



Network Marketing Survival

How to Survive

in the Network Marketing Jungle

**“Choosing the Right Company & Always Making Profit
From Them All!”**

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THE SHOCKING TRUTH!

If you are reading this book, let me first congratulate you if you are a newcomer to the world of Network Marketing and allowing me to impart my experiences in the industry to help you in taking the first step into this fantastic industry.

My intentions of writing this book are to help eliminate any misconceptions about Network Marketing and provide people generic information that would apply to any company regardless on their marketing/compensation plan, product, team, country or even offline or online!

It is indeed a shocking truth to find out that over 95% of network marketers or home based business owners are operating their businesses at a LOSS!

How scary if you are reading this for the first time.

Well, thankfully, if we all worshiped statistics fanatically, most people today will be afraid to drive cars or even go to school (e.g. the percentage of road accidents and how many students in a class 'make it' in getting distinctions)

We all want to be smart people and rather be in the top 5% being the ones making the money now, don't we? Of course we do.

It is sad that countless of poor victims join the industry, uninformed, and when they run into problems, they usually put the blame on the company, the team or even the industry itself!

That is why we hope to avoid such unfortunate circumstances.

Even if you have been involved, this information is invaluable because it might teach you things you have missed out or information to help your downline.

Let's proceed...

Why Would You Be Choosing Network Marketing in The First Place

Network Marketing survival. Let's face it, the world out there is like a jungle. More particularly so in the Network Marketing world. It would be easy to say, since it is that difficult, let's just forget about the whole Network Marketing or network marketing deal in the first place (then this book would not be necessary at all). That action would be self-defeating.

There is good news for all of us. So let us instead start from a positive note.

The purpose of this book is not just about teaching you to choose the right Network Marketing Company but also how, by being properly educated about the industry, you will be able to **receive benefits** from every opportunity in which you invest your time and money. The information here will be completely generic and neutral. I am not endorsing any company over the other as **there is no such thing as the perfect Network Marketing** but rather **choosing an Network Marketing that is SUITABLE for YOU!**

Whatever your reasons may be, let us make a few assumptions about them before we proceed (or else you wouldn't pay for this E-book in the first place)

- (1) Making money
- (2) Saving money on products
- (3) Meeting new people
- (4) Growth and development

Making Money

- (a) Looking for fast money
- (b) Building a long-term business with money coming in long after you have 'retired'
- (c) Investing in the product itself

For people looking for fast money, there are pros and cons to this kind of thinking.

Some people are WELL-TRAINED salesmen. They have built the relationship with their clients, customers and all sorts of people. People trust what they say and will trust whatever they are selling. They may sell the product itself (sometimes, in large quantities), or they may sell the opportunity (the money making part of it) or both. Are YOU this kind of person?

Fast money is not impossible, but it COULD be for the short-term only. Consider the facts that 80-90% of people in the world are NOT built for sales. If a salesman sponsors a non-salesman, would the non-salesman be able to do the same thing as his upline? Does that mean that I would spend most of my time looking for the 10-20% of sales types?

The next type of money is the long term-type.

When I define long-term, it does not have to mean that you might not see money right away. It differs from company to company. But as a general rule of thumb, it involves **BUILDING A NETWORK OR AN ORGANIZATION.**

The key to building a large organization as quoted by *Zig Ziglar*, "You will get whatever you want in life if you will just help enough other people get what they want." In other words, if you will help enough downlines get enough downlines, you are on the road to network marketing financial freedom. The key is to help others.

There is one more category of people who 'invests' in network marketing companies, not to make money through retaining or networking, but rather investing in the product, position, or depending on the company, appreciation of their 'assets'. A few examples would be **investing in a product**, so that in the future, its value will appreciate, so you can sell it to other people at a very high margin (sort of like old comic books.) Others might **purchase the account or distributorship** from you (depending on the compensation plan of the company) while some Internet companies actually pay you to 'invest' in their company, sort of like **buying a shares** of the company.

Saving Money on Products

Retailing of a product is very important to an Network Marketing business. Lack of (or even non-existing) retailing could be harmful to the distributor or the company as certain states have outlawed 'headhunting' and have their own policies.

Nevertheless, saving money on an Network Marketing product is one of the most wonderful key features of joining an Network Marketing company if recruiting is not your forte.

In certain compensation plans, repeat purchase of the products you buy from the company gives you more rebates or bonuses. In essence, the more you buy, the cheaper it becomes. This becomes an even greater pleasure if you are totally in love with the products or you have already set aside a budget for those products (which

means you are now buying from the Network Marketing company or your upline instead of buying from the supermarket, pharmacy, grocery store, etc)

There are some important aspects to take note however, if the company requires you to purchase the products in bulk (hence the term – frontloading), is there a **DEMOTION** in your achieved position in the company. Is there **MAINTAINANCE** required, or how much are the renewal fees for membership. All these will be further discussed in later chapters.

Meeting New People

This is one of the many reasons why people join Network Marketing companies (even if the first two reasons discussed above don't even concern them). There are all types of people in the world. Some like the positive environment. Others like the social events the company or team organizes. Some look for a potential life partner there!

Lots of people even go all out to join these kind of businesses to get more contacts for their OWN BUSINESSES (maybe even THEIR OWN NETWORK MARKING BUSINESS). Bear in mind one thing: There is this old saying that goes "you scratch my back, I scratch yours." If you participate in their activities but don't go full force in their company/team vision, don't expect them to join you or buy from you. There may even be negative repercussions (such as being banned from coming back to the company).

Growth and Development

One of the main reasons why I would recommend joining an Network Marketing company and doing the business is opening your mind to positive thinking and achieving your full potential. There are many companies out there who have the best training courses, motivational rallies, sharing sessions and whopping transformation camps that will not only fire you up, but take your business building to the next level.

I will not touch much on this subject here. There are so many companies out there that will do a fantastic job in terms of training.

Remember that growth is a journey and not a destination.

Types of People Who Are Looking For Opportunities

Remember that people join Network Marketing companies for their own reasons. However, the character or intention of a person will determine how far they want to go in Network Marketing. Here are classic examples of different types of people:

- (1) Genuine business opportunity seekers and builders
- (2) Product consumers
- (3) The supporters
- (4) Network Marketing junkies
- (5) 001 syndrome

Genuine business opportunity seekers are the most important people in building a large business. They are the bread and butter. Not all are leaders, but leaders are not born, they are developed. This group of people also can be product consumers.

Product consumers are people who join an Network Marketing company and buy from them because they like the product and enjoy the service of their upline. They are not necessarily genuine business opportunity seekers or builders, yet for many builders, a lot of their income will come from this group. The good thing about them is as they learn more about the product, the company and interact more with their upline, their exposure to Network Marketing grows and they might convert to opportunity seekers and then builders.

The supporters' category is quite a mixed group of people. When their close friends or relatives build an Network Marketing business, they will join under them to "support their businesses." However, the consequence of that action varies according to the individual. For example, I would join my friend's organization, but it could be purely out of obligation and not for any genuine reason. This could potentially lead to resentment (when you mix business dealings with friendship), confusion and even loss of friends. Others might even join to see if their friend or relative is involved in a scam to try and pull him/her out. In order to prevent any potential disaster, make sure your intentions for joining an Network Marketing organization are very clear cut.

Network Marketing junkies are the sort of people who jump from organization to organization. They attend a talk, get hyped up about the opportunity, and build the business on euphoria. Sooner or later, they lose steam and find problems with the company (when the real problem is themselves most of the time) and jump to the next SMOKING HOT business opportunity. It is not wrong to be a member of many Network Marketing companies (depending on your budget). Bear in mind, certain companies discourage or even forbid you to join other companies (then their business practices

should be examined). If you are a member of many companies, it is ok to do a good survey and attend trainings, but the key to remember is you must focus on ONE good Network Marketing company for the long run and the others can operate on a referral basis (like recommending a friend to buy a product from another company while building one main one).

This leads us to one more category of people who could be Network Marketing junkies as well – the **001 syndrome**. Basically they want to be the first to start building a business in a brand new start-up. They want to be the pioneer. There are many pros and cons to assess about a new company like their background history, financial status and product market rather than just focusing on the income potential. There are many more challenges to be faced for people who are sponsored directly under the company when most new companies don't usually have a time-tested workable system in place.

If you fall into one of the above categories (or even some or all of the above), these will give you a general guideline on how to improve your choice selection of Network Marketing companies before we go in to the details about compensation plans and product demand. By knowing yourself better, you can do a better assessment.

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