

How to Avoid Being an MLM Casualty

By Holly Cotter

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Holly Cotter
editor@abundantlivingonline.com

Abundant Living Online <http://www.abundantlivingonline.com>

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It's a known fact...

People are basically lazy!

We all want changes in our lives, but most of us are not willing to do what it takes to make those changes happen. Changes such as:

- Giving up TV.
- Not bowling or playing golf as often.
- Working 1-2 extra hours every day after you get home.

Do we need to make these changes forever to build a successful business? NO! Just till your business is earning a comfortable profit.

So, the next question is, "How long does it take to earn a profit?"

The answer is...that depends on YOU!

Notice I didn't say, "that depends on the company," or "that depends on luck," or "that depends on how much money you have to invest in your business."

The bottom line is...either YOU will do what it takes to make your business work or you won't.

As much as I want everyone on my team to succeed, there is only so much I can do...

- I can tell you what I have done -- and continue to do -- to earn a very comfortable living from home.

- I can encourage you when you're feeling down.
- I can help you identify your weaknesses so you can correct them.

But, I can NOT make your business successful for you.

- It's up to YOU whether or not you actually market your business.
- It's up to YOU to get back on the horse when you're feeling discouraged.
- It's up to YOU to correct the things that are holding you back once you know what they are.

You see, the success (or failure) of your business depends on YOU.

And, that's why so many people quit. They just don't have a strong enough desire or aren't disciplined enough to see it through.

It's so much easier to quit and say...

- The program stunk.
- The product was lousy.
- My sponsor didn't support me.

It's a lot harder to look at why your business isn't going the way you want it to and say...

- I'm not following up with my prospects quickly enough. Let's change that.
- I'm not marketing enough. Let's change that.
- I'm not supporting my team well enough. Let's change that.

So, how can YOU avoid being an MLM casualty...someone who ends up leaving before they see the light at the end of the tunnel?

1. Know what to expect.

Only 2 out of every 10 people you sponsor will stick with the business, and only 1 out of every 10 people you sponsor will actually build a business.

Knowing this, when people drop out, instead of feeling discouraged you'll realize you are that much closer to finding your next active distributor!

2. Get in touch with your core reason for building a business.

- You say you want to quit your job? WHY?
- Because you hate your boss. So, why not find another job?
- No, you want to work for yourself. WHY?

Unless you have a BIG reason for making your business succeed, when things get tough it will be easier to quit than to keep going. So it's very important to get in touch with your core reason for success.

3. Be honest with yourself.

Make regular assessments of where your business is and whether it's on track...and be honest with yourself about what you ARE and ARE NOT doing that is affecting your results. Then, whatever you're doing to hold yourself back...fix it!

4. When everyone else quits...YOU stick with it!

Even though it's two steps forward and one step back because such a large number of people you sponsor quit, eventually you're going to get to where you want to be!

In the past, everyone who has stuck it out in a stable company for 10 years, has walked away with a disgusting amount of income to show for it. Thanks to the internet, it now takes only about 4 years of sticking it out to develop a huge income that will last a lifetime.

But, to get there, you need to CONSISTENTLY work your business.

Remember...

- Not everyone will be interested in your products.
- Not everyone will be interested in your opportunity, even if they're looking for an opportunity.
- Not everyone will have the discipline to hang in there when things get tough.

BUT...

You're not EVERYONE...you're YOU!

And YOU will determine whether or not YOU build a successful and profitable home business.

Don't worry about what everyone else thinks or is doing -- just concentrate on what YOU want and what YOU are willing to do to get it, and YOU will succeed!

Holly Cotter is a successful author, entrepreneur and business coach. She specializes in teaching others how to easily and affordably build multiple streams of income on the internet. Let the creator of Ultimate Mentor help YOU build a profitable home business. Request your FREE *Ultimate Success Package* today!

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