



# Friends, Lies and Network Marketing

By Kim Klaver

Two-thirds of Americans want a venture of their own, according to a Yahoo survey in May 2006.

The number one reason? To do something they love, finally, versus making money to pay the bills.

So, how do you do it without mortgaging your house to buy a franchise or chasing down venture capital?

## NETWORK MARKETING PROPONENTS SAY THAT THEIR INDUSTRY IS THE ANSWER.

Build a network of people who use and market a product line. Start with your own social circle and earn overrides on the business of the people you recruit, those they recruit, and even those multiple levels away. These overrides add significantly to the income from sales of the products or services to customers. Indeed, most networkers focus on the recruiting end of the business rather than on direct sales.

Low barriers to entry are a big draw. No need to spend money on a franchise fee or on store locations. Work conveniently from home, with the parent company taking care of shipping products, collecting from customers and sending the reps monthly checks.

The dream of easy money and relentless promotion of the extraordinary success of a few people, has drawn all kinds of folks to network marketing over the last 30 years. The lure of earning \$100,000 a month, or even \$10,000, is irresistible to many who are not told what it takes to make that kind of money in network marketing. Hence, 95% of them fail...and warn their friends to stay away. Everyone seems to know somebody who has had a bad experience. Network marketing is, perhaps, the most maligned industry in the U.S. today.

How can you get past the negative word-of-mouth to build a successful network marketing business doing something you love?

**Here are twelve tips to make a meaningful career in network marketing—without using or abusing friends, family and neighbors.**

## 1 > DON'T MISLEAD YOUR FRIENDS BY INTRODUCING YOUR PRODUCT OR BUSINESS AS IF YOU WERE RECOMMENDING A RESTAURANT OR MOVIE.

Most new networkers do what their trainers or upline tell them to do: “Just talk to your friends. It’s like recommending a restaurant or a movie.”

But is it? How many friends has anyone lost recommending a restaurant or movie?  
How many friends have been lost recommending network marketing?

Yes, it starts the same way: You meet for lunch or at Starbucks. You exchange news and pleasantries. And then you extol the wonders of your new find. But in the end, you have to tell her you’re selling the thing. That’s when the tension and anxiety set in on both sides—your friend doesn’t like saying “No” to you, and you don’t feel comfortable revealing your hidden agenda at the end and asking them to buy. One of my students said, “I feel like a piranha.”

Networkers joke among themselves that they are members of the NFL—No Friends Left. How often does that happen when you recommend dining at a restaurant?

For fifty years, the network marketing industry has been selling millions of people on empty promises of easy money: “All you have to do is talk to your friends, like recommending a restaurant.” Countless hopefuls have spent \$500 to \$10,000 before quitting. The money from drop-outs (95%) is a major source of income to the companies and the distributors at the top of big network marketing groups. That’s why the recruiters continue recruiting, leaving in their wake millions who have lost money and self-esteem, and who have no place to go for Christmas dinner.



























