operate together and do the very things we need to do then there is no business and no hope for anyone involved in MLM.**

If we only care about ourselves and have no regard for, or interest in, how someone 9 levels below us is going to succeed, then we deserve to fail.

Conversely...

If we only care about ourselves and have no regard for, or interest in, how someone 9 levels above us is going to succeed, then we deserve to fail too.

Which means our entire thinking has to change!!

We all have to take responsibility to learn not just the basics of MLM, but how we can actually optimise the Industry for everyone.

And that's precisely what the MLM Friends Platinum Club is designed to do.

What point is there continually competing in over 500 different MLM Opportunities?



What point is there for having large numbers of people jump from one opportunity to another in quick succession when their role as Distributor yields nothing?

What point is there, signing up to many different MLM Opportunities all at the same time?

What point is there in keeping the way we all promote MLM the same, when in the main it doesn't work for the majority?

And what is it going to take for the millions of people in MLM to wake up and move away from the inefficiencies of our Industry and our current thinking?

For anyone to become truly efficient means that others need to become efficient too.

That starts with what we all believe we are and what our part to play actually is.

Now... the messages coming from Home Offices stating 'you're in business for yourself but not by yourself' is pure nonsense... it's designed to make you feel warm and want to align yourself with the Business in question.

If this is so then, why do we take all the risk finding Customers?

In reality when a Business says "you're in business for yourself but not by yourself" – this just means that it is there, to support you with product and a back end sales and delivery mechanism... needed by all Sales people to do their job.

However for us to succeed in MLM shouldn't we need ditch this mentality and embrace this instead:

**“We're in business for ourselves and for each other”**

In other words:

All of us as Distributors need to operate cohesively together NOT against each other and that requires the right mindset up front, before we ever sign up to an opportunity.

For example:

- Which Business should we ALL sign up to, to maximise growth and income?
- What is the best way to sell this collaborative methodology NOT the product?

You see once we know where best we should be putting our cash and time effort, all we need to do is focus on finding the RIGHT UPLINE and DOWNLINE.



When we focus on each other...

When we have trust in each other...

When we are credible collectively...

When we act together... in terms of purchasing product and signing up to autoship...

Then we have a basic platform for growth.

Yesterday I read a post which said, do we build our downline wide or deep?

Rather an academic question I thought, given most people fail to sponsor anyone.

When we focus on the irrelevancies like his, we tend to lose focus and lose touch with reality.

Our reality as Network Marketers is to create LONG TERM business that:

- Is sustainable through product benefits
- Where there are strong relationships with our upline and downline
- Where we ALL do exactly as required when it's required
- Where we ALL help each other
- Where we ALL use common platforms
- Where there is common understanding and knowledge

When we can draw on and rely on each other like this, and all start to make the kind of money we want, then MLM will have come of age and be a worthwhile asset across society.

This way, we're all individually and collectively responsible for actual business growth and profitability.

The relationships we build must last a lifetime... not for a day or so until someone signs up or leaves...

Then the products we use, must be there for the long term.

We're kidding ourselves into massive failure if we think just becoming a Distributor for some Corporate Body is going to make us a fortune in today's highly competitive market.



It won't.

It can't.

But... if we change our thinking... and this becomes our rallying cry:

**“We're in business for ourselves and for each other”**

Then... each of us as Distributors can make a difference to each other.

Then we won't be afraid to take action. We won't be afraid to spend our money. We won't be afraid to sign up to autoship. We won't be afraid to speak with others... nor others with us.

So, let's move the focus of our thinking to one where:

***Every person is a Strategic Player... an important and utterly, utterly indispensable part of the whole, without whom no-one would be able to achieve anything.***

Isn't this the future?

When we think like this, the focus moves from being a Tactical Seller or Advertiser who is just going through numbers... to a ... Strategic CEO and Home Business Owner able to create the necessary awareness, who takes action and who inspires others to do the same...

Now that's REAL COLLABORATION!

So then, are you ready for a little collaborative MLM thinking, and action?

Are you ready to find out where you should be investing your time and money?

***Are you ready to find and work with enlightened Network Marketers who want to be in business by themselves and for each other?***

Yes...? Fantastic!!!

Then come and join us? It'll only take you a few minutes to sign up:

<http://www.mlm-friends.com/friends/index.php?mode=join>

Thank you and see you soon!



## About the Author



Bob Thompson is the Founder of the MLM Friends Platinum Club - an amazing new Private Members Club for Network Marketers, one that provides a collaborative environment to select and promote MLM, Network Marketing and Matrix type business opportunities with like-minded home based entrepreneurs.

His Network Marketing experience spans over 17 years; and he's been an Online Instructor for a US Marketing Company too.

But that's not all; Bob is also a senior Procurement Executive with a lot of experience transforming Corporate Procurement across EMEA; he has also developed from scratch a Procurement Consultancy which successfully sold into the UK Public Sector. Bob has used a combination of Technology, Processes, Resources and leading edge thinking to create Procurement integration and improvement within the Corporate Environment providing significant multi-million \$ commercial value.

It's from this unique background, that Bob has identified a 'no-nonsense' way to help Network Marketers throughout the World find, invest and collaborate in the best Home Business Opportunities for faster and bigger residual income checks.

Bob understands that MLM today is not just about marketing and advertising. Indeed, he goes on to say that "poor choices when investing in new online MLM opportunities is more likely to kill your business before you've even started marketing it."

His new Private MLM Club, the MLM Friends Platinum Club is jam packed with web tools and advice to get Network Marketers everywhere collaborating together in the best opportunities so that everyone earns more.

Bob is a Full Corporate Member of the Chartered Institute of Purchasing and Supply and Institute of Logistics.

### Links:

MLM Friends Platinum Club: <http://www.mlm-friends.com>