COLUMN | CUSTOMERS

Women in network marketing

The Trick to Stick

If the promise of money doesn't keep them in…what is it?

by **Kim Klaver**

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“Start with the end in mind,” says motivational guru Steve Covey in his best seller, *The Seven Habits of Highly Effective People.* It can be the end of your life, or the end of an effort like your network marketing business.

In Network Marketing, that “end” has always been held out by its promoters as one thing: *the money*. Recruiters lead with the money or what money can buy — the Gucci belts with the fancy buckles, the shiny cars, and the big mansions on the hill.

Who doesn’t need more money? From God to the panhandlers, everyone is looking for more. So no, it’s not hard to see why everyone responds to the call for money.

But we know from the 95 of every 100 who drop out, that this “end” does not materialize for most folks. And the promise of money doesn’t keep them in.

Now, what about those who stay in? Most of them aren’t making money, either.

What’s *their* story?

They told me on a conference call last week that they stick because they’ve replaced the old pitched *end*, money, with an end that’s much more meaningful to them, and which keeps them going.

If we knew what kept people in even when they're not making much yet, wouldn't that be useful information?

Here are some of the reasons a group gave me on that call the other night.

KIM: "Why are you still doing the business if you're not making money yet (less than $1-200/mo after 2-3 years):

1. Oh because I LOVE the product.

2. I believe in what I'm doing.

3. I get a kick out of helping someone get healthy

4. I really like offering people a way to do something of their own, like I can do, even if it doesn't pay a lot, it's MINE and I love it.

5. I know I'm making a difference, and that feels wonderful.

6. I'm a cockeyed optimist

7. I might be really close to something big, who knows? I like what I do.

NO ONE SAID "THE MONEY" WAS THEIR MOTIVATOR. NO ONE.

These comments from real men and women in the field today remind me of the results of a recent survey by *Yahoo!* entitled, "Two-thirds of Americans have entrepreneurial aspirations..."

Story here: http://kimklaverblogs.blogspot.com/2006/04/two-thirds-of-americans-have.html

Three relevant tidbits:

1. Money is NOT the primary motivation for these aspiring entrepreneurs — only 3 percent (half of the 6 percent in 2005) said getting rich was the main reason they wanted to start a business.

2. Doing work that they really love was ***the main reason*** for launching a business.

3. Second most popular reason: "To be my own boss."

Responses 1-7 above are exactly the reasons 2/3 of Americans today SAY THEY WANT A BUSINESS OF THEIR OWN.

So let's change the *end* that we pitch.

Dump the fixation on money, unless you are one of the 3% who seek that above all else.

Replace that end with one more meaningful to you and 97% of the rest of today's aspiring entrepreneurs. Check the lists above for starters, and add your own if you don't see YOUR reason and passion there.

You will then be more genuine and also you'll be more matched up with 2/3 of America that's looking for something of their own, who say they want something that they can LOVE first, and get money for, second. Isn't that what the great majority is saying here?

Including our little sample of NM folks who are sticking because of THOSE reasons, instead of the promise of money?

> ***"The market for something to believe in is infinite."***

http://www.gapingvoid.com/Moveable_Type/archives/000823.html

Shall we replace the *end* pitch today with the reasons most genuine people are staying in anyway? Yes, let it be *your* reason. Then you'll draw in people like you, looking for something to believe in, or looking to make

a difference, or someone who just wants a good reason to be a cockeyed optimist.

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Kim Klaver (also know by her stage name Ms. Stud), is the Mastermind behind BananaMarketing.com (formerly MLM911.com) and is the author of all the books, tapes, tips and articles you will find on that site. Kim travels all over the US entertaining and motivating the troops, "New, New MLMers", with her radical tips and no hype techniques.

A Harvard, Stanford & MIT person, Kim became a network marketing industry superstar. Her live events are standing room only shows to entertain, delight and offer alternative techniques to find those elusive, 'right' ones for the business.

Kim's book, *If My Product's So Great How Come I Can't Sell It?* is truly a must read. You can have a free 23-page introduction and learn how to purchase the book at her website with our affiliate link, here: BananaMarketing.com. (It's down on the right.)

John Fogg wrote this about Kim and her book:

> *"Nothing I know of will make more of a profound and profitable difference, faster— in your business and for your people's business— than learning what Kim will teach you about presenting your products the "right" way to the "right" people. Once you know THAT, you will be more successful than you've ever been before— ever!" Kim's message is both Powerful and Immediately Profitable!"*

And be sure to check in with Kim's blog, here:
KimKlaverBlogs.Bogspot.com