FEATURE | DUPLICATING

Top 10 Ways to Make Your Business UN-Duplicatable!

Think you have a better way? THINK AGAIN!

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673 words | 3 pages

You hear it time and time again – the key to direct selling/network marketing is being so duplicatable that the greenest of new associates can do exactly what you do everyday and experience success. That's what makes this business so great!

And yet…..so many of the struggling leaders who call me for help are running their businesses in a way that is simply not duplicatable – or even worth duplicating.

> ***Here's the deal - even some of the best leaders struggle.***

They try to reinvent the wheel, do things their way or do things in a way that won't work, sabotaging their success and setting a bad example for their team.

> ***Then, they figure it out and go back to being – that's right – duplicatable! They use the systems their company put into place and show others how to do the same.***

Could it be more simple that that?

But, if you really are determined to sabotage your success, create confusion for your downline and make things very difficult for you and others around you, here's a list of the top ten things you want to do to make sure you are absolutely, utterly and successfully UN-duplicatable!

10. Have a very elaborate website that is not the one set up by the company. This will look really complicated and difficult to imitate so your prospects or new recruits won't even try.

9. Yield to peer pressure and sink a lot of personal money (read – money that was not generated by your business) into presenting a successful image far above the income you are earning. Your recruits will think they have to drive fancy cars and wear very expensive clothes to be successful. If they don't have that kind of extra cash lying around, they can't follow you where you are going.

8. Invest in a fancy outside-the-home training center. You've told them this is a "home-based" business but you are showing them how to do it in upscale state-of-the art office space – hmmm…

7. Don't ever be real or authentic. Showing vulnerability and sharing your challenges and struggles will make you look like an unsuccessful 'wuss'.

6. Don't listen to the small, modest goals they want to set for their businesses and instead push them to set goals that are focused on helping YOU reach YOUR goals.

5. Closely related to #6, don't show them how they can achieve an early win in their business – even it seems like a small win to you. You've got big goals you've got to hit NOW and small successes that progressively get bigger aren't going to help you.

4. Ignore the company provided meeting outline or flip-chart when making your presentation so your prospects and team members will think they have to make up their own, too.

3. Work long, hard hours and appear really stressed-out and overwhelmed at team meetings. Oh – and make sure your life revolves entirely around your business.

2. Stop learning. You already know all there is to know so why should you keep showing up at new training classes or reading new books?

1. Above all, make sure your business is all about YOU! Don't engage in developing a relationship – with your prospects or your team members. Spend all of your time waiting for your chance to talk so you can sell, sell, sell. After all, why do you want to give them a chance to offer up objections, share concerns or talk about themselves? That information just won't close a sale!

There you go – your perfect blueprint for an UN-duplicatable business. Enjoy!

Sarah Robinson is the founder and Innovation Expert for Direct Selling Leaders, a resource site specifically designed to meet the needs of leaders in the network marketing, direct selling and mlm industries. If you are ready to lead your team to the next level while making more money and having more fun, visit www.DirectsellingLeaders.com

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