

***3* MLM Myths that are Costing You Millions Finally Exposed**

John Di Lemme

3 MLM Myths that are Costing You Millions Finally Exposed © 2008 John Di Lemme

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About the Author

In September 2001, John Di Lemme founded Di Lemme Development Group, Inc., a company known worldwide for its role in expanding the personal development industry. As President and CEO, John strives for excellence in every area of his business and believes that you must surround yourself with a like-minded team in order to stay on top of your game.

In addition to building a successful company, John has changed lives around the globe as an international, elite speaker that has spoken in over five hundred venues. Over the past fourteen years, he has shared the stage with the best of the best including Rich Devos, Denis Waitley, Jim Rohn, and Les Brown only to name a few. This is truly an amazing feat for someone that was clinically diagnosed as a stutterer at a very young age and told that he would never speak fluently. John's teachings have also been featured on Fox Small Business, Inc. Magazine, HSN (*Home Shopping Network*), CNBC, and in many other media outlets.

John truly believes that everyone needs personal development to reach their full potential in life, and his determination to reach all forms of media with his motivational marketing messages has catapulted his career. John has produced over four hundred fifty products and is an accomplished author of thirteen books including his best-selling book, "ABCs of Millionaire Marketing." As a High-End Business Consultant and Strategic Business Coach, John's students include doctors, lawyers, realtors, entrepreneurs, consultants, CEOs of million dollar companies, and various other occupations that are thriving in a so-called poor economy. John's success with his students has made him one of the most highly sought after business coaches in the world.

John's passion is to teach others how to live a champion life despite the label that society has placed on them. Through his books, audio/video materials, sold-out live seminars, numerous television interviews, intensive training boot camps, weekly tele-classes, Strategic Business Coaching, Closing & Marketing University, Millionaire Affirmation Academy, Motivation Plus Marketing Podcast, Channel for Success, and Lifestyle Freedom Club memberships, John has made success a reality for thousands worldwide.

Introduction

Unfortunately, many people are misinformed and misled by the many promises of the MLM industry. Everywhere you look, people are promising immediate dramatic, life-changing results in your income. People are telling you that they made thousands and even millions in the MLM industry. Now, let me ask you a very gut-wrenching question. What's your level of success in MLM? Are you one of the success stories or one of the failures?

In this life-empowering book, I am going to expose three myths that most people in the Network Marketing industry mislead you with on a daily basis. By the way, these same people have never truly made it big in Network Marketing like they claim.

Let me first tell you why I am qualified to write such a book. I was introduced to the industry of Network Marketing/Multi-Level Marketing in 1990. To make a long story short, in just under ten years, I built a financial freedom dynasty. I built my MLM business from the bottom to the top. I wasn't given or sold a down-line or a corporate sponsorship. Instead, I utilized the cold market, the warm market and truly learned the industry by doing it the hard way.

I was led to write this book after seeing so many of you out there that want to earn millions of dollars through the MLM industry. Yes, I said millions of dollars! You can earn millions of dollars in Network Marketing, because there is no ceiling on your income. When you have monumental growth within your business, your business can go on with or without you.

Here's the challenge with that statement. Thousands of you are being coached by people who are theoretically just writing or teaching about the industry. In other words, they have NEVER built their own MLM business. It frustrates me as a champion in the industry to see all of you growing dependent on those so-called experts that have NEVER built a MLM business! Why would you want to take advice from someone that has NEVER done what you want to do? I will say that I am an expert in the field of Network Marketing, and one of the world's leading authorities on building a multi-million dollar organization, because I've done it!

So, why am I not building a MLM business right now? Because Network Marketing allowed me to be completely free at the age of twenty-nine to do what I wanted with the

rest of my life. Many of you look at Network Marketing as the end to the means. It's not! It is simply a business vehicle to become financially free and fulfill your Why in life. My Why was to be an international, motivational speaker and strategic business coach, and I'm living my Why.

Unfortunately, most of you are lured in by these quick-fix, miracle producing programs that lead you to believe that you too can sponsor ten thousand people. I challenge you to ask the author of that material if he/she has ever sponsored ten people even though ten thousand. Ask them if they ever built a five or six thousand dollar a month income. Usually, those are very dangerous questions to ask the authors of that material, because their answer will most often be "no" or they will lie and say "yes."

How can someone that has never built a group be an expert and/or teach you how to be successful in Network Marketing? They can't! No one can teach the principles of MLM to others when they don't know those principles and have never built an organization. That's the main reason that I wrote this book and will expose worldwide the 3 MLM myths that are costing you millions in the industry of Network Marketing.

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Myth #1: You Need to be a Product Expert

The truth is that you will never ever build a multi-million dollar business by being a product expert. Let's turn this myth into a fact. This whole "Oh, I have to know every ingredient in the product and know its every purpose" theory is totally false. The real product of Network Marketing is financial freedom.

If you're saying, "But John, I have the best nutrition products in the world and I must know every single ingredient." Let me give you a wakeup call right now. There are millions of people in the world that think that they too have the best nutrition product in the world, and they also know every ingredient. Don't get me wrong, many companies do have phenomenal nutrition products, but your product knowledge will not empower you to build a multi-million dollar organization.

The million dollar, home-based business opportunity is the product that will set you financially free. As a Network Marketing entrepreneur, you aren't really marketing your product no matter if it is nutrition, long distance services, cosmetics, etc. Instead, you are marketing the concept of the home-based business to achieve wealth and/or earn additional income out of your home. It's the most viable product out there for someone to utilize. When you use a product, you ultimately gain the benefit of that product. The benefit of utilizing your product is to build a home-based business.

Within five minutes of speaking to a network marketer, I can tell whether they will earn financial freedom or simply waste time and money in their MLM business. How? I make this one statement, "Tell me about your company." If they start by telling me about their products, then they will ultimately fail in building a multi-million dollar business. The products are not the reason that you will strive to build a large organization. That's a fact!

Many of you are not earning any income despite being in the business two to five years. Why? You continue to focus on the product within your company. Once again, the real product is the income stream that is backed by a product line. As you know, Network Marketing is a distribution channel to market a true product line through independent distributors to the mass market place. You must market the business venture not the consumable/non-consumable product line.

So, how do you prevent yourself from relying on this myth? You want to truly erase out of your mind the idea of being a “product expert”. Instead, become an expert in the industry of Network Marketing and grow to understand why people need to involve themselves and their families in this industry. If you continue to be a product pusher, then you are wasting your time trying to build a multi-million dollar business. On the other hand, if you become an expert in the field of Network Marketing, then you will build a dynasty that allows you to fulfill all of your dreams, goals and desires.

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Myth #2 – Your Business will Slow Down after the Initial 90 Days

Let me tell you what happens in the industry. The first 90 days that you are building your business you continually hammer your downline to set goals, recruit, make calls, etc., because you're focused on developing that legendary 90 day story. In reality, the story that you are really wanting to develop and will share world-wide is your five year story. My check after the first 90 days was a grand total of \$36.37. If I based my success level on my first 90 days, then I would have been extremely depressed. I made a decision to build my business for five years and to never look back. This was the mindset that lead me to earn over a million dollars in the industry.

The first 90 days of building your business you want to learn from mentors and surround yourself with champions like myself that coach, teach and train others in the MLM industry. As the world's leading authority in Network Marketing, I will share a statistic with you. After I share this information with you, I ask you to be truthful with yourself. Are you one of these statistics? After the initial 90 days of building their business, 95% of people go into a defensive mode and start to market products instead of marketing the business venture. The mindset is that since you haven't made thousands of dollars within the first 90 days by introducing prospects to the business, then you will just market products and get them in the business by getting them to use the products. This does not work!

For those of you reading this book that have personally sponsored anyone into your business and/or you just signed into someone's business, you have a responsibility to schedule and set goals for your organization and your teammates for twenty-four to sixty months out. In the first 90 days, distributors should make a mad sprint to learn and become an expert on the industry of Network Marketing. You don't have to learn the products as I stated in Myth #1. In your first 90 days, your business can accelerate. Your 90 day process involves you scheduling your time, develop your belief level, submerge yourself in personal self-development and build your champion mindset.

Remember, I entered the industry at age twenty-four as a stutterer. I couldn't even say my name. Many of you are on my database, and I sent an email to you about the movie Radio. I was able to relate to the main character in this movie, because I was

abused by other children in school as a stutterer. I was called Woody Wood Pecker, Elmer Fudd and many other cruel names that focused on my disability. At that time in my life, my mindset was shot, but at the age of 24 I saw a little glimmer of light that brightened my future. I said to myself if they can do it, then I can do it too!

You must realize that your first 90 days is very, very important, and your business does not slow down. You make it slow down especially if you are an upline to other distributors by telling people that they have 90 days to build their business and develop their success story. Again, after 90 days I earned \$36.37. Nine years later, I was retired to South Florida living the life of the rich and not so famous. Now, I am able to do what I love to do...coach and mentor champions like you!

Internalize the fact that your business accelerates and launches during the first 90 days, but your results after the initial 90 days do not place a cap on the level of success that you will ultimately achieve. In the next two to five years that follow, your business will explode and skyrocket if you spent your initial 90 days becoming an expert in the field of Network Marketing. When I coach people, I have them focus on developing their Why, scheduling their time, promoting their belief level and realizing that if they are building their business on a part-time business then they must be fully committed for at least twenty-four to sixty months in order to build a multi-million dollar business.

So many people are bombarded by their friends/family that want to know how they are doing after their fourth or fifth month, and often feel like failures because they aren't making thousands of dollars per month. Let me be the first to tell you...You are doing awesome! You have positioned yourself in an industry and within a company that allows you to take advantage of building your very own business out of your home. Fact is that your business accelerates after 90 days, because your belief and your mindset accelerates through your investment in a coach or a mentor. For those of you that have not attended one of my LIVE events, you definitely want to find out about how to secure your seat, because our goal is to create 100 millionaires in the industry of Network Marketing. Is that a hefty goal? Yes, but going from a stutterer to a millionaire motivator was no small feat either. Everyone said that it couldn't be done, but my inner

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self that I developed with the first 90 days of launching my business venture believed that I could succeed.

In that stretch of 90 days, I read seven books in which my favorite books at that time were *Think & Grow Rich* by Napoleon Hill and *All You Can Do is All You Can Do, but All You Can Do is Enough* by A.L. Williams. Today, my favorite top three books include *The Bible*, which is the best motivational book out there, *Think & Grow Rich* and *All You Can Do is All You Can Do, but All You Can Do is Enough*. That's how I developed my mindset during my first 90 days, and that's how I continue to build my mindset today.

If you have a challenge in your MLM business, make a decision today to restart your 90 days and develop your mindset and your belief by attacking fear and breaking through your doubt in yourself. If you are reading this book right now, then you can build that million dollar business that you dreamed about during those first 90 days. How? Simply, stop after reading this next line. I want you to write down the first thing that clicked in your mind when you reviewed Network Marketing, and you had the opportunity to join your company to take part in the industry of Network Marketing that will change your life.

Let me give you an example. On March 15, 1990 at 7:38pm, a 24-year-old stuttering kid sat at a meeting where a young lady introduced the industry of Network Marketing to him. Through that introduction, that kid saw the young lady's ability to achieve freedom and goals as she held up the book *Think and Grow Rich*. As you know, that young kid was me. It had nothing to do with the product line. I was never prospected face-to-face for the business. I simply saw an opportunity that would allow me to achieve freedom and speak fluently. My mindset never changed from that point on. I got into personal self-development and began hanging around the right people. The right people, the right belief and the right structure plus a five year goal equals success. Again, what went on in your mind when you were first introduced to the industry of Network Marketing? Stop and write it down now.

Welcome back. Those few sentences that you wrote down will be the foundation for your business over the next two to five years and will be the reason that you achieve ultimate success. For me, it didn't happen overnight or over the first 90 days. It took me almost a decade to achieve success. I began in 1990 and moved to South Florida in

1997 and worked my business for two and half more years. I retired after over nine years of building my business. Now, my focus and responsibility to the industry is to lay out the truth and demolish these 3 MLM myths that are costing you millions. Remember in your initial 90 days, your business accelerates, your mindset develops and your lifestyle changes for the future based on your two to five year plan. Don't base your ultimate success on those first 90 days!

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Myth #3 – My Upline is the Best in the World

As you know, my responsibility is for you to fulfill your Why, live your dreams and earn your right to financial freedom. I want you to know what it feels like to set your own schedule, get up when you want to get up, spend time with your family and travel the world. After all, financial freedom is the main reason that most of us became involved in the industry. Now that you understand that I am looking out for your best interests, you won't be upset when I tell you that your upline is probably not the best in the world.

A couple of days ago, I was on a coaching call with one of my elite coaching students when she told me that she felt guilty for sponsoring three people over the past week. This is the same person that didn't enroll one person in the last three months. Now, let me tell you why. Her upline told her to build her business a certain way! If your upline is telling you to build your business a certain way and you are not having results, then you must realize that you own your distributorship. Of course, you were enrolled by your upline, and they earn a percentage off your efforts and your product movement, but your upline is not the person that should run your business. You're an intelligent entrepreneur and have the right to make the decision to take control of your business if it is not manifesting and producing the results that you want.

If you aren't sponsoring one to two people per week and if your check is not growing each month, then I challenge you to make a decision on the actions that you take every day. Be truthful with yourself! Are you on track to achieving your Why based on your daily actions steps? If your upline taught you a way of building your business that isn't working, then CHANGE! Decide to change. Alter your habits. During my MLM Combat Boot Camps, the first thing that I ask the attendee about is his/her results. I don't care about exactly what they are doing, but what I do care about is their ultimate results. Let me repeat myself, because that statement is very powerful. I don't care about exactly what they are doing, but what I do care about is their ultimate results.

Are you enrolling people? Is your organization building? Are you fired up and enthusiastic? Is your check growing?

Winston Churchill once said, “We make a living by what we get, but we make a life by what we give.” You are not able to give or be a blessing to others unless you earn income. Guess what? The vehicle of Network Marketing that you are in right now has produced thousands of millionaires, but sadly most likely you are not one of them. That’s why this book will result in a radical shift in the industry, because I am exposing the 3 myths that keep people from achieving their goals. Out of these three myths, this one is the most delicate topic to address. Many of you get so attached to your upline that you are not willing to spread your wings and fly. There’s nothing wrong with loving your upline unless your business is failing because of your relationship with your upline.

I’ve heard many of you say, “John, my upline is making \$20,000 a month.” My response to you is, “That’s excellent, but what are you earning and have you moved to the next level?” You see, what your upline did to produce such a great income stream most likely will not work the same for you. Why? You may have a different personality than your upline. If so, then their techniques will not produce the same results for you. During my events, the one thing that I do to assist the attendees is role play. This exercise helps them tweak their personalities to achieve results, which is to enroll people in their businesses. Most uplines usually hand their distributors a script and say, “This is what I do.” Well, you are not your upline and simply handing you a script will never work. Don’t get me wrong, it is great for you to tell your upline’s success story, but don’t expect to duplicate their story and produce their results.

I appreciate that so many of you are dedicated to your upline, but you must realize if your business isn’t growing then your upline is not the best. Take a look at your genealogy or your organizational chart. If your company has on-line genealogy reports, then I want you to commit to checking yours over the next seven days. If your genealogy is not growing, then stop what you are doing! It’s not working! Analyze your daily actions and your results. I know that you are saying, “John, my upline tells me to build my business like this.” I don’t care. My coaching client that I spoke about at the beginning of this chapter sponsored more people in seven days than she did in the previous three months. How? She radically shifted her decision to take action and

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create habits that will produce the results that will allow her to achieve financial freedom through the industry of Network Marketing. Why did she feel guilty? Because she stopped doing what her upline told her to do and had amazing results. Should she feel guilty? No! She's an intelligent entrepreneur that realized that she was not reaping the benefits of the industry and took action.

Here's a wakeup call. It's available for you too through the industry of Network Marketing. As most of you know, I was involved in four organizations, and I broke records in every single company. I don't say that to impress you, but to impress upon you the fact that I do know how to build organizations and assist people in building multi-million dollar businesses. It's a harsh reality, but many of your uplines did not work their way to the top. They were simply grandfathered in, bought a top position, had rollovers from other companies or have been with their company since the beginning. They never built huge organizations and have no clue how to train others to succeed in the industry.

Don't let your upline keep you from getting ahead. I'm gonna repeat that. Don't let your upline keep you from getting ahead. I know that you're thinking that your upline does nothing but try to help you, but a lot of stuff that your upline is teaching you is not applicable to you. This is fact, and you must internalize it. You want success, and you are willing to pay the price to go to the next level. Feel and know where you want to go in life. Let me ask you a gut-wrenching question. Why would you trade your success and your future for a system that your upline is teaching you that isn't working? Be honest. Why sacrifice your future? Why sacrifice your family's financial freedom? I'm not saying that some of your uplines aren't excellent. Most of my students' uplines are great and actually begin to work with them more when they start doing something that produces results. Why? Their checks go up too! If you aren't willing to change the process in which you recruit and sign people into the business, then your upline's check won't grow and neither will yours. Isn't time you realized that you need to change? Why postpone your future and your success any longer? Make a decision today to analyze your results. You can love your upline, but you must take charge of your business if your organization is not growing. I challenge you to make the decision to

control your future, empower yourself as an entrepreneur and start doing things different.

Conclusion

The industry of Network Marketing will allow you to achieve all of your goals, dreams and desires. There is no limit to your income, and financial freedom can be attained in two to five years. Is it easy? No. You must become a success-driven entrepreneur, surround yourself with champions and flood your spirit daily with positive personal self-development and motivation. You will pay the price for your success by handling objections, dealing with rejection and facing failures. The key is to never give up and continue to forge forward towards your ultimate “Why” in life. The 3 MLM Myths that were just exposed will help you to decipher to truth from the false teachings from many so-called professionals in the industry, but you must continue to increase your knowledge of the industry by reading books, listening to CDs, watching DVDs and attending LIVE events.

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