



Tip Sheet Twenty-Two: **Overcome the Fear of Network Marketing by...**

For all the hype on the Internet about Network Marketing, we should all be worried about the scams online.

However, there is an even bigger worry!

That worry comes down to the huge waste and inefficiency in our Industry.

It's this huge inefficiency that's driving downline attrition and it's stopping the very action that we all need to take to grow our Business.

The answer to waste and inefficiency has got to be 'economies of scale.' In other words massive 'collective' action by people who want to be in the Industry, want to buy product and want to sign up to autoship.

We all want to buy great products that work...

We all want to minimise our costs...

And we all want to break even quickly...

Plus we all want a business that can grow quickly, is easy to run and will be there for the long term...

Now if we all want that, what's stopping us from having it?

The answer is two-fold...

The first reason why we often fail to take the necessary steps comes down to fear.

Fear of wasting money... fear of the product not working... fear of what the spouse or partner says... fear of not sponsoring others...

Fear is huge... it can stop a grown person in their tracks and make them become impotent to take any action... even if that action is necessary and good.

The second reason we often fail, is by not following a process.

Network Marketing is notorious for having hundreds of different business systems. Do we really need that many?

Mmm?



So how do we overcome our fears and how do we collectively find and use the right kind of system?

In two words...

CREDIBILITY + TRUST

Credibility and trust in each other and in the Business and products we choose...

The trouble is, with our competitive Industry, with hundreds of opportunities to choose from and with millions of Network Marketers going round in circles where do we get credibility and trust from?

Simple!

EACH OTHER!

When push comes to shove, the only way most of us are going to make money is by sponsoring others... that's where our revenue is going to come from.

Most Distributors are not going to create huge customer sales... it's not in our blood... therefore the only way we're going to make big money is by sponsoring our handful of 1st level Distributors, who do the same, who do the same, who do the same... ad infinitum!

Now the question comes down to how?

How can we all develop such a downline when we're all competing in hundreds of different opportunities?

How do we create such a downline when many are scared of doing anything constructive?

How do we create such a downline when people jump from one opportunity to another?

How do we create such a downline when there are so many free members and no one cares to sign up to autoship?

Clearly there has to be another way?

One that overcomes the fear... and brings people together to do the simple things which need to be done in a credible and trusting way...

Mmm!



The first thing that we need to understand is this:

WE ALL WANT AND NEED TO MAKE MONEY!

And the second is this:

NONE OF US CAN OPERATE ALONE!

And the third is this:

NETWORK MARKETING IS INEFFICIENT AND TOO COMPETITIVE – IT'S ALSO IMPERFECT

Once we understand these three things we can move on and overcome our fears by finding and following a process that *helps us all*.

Now...

Ask please yourself this question:

What's more important, going out finding leads and pitching your Offer OR figuring out how to optimise your Home Business?

Most people will do the former... they'll sign up to a MLM Opportunity and go hell for leather advertising without ever knowing how to build their business in a way that'll last for years.

Many will say to you that the Internet has changed MLM forever... yet it has... it's made the World small... it's opened communication to millions... the cost is relatively low... and it's fast...

But the Internet isn't a business builder... that's done by people.

So if we show people how to optimise their MLM Business using the Internet first, chances are we'll all be able to create more credibility, have trust in each other, overcome our fears and just do what's necessary!

If this sounds like a Plan worth pursuing, please click here:

<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>