

What's wrong with these stories? Is the opportunity bad? The tools? Or is it just bad luck?

It is easy to succeed in Network Marketing if you are willing to pay the price. When you're unwilling the results will reflect it.

by **Art Jonak**

998 words | 5 pages

Joe needs brain surgery. The tumor is getting bigger so Joe decides, "Hey, I'll do the brain surgery myself. I'll save money and I know my brain better than anyone else. I've lived with this brain for almost a lifetime."

After injecting himself with anesthesia, Joe rolls off the kitchen table and the surgery is unsuccessful.

Ann finds a dead mouse in her box of Acme breakfast cereal. Furious, she calls Acme Cereals. The vice-president tells Ann, "Sorry, no refund. You bought the cereal and it is yours."

Ann sues the Acme Corporation. Because she watches lots of TV and is a L.A. Law fan, Ann chooses to represent herself. Acme brings six Madison Avenue lawyers to court. "But I really did find a mouse!" Ann screams as the bailiffs handcuff her and take her to jail for contempt of court.

Eric signs his new Network Marketing distributor agreement. "I guess instinctively I know enough already to build my business. Knowledge is a genetic sort of thing. Let me attack my first prospects."

After the group presentation, Eric's prospects respond, "Sorry, Eric. You and your plan are such losers, we wouldn't think of joining your amateur's club."

Eric returns to his sponsor and says, "This Network Marketing plan doesn't work. I quit."

Janice decides to run a recruiting advertisement in her local newspaper. “I got this great headline! I just know I’ll be flooded with phone calls.”

When nobody calls, Janice complains, “Advertising doesn’t work!”

What’s wrong? Why are these people failing? Are they trying to do the impossible? No. Let’s examine why these failures occurred.

First, were the opportunities bad?

Well, qualified surgeons have performed successful brain surgery in the past.

Lawyers have won legal arguments.

Distributors have sponsored others.

And, advertising must work. If advertising didn’t work, how could we explain the deluge of advertisements on the radio, TV, magazines, newspapers and billboards?

So, I guess we can safely assume that all four opportunities had possibilities for success.

What was the problem? All four individuals wanted to do everything themselves — without the proper training and preparation.

Joe's attempt at self-inflicted brain surgery was doomed from the start. Even with proper medical training, it takes at least two people for successful brain operations (the patient and the doctor). It's the same in networking. Some procedures work better with two people. In Tom "Big Al" Schreiter's first book, ***Big Al Tells All — Sponsoring Magic***, he showed how more people will join your Network Marketing program when you bring your sponsor to give the presentation.

This “two-on-one technique” has built many large, successful, and rich Network Marketing organizations.

Ann's attempt at being her own lawyer brought her personal disaster. She couldn't compete with the other trained, high-powered lawyers. These professionals spent tens of thousands of dollars, years of formal study, and years of practical understudy developing their skills. Yet, Ann assumed that watching TV could make her competitive. Bad assumption.

Yet, many Network Marketers try to make the big bonus checks without paying their dues. They won't invest their time and money to attend company rallies, company trainings, upline trainings, and repetitious opportunity meetings. These functions may be opportunities to learn and practice, but they are just too boring and time consuming for the Ann's in network marketing. These distributors want it all, right now, and without paying their dues. That's a great formula for Network Marketing failure.

What about Eric? He performs the double mistake of trying to do it alone, and without proper training. His solution? Blame the opportunity! Blame the company! Blame the upline sponsor! Blame anyone but Eric. It's easier to complain than to invest time and energy to make your Network Marketing career a success. Why take personal responsibility for your success when you can blame your failure on others?

Finally, there's Janice. She is right. Advertising doesn't work if you don't know how. However, advertising works just fine if you:

- Write a good headline

- Write great advertising copy
- Fill your ad with mouth-watering benefits
- Target your prospects by using the right media
- Have a great response package, and
- Understand the power of testing.

Did Janice hire a professional? No. Did she study some good books? No. Did she test the various parts of her ad? No.

Did Janice expect advertising miracles to happen without investing personal effort and training on her part? Yes.

What can Network Marketing leaders learn from these four unfortunate, frustrated distributors?

It is easy to succeed in Network Marketing if you are willing to pay the price.

When you decide how you wish to prospect and build your business, invest some time and effort into learning the skills to make that method work for you.

Create Your Success!

-Art Jonak



Art Jonak has been doing network marketing for a living since 1991 and is one of the early pioneers of InterNetwork Marketing. Art is always one of the top distributors every month in his network marketing company.

Art specializes on the "marketing" side of network marketing. He teaches others the skills to create prospects, develop recruiting systems and develop distributors into leaders.

Art is the founder of Network Professionals, the owners of MLMPlayers.com (where he offers a host of resources including FREE! on-line e-courses) and numerous other world-class websites... the founder of the Network Marketing Mastermind—the world's largest, most intense and educational generic MLM events... co-hosts the Annual Network Marketing Cruise with Tom "Big Al" Schreiter... and writes the [One Minute Sponsoring Tip](#) for Network Marketers. Click <http://MLMPlayers.com> to receive Art's FREE! Tips newsletter.

Be sure to check out Art Jonak's Network Marketing Lifestyle Photo Gallery [here!](#)
