

# Judging The Entrants In The MLM Parade

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## Judging The Entrants In The MLM Parade

Multi-level marketing may be the opportunity of the 1990's. Many fortune have been made, and many, many more will be made by this simple marketing method. But it seems there are many people who have given MLM a sincere effort and still not have their effort rewarded. There are many reasons for most of them relating to the person's personal abilities and the quality and price of the product being sold. There are ways to overcome those problems and make MLM work for you, and here is what the greats in the field have done to achieve their incredible incomes.

1. Sell only quality products at fair prices. The company supplying the product must be reputable and offer prompt service.
2. Choose specific items or product lines that sell for under \$20 and will lead to later sales of the same item to the same person.
3. Show the product and give brochures to absolutely everyone you know from your brother to your meter reader to the person at the gas company who opens your check envelope. These people will eventually come to you.
4. When using the mails to distribute brochures, always add a personal note written in pen, with each one, encouraging them to read the material and outlining what you know about their business that makes your opportunity so good for them. Get them to read the literature. Personal sales notes are incredibly powerful tools.
5. When using the mails, be careful about using mailing lists. Most commercial lists are overpriced and pull much more poorly than advertised. It is wiser to advertise your opportunity in magazines with classified sections, especially those with other MLM ads.
6. Contact as many people as you can in a 24-hour day. You will not get rich by getting others to make you rich. You will get rich by being successful yourself and by showing others your success and your success will only come through action.
7. Fast money in MLM is rare; big money is not so rare. You may not even get a first check for six weeks, and it will probably be small. The aim of your efforts will be to build toward a network of distributors under you, especially on the third through fifth levels where fortunes are won and lost.
8. Plan your campaign. Know exactly where you want to be in one month, six months, a year, five years from now. Stick with every

bit of the plan you can, although you will find it needs revision as your success grows. If your plan requires mailing X number of letters or holding X number of sales meetings a week, do it, and fill every activity with the maximum amount of efficiency and effectiveness.

9. Never let yourself stay discouraged for more than a moment. Persistence is the real key to MLM selling. The longer and harder you work, the more certain you can be that you will win. Believe it or not, there are still many fortunes to be made, so never blame a good product for your failure. The losers are the dabblers and the dropouts.

10. Unless specifically requested in your contract, don't stay too long with just one product or product line without adding another. Add a new line as often as your finances permit. Department stores make more money than specialty shops.

11. Don't waste time! The more effort you expend in the crucial first few weeks, the more rewards you will reap "downline."