

# YOURBIZ

## Why People Fail In Network Marketing And What You Can Do About It

It's not a big secret that 97% of the people who get into network marketing fail. Most of these people fail not because they have the wrong MLM company, poor upline support or even crappy leads.

Most people fail in network marketing because they simply don't have enough motivation to drive them to do the actions they need to do in order to succeed. In short, they don't have a real enough "why." Notice that I said "real" and not "big" enough. It's important to draw that distinction here. Big dreams are great as are big goals. In fact, I haven't met anyone who doesn't have some big fantastic dream floating in his or her head somewhere.

When you put it in terms of the network marketing business, most people want to be rich, drive a fancy car, live in a 5,000 square foot home and go on lavish vacations. It's just that very few are willing to actually work for it. Once they find out it's not as easy as they hoped they give up or worse yet go on spending money on one get-rich-quick scheme after another.

That's where the big problem in this industry originates: unrealistic or even fraudulent advertising. It's why the majority of the people on the outside of this business see network marketing as a scam.

Marketers capitalize on the greed and desire to get rich quick to draw prospects into their programs. Make big promises, up-sell the potential, talk about a few (mostly fluke) successes and most of all, make it sound really easy. But that's not how it works in the real world.

What does all this hype do for the prospect? It causes them to have false expectations. They expect things to be easy and they expect quick, massive results. They expect to simply push a button and in return have a never-ending stream of cash coming from their mailbox. Is this realistic? No, of course not. And what happens to the prospect that invests money into a "system" like this only to find out that it doesn't work? They get frustrated and many if not most quit to move on to something else or even leave the industry with yet another story of "MLM scams."

### ***How to increase the success of your downline members.***

So how can you combat false expectations and increase the success of your downline? Simple: Focus on the importance of training. Like any other business, network marketing requires certain skills and an underlying understanding of the basics. Building a profitable network marketing business isn't really that difficult, but it's simply not possible without those fundamental skills and actions. Without a solid grip on the importance of self-improvement you will never learn something new because you simply don't want to. If you don't WANT to learn new skills such as

building rapport, involving your prospects or how to develop leadership skills you never will. And you won't have much of a business either.

Over the years we have observed that those who tie into training resources are 300% more likely to succeed than those who don't. I first observed this before I started when I would help customers improve their direct mail offers and save money in the process. In fact it was my desire to help my clients succeed that drove me to develop a system that can help the average struggling networker, not just those leaders able to afford a 5000 piece mailing. Over the years survey responses as well as real world tracking of organizations have verified that the more someone plugs into training the more likely it is that they will succeed.

The reason for the increase in success from training seems obvious at first: Good training develops useful skills. But as it turns out that's not the real secret. Don't get me wrong here, developing skills and using them effectively is vitally important but there is something deeper that drives this. It's the deep inner desire to improve - it's a success attitude. This isn't something you can buy. You either have it, no matter how strong or weak it is, or you don't.

If you want to build a long term residual income in network marketing you'll need to take the focus off of magical systems or reliance on others for success. Systems and support have their place, but as a leader in your organization, you must help your downline understand that self-improvement is the key to success. Plugging into motivational sources and practical training is something they should do on a daily basis. Success doesn't just fall from the sky; it's something you need to work at.

It's only when we "teach people to fish" that we are able to build leaders that can work independently and that are equally capable of developing leaders that are capable of developing leaders. Isn't this is the true network marketing ideal?

*YOUR SUCCESS STARTS HERE*

**YOURBIZ**

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