

The Top 10 Controversial Lies About MLM

By Scott B Lucas

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For People Who Hate Network Marketing <http://www.abnormalthinking.com>

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1. MLM is an Illegal Pyramid Scam.

Multi-level marketing (MLM), also called Network Marketing, is a legitimate method for promoting goods and services. In contrast, Pyramid Scams concentrate mainly on the quick profits to be earned by selling the right to recruit others. There's no such thing as a MLM Pyramid Scam. It's like saying someone is an 'Honest Liar'.

2. MLM Doesn't Work.

While MLM is not for everyone, it does work. Is there a correct way and a wrong way to drive a car, do your job, build a house, educate your children or take a test? Of course there is, and there is a right way and a wrong way to do MLM. If you have ever had a good or bad experience with a product or service and told people about it, then you were Networking Marketing. You were just not getting an extra paycheck in the mail for your word of mouth advertising.

3. The Only People that Make Money in MLM are The Ones At The Top.

Mr. Anderson is at the top and retails \$20,000 worth of product and makes a 45% commission. He just made \$9,000. Now lets say Anna, a single mother with two kids is at the

bottom and retails \$1,000 worth of product. She makes a 45% commission, which is \$450. Is she going to return that \$450 check just because she's not at the top? Would you?

4. You Don't Have to Go to Weekly Meetings.

How much can doctors, lawyers, chiropractors, judges, actors, musicians and corporate executives make per year? Some make six-figures per year. They went to college and got their education. Weekly meetings are the college to get your education in MLM.

5. You Have to Invest A Lot of Money and Time in MLM.

If the company you are looking at requires a lot of money that you can't afford, then find another company that fits your budget. You do have to spend money to make money but it doesn't have to be a lot. If you can invest 10 hours a week, then you can do MLM.

6. MLM is Not The Wave of The Future.

More and more people are looking at MLM as a retirement option, and many more are interested in joining during a down economy. Also, people are also more receptive to MLM from September through November because of the coming holidays.

7. You Don't Have to Retail Products in MLM.

Products were not meant to be bought and left in your basement. They are meant to end up in the consumer's hand. Most distributors are product users first which means you retail to recruit, not recruit to retail.

8. All You Have to Do is Mail These @\$%* and Get Rich.

If it were that simple, everyone would be doing it and be rich. You can't mail tapes, postcards, flyers or whatever and get rich.

9. No Advertising, Retailing or Recruiting Required. We Will Do it For You.

When you were in school did you have someone else do your homework, take your tests, give your oral exam, talk to the girls and take them out for you? Did the teachers and girls give you credit for someone else doing your work? Even if the work was good or bad? No! MLM is no different.

10. Once You Start MLM You Are On Your Own.

Some MLM companies tell you to "go out and see what works

for you". That's the "go sick 'em training". Success in MLM requires duplication, not innovation. There must be a unified duplicatable system in place for you to succeed. You are in business for yourself but not by yourself.

For more information regarding the legitimacy and legalities on MLM, contact your local Better Business Bureau and State Attorney General's Office, and NEVER join a MLM company without researching and investigating it thoroughly.

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Scott Lucas is owner of Abnormal Thinking Services. Your advice is needed! Participate in a 2-minute survey and get 3 free gifts. Will you please tell us what you think about MLM? Then please visit <http://www.abnormalthinking.com>

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