



**Tip Sheet Twenty: Care enough about MLM to start to change it for the better?**

Why should we bother with MLM?

It's an old hat idea that we've all got terribly wrong.

We taken the entrepreneurial design of the Business Model and turned it into an unattractive job that no one wants!

The Industry has brain-washed many into behaving in ways that are totally inadequate... ways that simply do not work for the majority!

No one is interested in doing the basics... like buying product or signing up to autoship anymore...

Competition is stifling the Industry, and there's no performance measurement of any Opportunity... in short it's a lottery!

And still the same old hype is regurgitated time after time after time.

It's enough to make anyone who's been in the Industry for any length of time cry!

What a bloody shambles!

How did we get to this?

How did we manage to take a concept and so utterly screw it up such that the Business model has become so inefficient!

Who in the World wants to spend so much time advertising to so many just to sponsor a handful of people?

And still many are blind to the failings of Network Marketing!

Heads stuck in the sand...

Inappropriate messages sent out to prospects that bear no resemblance to reality!

My word, when are we going to wake up!

That said, maybe we shouldn't?

Instead, let's just abandon the concept of Network Marketing and stop spreading false hope?

Why perpetuate failure?

Mmm?

OK... maybe not



Instead, let's all make it BETTER...

I say...

Let's wake up to the reality of Network Marketing and do something about it?

Let's make it right?

Let's show the World how it should be done?

Let's stop the bullshit and nonsense in their tracks and take back control?

Our World is already chaotic, so let's not continue with yet more chaos through poorly managed MLM Business?

***It's up to you!***

***Yes you!***

Get your head out of the sand and do something positive!

Wake up to why MLM is failing and do something about it!

Let's pool our resources and start to operate efficiently?

Let's talk about what we should all do to enhance the Business for everyone, after all we're all here for one thing - an improvement in our finances and quality of life!

Let's take MLM and lift it above pure tactical advertising?

Let's make it an indispensable Business Model for those that want a better life!

Why?

To build wealth for each other, of course!

To give our Children choices!

Do you care enough about MLM to do something about it?

Want to be a part of something big?

Be a part of a totally new 'collaborative MLM methodology' and 'Private MLM Club' designed to improve MLM for everyone.

Come and have a look!

Put aside all you know about MLM and have a look at a totally different idea!



If you're ready to take the right action for your Business and willing to help others achieve more to, then you need to consider joining our exclusive Membership.

Just one dollar might change the way you want MLM to work forever!

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



## 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>