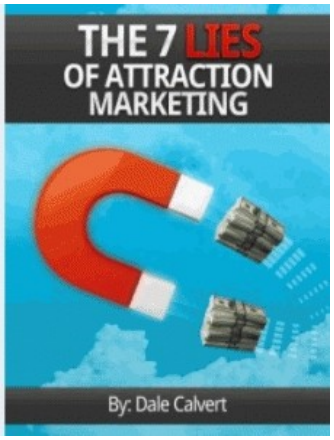
REVIEWS & RECOMMENDS | PROFESSIONAL DEVELOPMENT

The 7 Lies of Attraction Marketing

I didn't pull any punches with this book and I know I am going to catch a lot of heat for writing it. I am willing to DEBATE any of the topics and chapters in this book with anyone.

by **Dale Calvert**

607 words | 2 pages



You can download it here: ***The 7 Lies of Attraction Marketing***

I have been working on this book off and on for well over two years. I didn't pull any punches with this book and I know I am going to catch a lot of heat for writing it. I just want it to be known that I am willing to DEBATE any of the topics and chapters in this book with anyone. It has become more than obvious the entire attraction marketing business model as it relates to network marketing is a flawed concept.

70% of the population will die with their music still in them no matter what kind of training or opportunity they are exposed to.

THIS IS THE REAL ISSUE, not just within network marketing, but within the world.

To not address this and to promise people riches simply because they don't call their warm market and tell them they can become rich in network marketing sitting at home making stupid YouTube videos, or hiding behind their computer screen is simply not true. While this

approach may have worked for some, I believe it is because they developed the right skill sets, mindsets, and work ethic, not because of the Internet.

I could go on and on, but I just want you to know that I got sick and tired of spending time with what I call the 27%ers. Good, honest, hard working people, who have wasted a lot of time, energy, effort and money trying to fake it 'til they make it, following the attraction marketing guidance of others and in the process, have become no closer to developing the REAL skill sets and mindsets that it takes to become a network marketing leader.

That is why I wrote the book, for the 27%ers as I talked about years ago in the booklet *"Why the Masses of Network Marketers are Frustrated, Confused, and Don't Have a Clue What they Are Doing"*.

My focus always has been and always will be on the 27%ers and to not pull punches and to tell people the truth. I understand that most people can't handle the truth, they want to be told success is quick and easy and failure is somebody's fault other than their own. I get that, and while playing the 'tell them what they want to hear' game is much more profitable and popular, I sleep well at night, and I want it to stay that way.

I hope you download and read the book, and would love for you to leave us any comments you have.

Dale
You can download it here:

Dale Calvert started his first business from his parents home at the age of 14. For the past 25 years he has been supporting entrepreneurs and marketing professionals with some of the most powerful training programs in the industry.

MLMHelp.com is Dale's Catalog site featuring training articles, quotes and poems, MLM greeting cards, and more. This is where you can subscribe to Dale's Top Rated Ezine.

Dale Calvert is a 25 year marketing professional. A directory of Dale's websites can be found at DaleCalvert.com. His new course will teach you

21 Ways to create leads in your local market. You can get all the details at LocalMLMLeads.com