

State of Network Marketing 2016: 4th Quarter

Why Network Marketers Fail and What
We Must Do To Save The Industry!

By TopNetworkersGroup.com

"It's about the Team, not the Company"



TopNetworkersGroup Presents...

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If you are involved in the network marketing industry today I sincerely hope you are in the right place. I hope that you're not like most of the [silly rabbits who will jump from program to program](#) thinking that the way to be successful is to be in first. Being the first person to board a sinking ship, is nothing to brag about. It's not something you invite others to do as well. ***So why are so many people in network marketing doing it?***

It's actually something that makes a lot of sense to me.

People who naturally want to be their own boss do not want anyone to be their boss. **That includes an upline.** They do not want a sponsor to tell them what to do, or what to say to prospects. They really don't want to take advice from the person that introduced 'the business idea' – because most of them feel like they found it on their own.

That's one of the unintentional side effects of the internet. While it has done a whole lot of good for network marketing, it has also made a problem we've always had in our industry **MUCH** Bigger.

That problem is, too many network marketers do NOT sit down and learn Network Marketing.

Even in the old days when the 'only way' to get information on how to build was to attend a hotel meeting, or a big training event at a convention center, there would be people roaming the hallways. There would be people talking while the presenter was speaking, people getting up and going to the back, instead of paying full attention, or taking good notes.

These same people would struggle in the business.

I guess they'd hear the same advice they'd heard before and since they had not planned to follow that advice ever, it wasn't worth paying further attention. I get it. It's too bad they didn't get it though. That attitude is the main reason so many of them failed. It's the main reason so many people ARE still failing.

They have the right mentality to 'not want to work for someone else'. They have the wrong ideas about how that's accomplished. Not working for someone else, does not mean never listening to anyone else. In fact, the best way to end up **Not** working for other people, is to find someone who's not working for other people and listen to that person. Do what they tell you to do, because it's going to lead you to the goal you've set for yourself.

Find someone who's following the advice of a person who's living the kind of life you want to live, even if you cannot find that person yourself. Together you can help each other reach the same destination.

The problem in network marketing that so many people face is that having the wrong ideas about who to listen to leads them into 'falling for tricks'. For example, there are marketers right now flashing butt loads of cash. **This is the goal so many of us want.** We want lots of cash! It's on display in a YouTube Video, and we believe it came from the company that marketer is promoting. **Silly Rabbits**

We forget, that the same people who made commercials showing Whoppers to be huge and delicious for years when in reality the burgers are flat, and okay, Whoppers are still pretty big. **Big Macs** should be ashamed of themselves. I stopped eating at McDonalds years ago, so that's just what I remember. They should have been called 'little Macs'.



I digress.

But then, I hope you get my point. False advertising is a reality – and that is why I emphasize finding someone that you know, and working with someone who's following the 'right people'.

Finding the right people to follow really matters.

Not all teachers are teaching. Lots of marketers do a great job of pulling you in but then you find out it's too possible to duplicate their results. Not only can most people not make videos flashing butt loads of cash, but it's technically not even legal to do that. MLM attorney Kevin Thompson has been keeping a very close eye on recent Federal cases against companies like Herbalife and [Vemma](#). There have been recent rulings, and [statements made by the FTC which should concern all of us in this field](#).

People flashing cash, are actually putting our 'way of life' at risk.

So all of this working as independent agents has put us as an industry in a position where we essentially are NOT regulating ourselves. **No one is listening to anyone.**

If we keep this up, our industry is going to get shut down and is that really what we want???

In order to protect our industry and our way of life, network marketers are going to have to start acting like professionals again. When we were an industry of professionals we followed certain guidelines.

We respected our Sponsor and Uplines.

For one thing you really had to know someone to even hear about a network marketing company back in 1999 when I was first introduced. A friend of mine from high school asked me to go check out one of his buddies who was in town, and he'd hook me up with a job. It turned out to be a meeting for a telecommunications company. The people were dressed nice, everyone was friendly, and even though I didn't know anyone by the time the meeting was coming to an end, I wanted to be part of it. Because the person who invited me out was a friend, I signed up through him.

We operated with Morals and Integrity.

These days, network marketers don't really respect that 'relationship' and will almost sign up with anybody. They'll flash cash they didn't earn from an opportunity to market it. They'll buy leads, and buy traffic, and tell other people that they can do the same thing. Technically true, but if you don't have that same budget, you won't be doing that same thing. They take deals to promote companies they know won't make it out of pre-launch, and sucker loads of people out of money.

We've been doing way too much; and the FTC said so ... which means we really need to get ourselves together. With way too many companies, there needs to be 'some way' to create some order out of all this chaos. Enter, Topnetworkersgroup and our [One MLM System to Rule them All](#).

When [TopnetworkersGroup](#) was formed in 2010, the goal was always to produce professional network marketers who earned professional money. **By that, I'm talking \$30,000 to \$40,000 or more, per year.** After about two years of really pushing ideas around, a business partner of mine and I created [the One MLM System](#), as a way to help us achieve this goal.

Along the way, a whole lot has happened in network marketing. As I write this we're coming up on the end of 2016. It's the 4th Quarter of the business year, and I'm truly more excited about this industry now than ever! I really want to tell you why.

We have nothing but opportunity in front of us.

I've discovered along the way that our OLD problem is still the problem, but it's much bigger now than before. There are too many people who just are not properly trained. Yes, there are loads ... butt loads of information out there. The problem is it's basically information-overload.

A confused mind does nothing.

While so many 'new school' network marketers continue to push us away from the old ways of doing things, we are finding out, more and more that there is so much we should never move away from! That's starting with those personal relationships. **Are you joining a person or a company?**

If you're really and truly interested in making money 'with' someone, why do so many of you allow companies and programs to come between you? What company the two of you market should not

matter. That's not even most of what network marketing is even about. There are way too many companies and yet, all of the people who are making money in them do the same things.

- They work as teams and not as individuals.
- They hold weekly calls with one another, and if possible Meet often (weekly, bi-weekly, monthly) in person... still, to this day.
- They use 'systems' and tools that do the selling for them.
- They focus on getting people to look at information, allowing people to make their own decisions, and showing others how to do the same.

With technologies available to us in 2016, web-conferencing and video-conferencing makes it possible for top earners to take their teams to higher heights than ever before. It's possible to work as a team, even better today, than ever before. Systems even sell better than they ever did 'back in the day'.

However having a deep understanding of how things were done '**back in the day**' can help you with realizing why so many people fail in network marketing *nowadays*.

Most people are trying to be the CEO at the House with no board of Directors. They have no Supervisors or managers. In fact, I'm really just using positional terms most of us are familiar with, to help everyone who reads this understand what it means to have a business (vs being Self Employed)

When you run A Business, It's not about you, yourself, and ... You.

A real business, is a team of people working together to achieve a common goal; usually that goal, includes financial security. All of us reading this e-book right now want financial security, and what comes with it. We want to achieve that through the network marketing vehicle. But then we enter into a 'team' and decide **We are going to be the CEO** Rather than a role player on the team.

I can't tell you how many people I have personally sponsored in the past 2 years who have tried to tell Me what to do. I've recommended books that people should read, only for them to tell me a few books I should pick up. I've had people get on my email list, and respond to emails telling me if I don't call them they won't work with me. I've had to remind them you joined me, I didn't join you!

Network Marketers are out of control right now!

None of us would step into a 'job' situation, and tell the boss what to do. If we got promoted to Supervisor, we're not going to tell the board of directors what to do. Nor would we tell the CEO how to do his or her job. But when we get in network marketing, we figure it's time to have an ego contest.

We make it so hard on ourselves.

The easiest thing we can do as network marketers is shut our mouths and fall 'in line'.

Literally

The Brilliance of Network Marketing is that it's 'business model' is so fluid.

Any company can distribute *any* product or service using this business model. To help you catch up on the history of our industry, the ups and down's it has been through to get here you have to [read Wave 4: Network Marketing In The 21st Century by Richard Alan Poe](#). In that book he speaks about the current age we're in today, the 5th Wave of Network Marketing.

This industry and its business model have been through many phases. It's gone from being challenged as an illegal scam, to being a very well respected way of earning additional income. It is not without its challenges. There are still far too many people losing money than making money. **We have too many free agents, and not enough teams.**

Through TopNetworkersGroup we are building a real team. At the very top is where it matters the most and up until now we've mostly been in beta. It has taken time to truly realize this. It takes time to test and perfect ideas, and I am grateful to all who came along while these ideas have been tried out.

Everyone's input, be it good bad or otherwise has been helpful.

In order for our team to grow into what it's possible to become, we need the right people at the top, helping to steer the ship. At the moment I'm writing this, there are several 'positions' that need to be filled. Over time, we'll naturally review performance and if changes need to be made, changes need to be made. When the leadership team is all on the same page, and vibrating at the same frequency, nothing but **Massive success** is sure to follow.

Oftentimes, this is the greatest challenge. [Get started with our team today!](#)

