

PREPARING YOURSELF FOR BATTLE

The Good News

Network Distribution is an exciting business. There are so many exciting things you can do with your life when you start earning enough residual income that you don't "have a job" or run a business anymore.

The Bad News

In order to enjoy all the benefits of Network Distribution you will have to prepare yourself for battle (we like to call it), but is really no different than any other worthwhile venture. I'd like to tell you the story of Mark Yarnel. He built a business in another company but his determination and results speak loudly for those of you looking at this industry in disbelief.

Note: I have never worked as hard as he did or faced the rejection he did.

Mark was a retired minister. He made a list of 200 friends and began contacting them and inviting them to his home for a one-hour interview to see his opportunity. He never told them much but was enthusiastic, he just said that it was a great opportunity and they needed to get over to his house and see it.

Rejection

80 said, "No! You're in one of those M.L.M. things and we are not interested." The lesson: people will reject you because the timing isn't right for them.

Deception

Out of the 120 who said they would come, 50 never showed. The lesson: people would rather lie than say "no."

Apathy

Out of the 70 people that did come, 57 weren't interested. The lesson: many people are apathetic; they don't believe it. Most people have their dreams beaten out of them by their early twenties and decide to accept life the way it is.

Attrition

After all this, he thought he'd won the battle because he had 13 distributors. After six months, 12 people quit. The lesson: people will give up too soon.

The Win

Mark said that he still won the battle. He said a year later the one person who remained was earning him \$29,000.00 per month.

If you're relatively new and want to get your business really going, I would follow this format. If you did that the same and started with 200 people, you would be very successful in a short time, but the secret is using a simple, duplicable system.

Sit down with your sponsor before getting started and get a system in place. If you have been involved in your business for a while and not seeing the results you want, ask your sponsor to reboot your business.

I hope I've now prepared you for battle as his up-line prepared him.

Jim Pendree