

How to Separate the Doers from the Talkers

By Barry Goss

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Interesting stuff here folks.

I just got through re-reading Kim Klaver's ("Ms Studs") astoundingly brilliant book, Rules for the New New MLMer.

Amazing stuff indeed (if you haven't read it, you must click the link above). I almost wanna go so far as saying:

"It will skyrocket your results in MLM." Opps. Wud ya know. I actually slipped and DID say it :-)

Anyway, now that my plug for her book is out of the way

Something has been bugging me lately. It's something that "Ms. Stud" dedicates a few chapters to. It's something so profoundly related to the business of human nature, it's practically a universal business TRUTH (i.e., not just exclusive to the Network Marketing industry).

It's a personality trait so hideous; so related to mediocrity ...but so widespread, like a hell-a-cous case of bad breath, most people know it exist but certainly choose to get out of its way.

So, what is this unattractive thing that the majority of your prospects WILL, without question, have? This deceptively admiring but, in the end, frustrating personality trait that ya just gotta learn to put up with?

Okay here goes:

I'm going to whisper - tell it to ya qui-et-ley (shhhhh) in case the ones who do have it, don't hear me talking about em (shhhhhh).

Folks, I call it "Success Self-deception"

Some call it: "Over-promising & Under-delivering"

Ms. Stud calls it "The Achilles' Heel of the Industry."

What do these terms mean? Basically, anybody who puts on a fake face or deceives themselves into thinking they're somebody they really aren't; anybody who talks-the-talk but doesn't walk-the-walk can be put under these definitions.

In Ms. Studs Words:

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"The new new mlmer has some obstacles to overcome. Here's a biggie:

90% of people they will interact with, SAY they want what you offer. I.E., more income, more energy, better health, fewer aches and pains, web presence, less expensive long-distance, more money left at the end of the month, etc. 'Sounds great,' they say. Great!

BUT, uh. . .
of those who SAY "Yes," how many would you bet are willing to make a change to get what they just said they want?

Achilles' Heel of the Industry

For every 20 people you talk to who will say "yes, I want that now," just 1 or 2 will actually do 'yes'

[in other words] 19 of 20 are just talking, complaining, whining, tire ticking, or too tired. Not ready to make a change now."

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And, she goes on to say (and I agree) that there's nothing wrong with this, you just need to be prepared for this.

Know the law-of-averages. Yes, it's basic human nature.

People say they wanna lose weight, but how many do? People say they wanna be a successful real estate agent, but how many are? People say they wanna travel Europe before they die, but how many do you know who have? People say they wanna start a business, but how many do?

Well, you get the picture hey, but, that's the bad picture. The dark side.

Let's brighten this up a little

CLICK HERE (<http://www.recruitingwisdom.com/122701.htm>) to read the Rest of the Article

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For the last seven years, Barry Goss has devoted his time and

effort to ensure people have a clear and practical "how-to-do-it
-right" type understanding of this absolutely wonderful - but
often misunderstood - industry called Network/Referral Marketing.
His <http://www.referralwealth.com> E-letter is the vehicle for sharing this insight and knowledge.

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