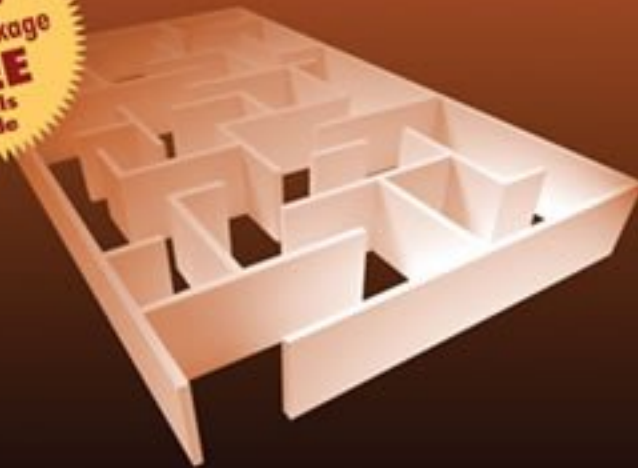


Patrick M. Powers

# MLM Pitfalls Your Upline Never Told You About

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Dear Patrick -"MLM Pitfalls Your Up-line Never Told You About", is by far the best book I've ever read on the subject. Every sentence is packed with valuable information. No nonsense, no hype, just the facts. The words flow as if you are a friend who really cares about my success.

I'm a six figure earner in MLM. If I had this coaching when I started I would have reached my goals in a fraction of the time. **Your book is now a "MUST READ" for every new person who joins my business and, as a result, I'm creating more leaders than ever before!**

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## About Patrick “Unstoppable” Powers



Born in Denmark, he started out in life with virtually no belief in himself, a very poor self-image, extremely introverted and very poor communication skills.

In spite of these challenges he kept on improving his skills and taking the actions that eventually led to his breakthrough. He started a business with 350 dollars and built 4,500 reps and customers in a year that produced a record breaking 3 million dollars +, in first year sales.

From then on he has never lost sight of his initial vision; **To help people realize and use their innate power to create a truly limitless and abundant life.**

He is considered one of the best speakers and trainers in the success and personal development field today, and has trained thousands of people in Denmark, UK Germany and the US, Canada and the Caribbean. His favorite subjects are making personal breakthroughs, leadership, coaching and networking skills.

He is the founder of Ultimate Empowerment Seminars [www.ultimateempowerment.com](http://www.ultimateempowerment.com) and [www.networklikeaninja.com](http://www.networklikeaninja.com), author of the e-book “**The best quotes for network marketers**” and the paperbacks “**MLM Pitfalls you upline never told you about** “ and ”**High Trust Networking**”.

He currently Lives in the UK, Spain, USA and Canada

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***Dedicated to all the Honest Hardworking Network Marketers  
in the world. Let go change the world together.***

**Acknowledgments**

All the people that you meet in your life, contribute to who you are and where you are today, but some of them will always stand out more than others.

First of all I would like to thank my coaches Peggy Long, Danni Johnson and Jeffrey Combs. Peggy for having such a strong integrity and teaching me CHOICE and COMMITMENT (and so many other things). You are THE authority on leadership and coaching.

Jeffery for being the “King Of Posture”. You taught me to “not take any bull” and stand up for myself.

Danni for your passion, energy and caring.

I have to mention my upline Ray Robbins as well. Ray you are **The** Ultimate Networker and the epitome of passion. When I grow up I want to be like you.

Also a huge thanks to Marianne Cooper for editing and typesetting.

You are all major contributing factors to my success. On my way in my life have met so many other people that has affected me, and there is too many to mention here but I thank you all for making me one of the happiest people in the world.

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**Warning:**

Don't Even think About Building Your MLM Business Without These Killer Secrets. This is the most important site you can visit this year.

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## Introduction

Welcome. First of all I would like to thank you for reading my book. Secondly, I would like to acknowledge you for being in Network Marketing. I truly think that we are a special breed – a breed above the norm. I have never experienced another type of business where there are so many truly visionary people that are working to make real changes for the better.

Some people will call us dreamers, but nobody ever made any worthwhile changes that didn't have a dream first.

I have seen Network Marketing transform lives and I believe that if you want to make a difference in our world there is no better way to do it. If you want to create freedom for yourself and your family, there is no better way to do it.

Unfortunately most people just don't make any serious money and they never reach the promised land of financial freedom, where they can start focusing on the things that are important to them **and** make a difference in a world that desperately needs it.

Let's face it – as long as people have to struggle to put food on the table and pay the bills they don't have energy left to focus on changing the world.

### ***Why is it that in a business that seems so easy over 90% never make it?***

The first reason is that a big share of the 90 % are people who **are just not serious**. They think that Network Marketing is a guaranteed lottery ticket to riches and they don't have to work on improving themselves. That, of course, is an attitude that leads to failure.

But many honest and serious people don't make it either, and I believe there is one major reason for that: they don't get the right training, the right education, or acquire the proper mind set.

Another contributing factor for the failures is that people are told that this business is so easy anybody can do it. When people experience that it's not easy for them, they naturally give up very soon because they feel they have been sold a scam. This is why due diligence is critical.

Well let me tell you that **it is easy** AND **it is also hard**. If you have the right education, the right tools, techniques and the right attitude then it IS easy. If you lack one or more of the above it's hard.

Unfortunately, most people have been brought in on false premises: "IF you JUST find 3 people and they do the same.....". Well I'm sure you know the rest of the story. Here is the whole truth. Are you ready for it? Great!

Succeeding in Network Marketing takes dedication, personal development, prospecting skills, presentation skills and leadership skills.

I believe anybody can learn those skills if they are committed to it. You don't have to have a magical personality that only a few lucky people are born with.

It can take a while to get the skills needed, but let me tell you that when you have the skills and you have built your business big, then there is no business like it on earth.

On the way to freedom there are pitfalls, lots of places to go wrong, and make errors. I made *all of them* during 16 years of experimenting with Network Marketing.

That's why I wrote this book for you. I wanted to help the newbie and the somewhat experienced Network Marketer to grow the business fast without making all the errors.

Errors that cause most wannabes to quit too soon. Either you already have, or will, commit the errors we talk about in this book. Hopefully, I can spare you from making some, or most, of them and save you tons of time.

I have made more errors than I wish to think about and it has taken me years to learn to avoid them. I am convinced that you can save years by avoiding these common missteps.

Take the advice in this book to heart AND **act** accordingly.

Enough talk – let's get started, so you can build your business quickly. I can't wait to see you at the top.

Have an outstanding day and remember to make a difference.

**Patrick "Unstoppable" Powers**

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## **How to use this book**

Note that I didn't say How to **read** this book; I said "How to **use** this book". The reason that I stress this is that most people that read a book like this, do exactly that: they just read it.

They don't take any actions from what they have learned, and therefore, they don't make any changes.

**If you just read this book it will not help you.**

You have to take action and you have to start doing it the moment you become aware of the need to do it. If you say that you will sit down next week to make a plan on how to do it, then it's not going to happen.

You have to do it NOW.

That is why I have left a section at the end of every part to take notes and I will also ask some questions to help you create an action plan – AT THAT MOMENT – when the ideas and concepts are still fresh in your mind.

The errors are categorized in 6 different groups. Within each category the errors are listed randomly and not in order of importance.

NOW let's **really** get started.....

## **Chapter 1: Preparing**

***If you fail to prepare, you prepare to fail.***

***Most people start making the errors even before they go into Network Marketing.***

***The pitfalls in this category are the ones that people make at the very beginning.***

### **Pitfall #1: Saying, “Let’s try this and see if it works”**

If you were getting married would you say “let’s try it and see if it works”? No – you would do your homework on the person; really get to know them, and *then* you make a commitment. For better and for worse.

The “let’s try this and see if it works” attitude simply doesn’t work. With that attitude, you **WILL** fail.

It takes a true commitment to make it to the top in anything. Were you really that naïve to think that success comes that easily? If you haven’t been hugely successful in the past, did you think that just the concept or system of network marketing would magically make you successful?

If that was true, then everybody would be in network marketing today. It takes a special person to create special results, so if you are not special, are you committed to becoming a special person? If not, it will never work.

The *let’s try this and see if it works* attitude comes from not doing your homework. You have to know your company, the products and the industry, before you can make a true commitment.

Too many times people will just sign up based on the excitement of the meeting and forget to do their homework.

**Remember this:** People will respond to *who* you are, more than to what you do. So if you are a person that has not totally committed yourself, then people are going to sense that.

People want to know that they can rely on you to be there for them 3 years from now. If you are not committed in your heart to this company, how can you expect people to follow you. They simply won't. People follow leaders that are committed and know where they are going.

Even if you attract a few people or even a handful or two, then they will be like you – **UNCOMMITTED**, and they will drop out when it gets tough or when they find out that it takes work to make it in Network Marketing.

The moment, and I really mean ***the moment*** that I became committed to reach the top, everything changed for me – people started to show up at the meeting and they signed up. Not only that, but they were the right kind of people who were committed to do the work and make a difference.

**Solution:** Get to know the industry. Read books like “The Greatest Opportunity in the History of the World” by John Calench. Interview leaders and customers in your company. Then make a firm commitment to stay in this company for better and for worse. **DECIDE** it will work for you.

**Tip:** If you are searching for information on the internet, be skeptical about what you read. Most bigger/older companies will have negative information about them on the internet. That doesn't necessarily mean that it's a bad Company. Remember that other people will have a vested interest in publishing bad news about your company so don't believe everything you read.

Also remember that many big non-MLM companies also have bad press. A good place to find unbiased facts about MLM companies or to find out if a company you are researching is a scam is [www.MLMWatchdog.com](http://www.MLMWatchdog.com)

## **Pitfall #2: Setting Goals Instead Of Making Commitments**

If you don't know where you are going, you are going nowhere. You have probably heard before, that a man without a goal is like a ship without a rudder. That is absolutely true.

But how often have you set goals that you didn't reach? How often have you found that someone in your downline has set goals and hasn't reached them?

I found that traditional goal-setting didn't work for me, but I have found that a commitment will come true almost every time.

I learned from my coach Peggy Long, that there are ONLY two things that will create your dreams.

- 1) **CHOICE** and
- 2) **COMMITMENT.**

Wishes, hopes, desires don't have the power to change your future.

So I recommend that you do this: Don't just set goals, rather, make commitments to yourself, and then stay accountable to your commitments.

What is the definition of a commitment? It's something you will do *no matter what*, whatever it takes.

When you become committed and a "no matter what" person, people will start to sense it. In a world where most people are wandering around without direction or purpose, you will stand out and they will want to follow you. And if you are committed you will attract committed people.

***Get committed, Stay committed and Never quit.***

### **Pitfall # 3: Investing In The Smallest Start-up Package**

It is a common error for beginners to invest in the smallest possible starter pack. Remember this: your people will do the same as you. The amount of money you invest will also show your commitment or lack thereof.

Look at your leaders. Did they invest in the small packages from the beginning or did they invest in the big starter pack? Just do the same as your leaders and you will reach the top.

***Ask yourself, "How can I afford the best solution"?***

Sit down, brainstorm and come up with ways to raise the money. Call your upline to ask for ideas on how to raise the money you need.

### **Pitfall #4: Looking Too Much At Results, Or Lack Thereof, In The Beginning.**

Let's face it, you are probably not going to wake up tomorrow and be a superstar in the industry if you have not been successful before.

If you look at the lack of results, you will probably get discouraged and before you know it, you have given up. Most people look at the **wrong kind** of results in the beginning, and for many years I was one of them. I was looking at the bottom line and saw no results. However.

**I was** getting some results, but I was not paying proper attention. I was making progress on the **inside** and I was improving my skills, but I didn't pay attention to that. I was kind of depressed when I looked at my income.

***So I always ended up giving up far too soon.***

Then I made a change on the inside that put me on the path to success. ***I decided that I was going to make it to the top no matter what.*** I decided NOT to look at the immediate results.

I got focused on improving myself.

I kept on saying to myself that if I continued to improve every week then indeed I was moving towards my goal and I would go right to the top.

Then a funny thing happened— my results started to improve almost overnight. Why? Because people sensed that I wasn't desperate to sign them up. When you are not desperate, you are a lot more attractive and interesting to others.

Then I relaxed, and focused on only 2 things:

What did I improve this week

How can I help this person

People then started to be attracted to me, listened to what I had to say and my results started to improve immediately.

Here is one thing I know for certain:

**YOU WILL SUCCEED, *if* you continue to improve every week – you will get the skills of a leader, and you will become a leader.**

**So you have got to ask yourself this:** Is your goal/vision important enough for you to keep putting in the effort week after week and continue to improve yourself even if you don't see any results on the bottom line? I hope it's a yes. If it is, I'll see you at the top soon.

## **Pitfall #5: Not Doing Your Homework**

Unfortunately, most people go blindly into Network Marketing without the slightest idea about what they are getting into. Those are also the same kind of people that get discouraged and drop out after two rejections or after their broke brother in-law tells them that it won't work.

Do your homework before you decide whether to start with a company or pass it up. It might be a scam or a bad company, but it also might be the best thing that could happen to you. You wouldn't buy a conventional business without doing research on it would you?

Just because it's a lot cheaper to start a Network Marketing business, there's no excuse for not doing your homework. It's still a business, and if you don't treat it like a serious business you will almost certainly lose money.

I myself jumped right into the first business I saw presented – it sounded so great at the opportunity meeting.

***When I finally did my homework properly, I became massively successful within a year of working with the company of my choice.***

## **Pitfall #6: Thinking Everything Is Going To Be Great**

It is common for the beginner to think that reaching the top in Network Marketing is going to be a cake walk—and why wouldn't they—that's what they have been told at the opportunity-meetings, and perhaps even by their sponsor.

So people believe it's going to be easy. I did too the many times I signed up in a Network Marketing business.

It sounds really easy to find four that find four. Any idiot should be able to do that right? The reality is that it's not THAT easy. It takes a lot of work, personal development, experiencing failure and learning. It's not just finding four people, its finding **the RIGHT four** people. To find the right four people you have to be "a right person" first.

To stay in the game long enough to succeed you have to prepare yourself and your downline for the negatives that come along, otherwise you, and they, will give up far too soon.

**These are the facts that almost nobody will tell you to expect:**

MOST people are going to say no, especially in the beginning.

It's going to be harder than you think.

Your family and close friends are going to tell you that you are crazy, or think that you joined a cult

People in your organization are going to fail and drop out. They're even going to blame you.

People are going to break their agreements with you.

The competition will steal your downline.

You will feel like giving up, fear, frustration, anger,

Bad press is a fact of life.

Bad press is not something to worry over, by the way. Most large companies get bad press sometime. Just look at Microsoft for example. Even with a lot of bad press they are still doing rather well.

Bad press is part of the game when you are in big business. In two weeks people will forget the bad news, so don't freak out about it— it's part of life and business. It will blow over. It's not the bad press that's the problem – it's people's reaction to it. So react like a leader if that happens to your company.

Leaders will stick with the company for better and for worse. I personally know one person who made 20 million dollars when a network marketing company had bad press: when the stock dropped he bought all he could, and later when it went up, he had made 20 million dollars.

**Here is the solution:** Do your homework and find the right company.

***Then make a commitment to stay with it until YOU work.  
In good times and in bad.***

Also ask yourself this question: Are you willing to continue despite the trials and tribulations, in order to achieve your dreams? If the answer is anything else but a resounding YES, then this business is probably not for you.

I have to tell you, even if it's not easy to reach the top, it's still **a lot easier** in MLM than probably any other business.

Further, in this business you get free coaching from very, very successful business people. It's an unbeatable concept and if you commit yourself to learn what they did, **you will reach the top.**

**Pitfall #7: Not Following The System – Trying To Reinvent The Wheel**  
*(Thinking you are smarter than your uplines)*

I can't keep count of the people that are just starting out and one of the first things they do is try to come up with a new prospecting system or a new presentation or a new and better something.

Just use what you have where you are right now and do it massively. Trust me, if you haven't mastered the basics, don't focus on improving it, or coming up with an advanced system, better presentations, etc. In this business, many times the advanced strategies won't work.

***It's the simple stuff that wins, because it's duplicatable.***

**Solution:** Focus on improving **Yourself** instead of the system. Call as many **successful** uplines as possible and ask them what they did to succeed. You will probably find that they worked a simple system and learned from their uplines. And yes, sometimes you **are** smarter than your uplines. Being smart is not necessarily what it takes to get to the top in Network Marketing.

Decide to do it the “*dumb*” way that's working for other people in your company. You will find it works for you too. Asians are the best at this business, because ***they are brilliant at copying others.***

When someone successful says to them, “Just do it this way and you will be successful”, guess what? They do it! They build the fastest down lines, simply because they work the system that already works.

The main reason why people try to reinvent the wheel is actually not that they think they are smarter than their uplines. It's because they are afraid to prospect – that is, talk to lots and lots of people.

***So they have to come up with some activity that justifies not talking to people.***

I have found that there are two kinds of people in this business:

- 1) The people that do everything they can to avoid talking to people.
- 2) The people that do everything they can to talk to as many people as possible.

***Only the latter succeed. Which kind are you?***

**Which of the pitfalls in this chapter did you fall into?**

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What gave you your biggest **AHA** experience?

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What specifically are you going to change, because of what you now know?

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When will you start your new actions? Or more importantly, what can you do today?

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How will you teach this new knowledge to your team?

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The following is a few extra pitfalls from different chapters - enjoy.

## **From Chapter 2: Prospecting**

### **Pitfall #14: Not Asking Your Prospects Enough Questions?**

***Telling is not selling.*** Only asking questions is selling. If you don't ask your prospect any questions, how do you know what's important to them? If you don't know what's important to them, how can you sell them anything?

Don't make the common mistake of saying, "Oh, I know this product is absolutely great for you, you are going to love it. It's totally brilliant."

The natural tendency for people is to resist statements that *others* make. When you ***ask the right questions***, they will discover and believe the benefits themselves. They can't resist statements or feelings that they themselves make.

Besides, who are you anyway to decide what's good for them?

Here is a little role-play that will help you see the power of questions:

**You:** "How would you feel about being able to sleep until you are finished sleeping; waking up and having all the time in the world to do what you wanted?"

**Prospect:** "That would be amazing".

**You:** "What would you do with all that time?"

**Prospect:** "I would spend more time with my children, play more golf, workout and take care of my health. I would go fishing more."

**You:** "Would you say that those activities are a high priority for you?"

**Prospect:** "Absolutely."

**You:** "What system *do you have in place right now* that will create that for you in the near future?"

**Prospect:** "None, really". (The prospect just told you that he/she has no system to get things that are important to him/her.)

**You:** "How does that feel?"

**Prospect:** "Well I don't know – not good, I guess."

**You:** “OK. So, if we could help you get more of those things that are important to you, would you take a serious look?”

**Prospect:** “Sure, what have you got?”

If you have followed along in the small role-play here I’m sure you will feel and understand the power of the questions I asked.

Here are some more questions to stimulate your creativity about what to ask your prospects:

- How important is your health to you?
- Can you see yourself in your job 5 years from now?
- Why?
- What would you change about your health?
- What would you change about your career?
- What are you most concerned about regarding your future/health/career?
- Are you satisfied with the prices you pay now for (telephone, internet etc)
- How would you like to save some money on your (X)? If I could help you save 10 % on your X, would that make a difference to you?

Understand that when you ask someone a question **they HAVE** to answer it. Maybe they don’t verbalize the answer out loud, but at least they have to answer it within themselves, isn’t that true? Notice that I just asked you a question and you answered it within your mind, didn’t you?

Since **they** come up with the answers, they believe them. When **you** make statements they hear *your* answers.

**Any question you ask will build a lot more credibility, than any statements you make.**

To really make questions powerful they need to come from the right attitude. By that I mean that you have to be genuinely interested in what’s important to the person of whom you are asking the questions. When you are really coming from a place of wanting to serve them with the best possible solutions, not only will the right questions come out easily for you, but the person will also feel and sense your sincerity.

When you meet someone who’s genuinely concerned about your needs and wants to help you, don’t you feel very attracted to them and trust them? That’s exactly what will happen with your prospects when you **ask the right questions**.

***Asking questions of your prospects is so important, that I recommend you become a lifetime student of questions.***

Begin to notice what questions really good salespeople ask when you shop? Then think about how that made you feel and how you can possibly adapt it to your business.

To learn more about how to ask questions and what to say and not say, get my book **“Power Scripts for Network Marketers”**

Subscribe for free to “Network Like a Ninja News“ at [www.NetworklikeaNinja.com](http://www.NetworklikeaNinja.com) to get updates **on the release date.**

## **From Chapter 4: Personal development**

### **Pitfall #45: Being Led By Your Emotions and Not Your Decisions**

Here is a big one and it's crucial that you pay full attention to it. This is not something that is just going to affect your business. It's going to affect every aspect of your life. You can make a decision right now that will change your life instantly and forever.

**It is in our moments of decision that our destiny is changed.**

What if you made the decision to prospect 5 new people a day 6 days a week for the next 4 months – no matter what?

What if you made the decision to go to the gym and work out for an hour at least 4 times per week? What if you decided to learn a new language?

How would these decisions change your life? We all make decisions everyday about a lot of things, but for the most part we didn't make the decisions consciously based on logic or what is good or bad for us.

Once a year on the same day, almost everybody makes a decision to change their life, that they “forget “ or “undecided” the next day. Do you know what day that is? New Years Eve, Of course.

Granted that most people maybe under influence from alcohol, that one day, but we all do it throughout the year. What happens New Years Eve and unfortunately also the rest of the year is that people make decisions based on their feelings in the moment.

So when the next day or week comes around, they don't feel the same way and suddenly it's not as convenient or it's too hard or whatever to make the changes.

Being “persuaded” by the emotions of the moment is a major error that could lead to a life of failure and unhappiness. Let me give you a few examples.

How many times have you ( or someone you know ) decided to lose weight. They decided to start working out, not eat chocolate or pizza or whatever.

By the time they arrive at home from work and they are tired, they don't feel like going to the gym, so they stay at home and watch TV. Soon enough they get the urge to nibble on a piece of chocolate, because they *feel* like it and before they know it they have decided that it's not going to work anyway.

In all of these moments, the decisions made by this person was based on feelings or emotions in the moment. What separates the successful from the failures is that people that are successful make firm decisions based on long term benefits and not for the pleasure of the moment or to avoid pain now.

***They stay committed to these decisions, no matter what.***

People that fail, make decisions based on what feels good or bad in this moment. If they try to make a decision that would benefit them long term, they change it as soon as they feel like it.

Let's explore an example that applies to MLM: someone gets started in Network Marketing and they decide that they are going to change their life now and become successful. They decide they will talk to 50 new people a week – 10 new people a day starting tomorrow.

The first day in their new life arrives and when they get home from work they are excited because they are going to start creating their new life. BUT first they have to check the emails. Then, they say to themselves that if they walk the dog first they will be in a better mood for calling. When they get back they want to see what's on TV tonight and lo and behold, there is a new catastrophe somewhere in the world.

Before they know it, its getting sort of too late to call people and then the first day is over, but "it's OK" they say to themselves, "I will make it up tomorrow. I will call 15 people a day the next 2 days."

That never happens because there is always something that's more convenient and probably less scary than making calls.  
(Like trying to improve on the upline's presentation.)

Do you recognize this pattern? I repeated it for years and I have lost more money than I care to think about because I was being led by my emotions of the moment, rather than staying committed to my decisions and dreams.

Realize that in changing your life there will ALWAYS be situations where you have to sacrifice the convenience of the moment to get to the long term rewards. I would never have finished this book in a month if I had been led by my emotions. I would have been walking on the seashore and playing with my new boxer puppy and fishing.

Right now as I write these words I'm tired of sitting in front of the computer and I feel like taking a swim, but I made the decision that today I am going to finish this book.

To be fit and get the long term pleasure of being healthy and attractive, you have to work out, even when you don't feel like it. To be successful and retire rich in Network Marketing, you have to prospect and make presentations, even if you are afraid of it and don't feel like it.

It doesn't matter what aspect of your life we are talking about - you *always* have to sacrifice the easy and nice to get to the truly great things in life.

***So stay committed to your decisions, no matter what, until what you want comes true.***

## **From Chapter 5: Leadership development and duplication:**

### **Pitfall #61: Working With People That Need Your Support Instead Of Those That Deserve It.**

There are a lot of people that need your help, but unfortunately, only a few truly deserve it. You have to watch out for the people that only *need* you. They will steal your time and energy (and sometimes your money).

Realize that you really do work for free for the people in your organization. When you work for free, you have to make sure you pick the right ones to put your time and effort into.

So how do you know who deserves your time?

I use two criteria:

**1) Do they work the business?** Meaning; do they talk to new people every week and have a plan and work towards defined goals?

**2) Do they keep their word?**

I give them a couple of easy tasks in the beginning and see if they follow through. If they don't, remind them that you work with people (for free) that are in integrity and keep their word.

Ask if they are willing to get back on track and follow those simple rules. If people don't keep their words and don't do the business, it's probably a much better investment of your time to go look for someone who will.

Trying to *raise the dead*, as it is often referred to in the business, is usually futile.

# From Chapter 6: Miscellaneous

## Pitfall #68: Not Treating It Like A Business

If you treat MLM like a serious business, you will make a lot of money. If you treat it like a hobby – well hobbies don't create money, they cost money.

Most people really treat network marketing as a hobby even though they think they are very professional. Here are some examples of behavior that reflects the two mentalities:

### **Hobby mentality people:**

- > Come to the meetings, when they feel like it.
- > Don't study on a daily basis or not at all.
- > Just *try* to see how it will work out.
- > Try the products from time to time, or use the least amount of products possible.
- > Talk to people when they feel like it, or when the subject comes up in a conversation anyway.
- > Don't have any plan of action, or they make lots of plans, but never follow them.
- > Give up when it becomes tough or something is not perfect.

### **Business mentality people:**

- > Invest in themselves and the business.
- > Have one or more coaches that are significantly more successful than they are.
- > Read Newsletters.
- > Subscribe to industry magazines.
- > Put a lot of effort in personal development.
- > Are at meetings, trainings and conference calls every possible week.
- > Are at national and regional conventions every time.
- > Have prospecting material on them always and they talk to people on a daily or at least weekly basis.
- > Buy books and audio trainings then study them on a daily basis.
- > Are committed to doing the business no matter what?

Let me ask you this: if you are to put a check next to every point above, where do you have most of the marks?

If you mostly have the asterisks at the hobby mentality, then realize that you have to make changes to get to the big money.

### ***Treat your business like a business.***

You are sitting on a gold mine bigger than you can imagine. Study the pros in the business and *do exactly as they do.*



Thanks for reading this sample of my book. The full version with 87 Pitfalls comes with free audios, lifetime updates and more. Check out what you are missing out on at [www.mlmpitfalls.com](http://www.mlmpitfalls.com)

### What are people saying about this book

Success takes a lot of failures. I probably fell into 80 out of 87 pitfalls in the book and only now am I starting to learn some of the lessons! I've decided to take responsibility for my team's success by including this book as one of the "must-read" books. I won't skip the step of going through the questions after each chapter with any team member either. Network Marketing is simple but not easy; this book helps leaders save a lot of time and reduce the chances of tension in training thus enables the team to succeed much faster!

Thank you Patrick!"

Irene Zhu – MLM Top Enroller

Patrick – Kudos to you my friend! This book is the answer to one of the biggest problems in the network marketing industry today. You get right to the core to show people how to increase their results, retention and most importantly duplication! Everyone in the industry should get a copy of this book. Read it. Devour it. Apply it.

Dan Kuschell, Author of "A Champion In the Making", and founder of ProsperityBasedLiving.com

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