COLUMN

# It's Time...

***The transformation of the business formerly known as MLM***

by **John Milton Fogg**

855 words | 6 pages

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My next book. I want to know what you think. The working title is:

**It's Time...**
**The transformation of the business formerly known as MLM**

> ***This is an important book about intelligent network marketing... authentic network marketing... network marketing as it should be and really isn't quite yet.***

It's a passionate manifesto full of rants about 'what's right' with network marketing and what must become 'right'—right now—written by a collection of the best thinkers and feelers in our business.

Here's the deal.

Seth Godin assembled 33 of "the world's best business thinkers" to write a book called 'The Big Moo'. It's about being part of a movement he described as, "... the movement of the unstuck, the movement of people who want to make real change, to make things remarkable".

Seth's doing it in the 'straight' world of business.

We're doing it in network marketing.

This book is a series of essays--between 25 words (yes, twenty-five words, or less) and 2500 words (with many to most somewhere between 250 and 750 words—one to three pages). Strong, straight, focused jabs... right and left uppercuts... knock-out punches all.

I'm looking for (and only accepting) powerful... what's right (or must become right)... what's needed (whether wanted or not)... truth-telling and truth-yelling... passionate, thought and action-provoking rants... telling it like it should bes, must bes... 'I hate it when you hold back...' Not! No kidding.

> ***Radical, Revolutionary, ReEvolutionary... Remarkable thinking/ feeling/ writing about the real business of our business....***

What's right—*really right* with this business....
What IS remarkable now and can be, should be, will be...
What's missing (and needs putting in place)...
What MUST change NOW!
What's wrong and what will make it right...
What's more and better prospecting, training, leadership, retailing, compensation planning, law, meetings, policies and procedures, biz op, biz opp, professionalizing, tools, skills, networking, marketing... you name it....
Above all, what would be IDEAL...

> ***Calling spades spades... slaughtering sacred cows... myth destroying... right thing championing... cause celebs... author's MP3 (My Pleasure Passion Purpose)... cause***

## *marketing... because marketing... cutting through the 'bule schtan'... cirque de'soli.*

(As would be asked in my former life)
Can you dig it...?

Really IMPORTANT things to say....
Really IMPORTANT things that need to be heard....

The Jets are in town. We're gonna' rumble. In/out, let's get crackin'

Three kinds of people are contributing in the book:

Well-known authors, experts, trainers, teachers from outside the business. Paul Pilzer, Dr. Denis Waitley, Kiyosaki, Gerber, Seth and Tom (as in Peters, I wish and I'm *still* trying)...

Well-known authors, experts, trainers, teachers from inside the business. Brooke, Clements, Gage, Klaver, Locke, Schreiter, Middleton, JD Mann....

Un-known (outside their own companies) field leaders who can write and have something important to say: Warren Nelson, Jackie Ulmer, Mike Dlouhy, Paula Pritchard, others.

Here's my list so far. Yes, you'll see my old favorites, people I admire for very good reasons. And, you'll notice omissions....

Richard Brooke
Kim Klaver
Carol McCall
Paul Zane Pilzer
Robert Kiyosaki
Randy Gage
Jerry Clark
Art Jonak
Tom 'Big Al' Schreiter
John David Mann
Mike Dlouhy

Chris Gross
Tom Paredes
Teresa Romain
Bob Scheinfeld
Rod Cook
Len Clements
Paula Pritchard
Mike Lewis
Nicki Keohohou
Cheryl Gonzales
Bob Proctor
Jillian Middleton
Michael Gerber
Warren Nelson
Seth Godin
Rod Nichols
Linda Locke
Dianna Hendricks
Jackie Ulmer
Denis Waitley
More...

The method of printing will be unique.

That's it. That's all.

The Book has begun.

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So, your thoughts? Let me know, here:

jmf@TheNetworkMarketingMagazine.com

Thanks for your time and attention.
I appreciate you!

**ps.** This is my last appearance as editor-in-whatever for the magazine. I'll be here writing my column. Movin' on with this book and other PROJECTS2006. Keep in touch, please.

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**John Milton Fogg** is an author, editor and speaker. His books and audios have sold over three million copies worldwide.

He is the founder and former Editor-in-Chief of the highly regarded publication Upline®... was a Contributing Editor to SUCCESS magazine... the founder and former Editor-in-Chief of Network Marketing Lifestyles magazine... founding editor of Networking Times... the founder of GreatestNetworker.com... and is co-founder of TheNetworkMarketingMagazine.com.

John is the author of the best-selling industry classic *The Greatest Networker in the World,* which has been read by more than two and a-half million people around the world and he has edited and contributed to far too many books to be mentioned here.

He has spoken around the globe, through out Canada and the United States, in Australia, China, Costa Rica, Crete, Iceland, India, Indonesia, Korea, Malaysia, New Zealand, Russia, Singapore, Trinidad and the Ukraine.

John is 57 years old, married to Jekaterina (Katyusha), has a daughter Rachel 24, son Johnny 20, daughter Eleonora Milena (Ele) who's 3.6 and is expecting his (last :-) child in April, 2006.

*"95 percent of all the men and women who get involved in network marketing are struggling, failing and will quit within their first year. The worst part is, it's not their fault! That's totally unacceptable. We can change that— starting right now. It's time...."*

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