

Trial Chapters 1 – 4 of the MLM Myth

The MLM Myth

Why So Many Fail At Network Marketing
And What We Can Do About It!



by

Kyle Newton & Ginny Dye

MLM MYTH

See what others have to say about ... The MYTH!

Michael & Karen Kahn:

In MLM Myth, Kyle and Ginny have truly identified the new "road map to success" that everyone in our industry is seeking. I have known both Kyle and Ginny for years. Kyle has been a "systems man" from the beginning, and Ginny has always been a "leaders' leader." Now together, they have created an inviting, humorous, informative explanation of exactly why and how the old network-marketing paradigms must change in order to overcome the challenges our industry continues to face. More importantly, they have developed the answer to those challenges!

As a "3%er" myself, I have always said, a successful organization must be "System-Driven", not "Personality-Dependant". The power, simplicity, effectiveness and duplicability of the system will determine the success of the organization. The (My-PRO) system is nothing short of guaranteed success. *It is a revolutionary tool, unlike anything that has ever been created before.* It is the new generation, the new paradigm of network marketing. I can honestly identify and attribute a huge percentage of my team's growth and retention to the (My-PRO) system.

Everyone in my organization will read MLM Myth. It's that important, it's the key to their success.

Kyle, I thank you for your vision. Ginny, I thank you for your leadership. And on behalf of millions to come, we all thank you for the *"Silver Bullet" solution we were told didn't exist.*



Michael & Karen Kahn
ITI #1 Income Earners

Michael Kahn
#1 Income Earner
International Teamworks, Inc.

Curt Johnson:

Candy Apples have always been a favorite of mine. The nuts and caramel make eating the "meat" and healthy stuff so much more fun. Kyle and Ginny have some great principles put forth in this work. It is always easier to point out things that are wrong, than it is to analyze and offer solutions. *Kyle and Ginny offer some solid principles and practical solutions that ALL networkers need embrace.*

Any networker who loves this industry, and wants to see it rise to its potential, will find themselves cheering. **The style and creativity of MLM Myth allows for an enjoyable reading experience.** Going along with the "apple" logo, think of reading this as eating a candy apple. *You may have to stop and think of the powerful stuff inside while you indulge!*

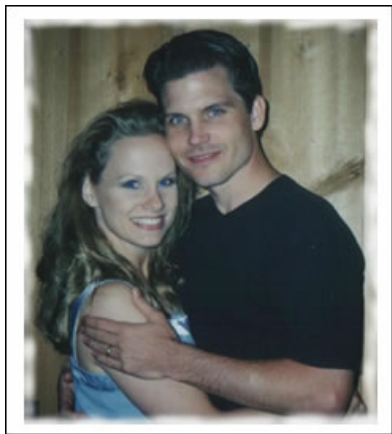


Curtis Johnson
Successful Network Marketer
& Internet Marketer

MLM MYTH

About The Authors

Kyle Newton - Author



Kyle Newton is a Nationally known Internet Marketing Systems Developer and founder of several successful companies. Since becoming involved in the Network Marketing Industry Kyle has applied his diverse background in Computer Science, Psychology, Non-Profit Organization Development, Marketing, Sales, Communication and Human Development to the systems and philosophies he has created for and about the Network Marketing Industry.

For several years Kyle and his company, Newton, Inc., have provided Internet Based Marketing Systems to thousands of Network Marketers Worldwide. Newton, Inc., has compiled an impressive list of some of the top Network Marketing Companies and Organizations in the industry as its clients.

Kyle is also a systems inventor, with a Patent Pending with the USPTO, on his flagship creation, the My-PRO System. This system has been heralded by Industry leaders as a "real world" system that produces results for every type of Networker no matter what background or style of marketing they may currently utilize.

"The main reason my systems are here today is because of the failure I saw in the Industry. While I did become involved in Network Marketing to make money personally ... I wanted to make money with people. I was recruiting people who needed the opportunity more than the opportunity needed them. My heart's cry then ... and my passion now is to see everyone, no matter who they were, succeed! Or as an absolute minimum, do everything possible to create the environment and systems where they have the best shot at success," says Kyle.

In today's complicated and time starved world, Kyle has been able to bridge the gap between the "technical" and the "functional" to form something that is finally practical and useful on the Internet to Network Marketers! This book is about that quest to find the Holy Grail of MLM Success ... and destroy The Myth that keeps so many from attaining their Personal Dreams!

Kyle and his wife and partner in life and business, Tari, are happily married and live with their two children, Blake and Brooke, in Bowling Green, KY.

You can reach Kyle: Kyle@MLM-Myth.com or www.NewtonInc.com

Ginny Dye - Co-Author



Ginny Dye brings a great passion to the Network Marketing Industry, believing it is the only way most people have the opportunity to achieve the goals they envision for their life. She is committed to the industry, and to helping people succeed in whatever way she can. She readily admits to having struggled for a long time before she finally gained the skills and confidence needed to succeed, and wants to help others shorten the learning curve!

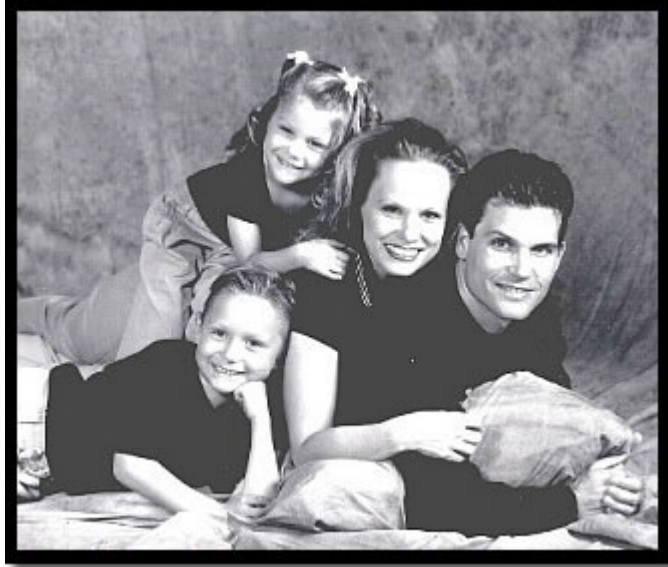
Ginny is the author of 16 books, as well as having developed many training manuals and other material for the Network Marketing industry. She is a national speaker, having appeared on both television and radio, as well as conducting training and inspirational seminars.

Ginny believes all of us are on the path to achieving our dreams - that as long as we stay on our path and refuse to give up we will reach our destination. Her passion for assisting people to reach their dreams can be explored at her website:

www.FlyToYourDreams.com - Ginny@MLM-Myth.com

MLM MYTH

Dedicated - To Tari My Wife



I want to dedicate, this my first of many books to come, to my wife, partner, best friend and love of my life ... Tari! It is said behind every good man stands a woman "In Shock!"

That is definitely humorous but not the case for my wife, Tari. She has made me who I am today and has paid a heavy price being married to a "wild-eyed, Mach II with his hair on fire, Pie-In-The-Sky" entrepreneur. She has sacrificially given her time, love and attention not only to this book, but to the many years of work that lay behind what this book has become and encapsulates with the ongoing development of our philosophies and systems.

Tari ... I love you ... and I thank you for being a great wife, a great mom, a great leader and the strongest Woman of God I have ever known.

My Love,

MLM MYTH

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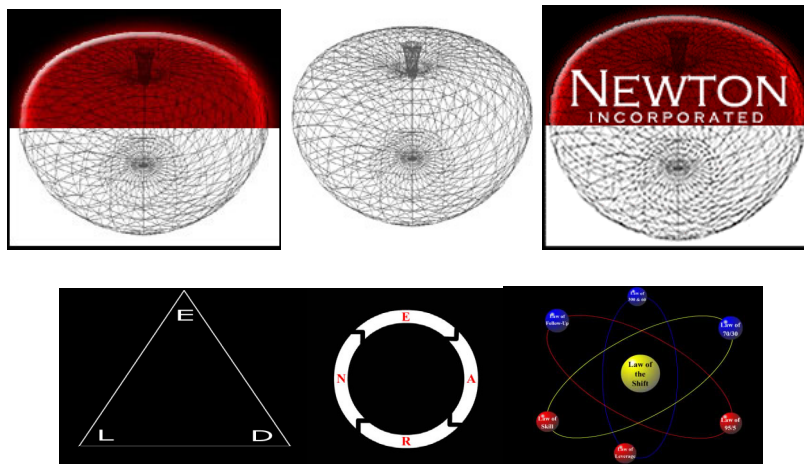
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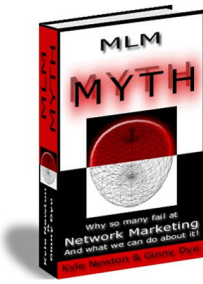
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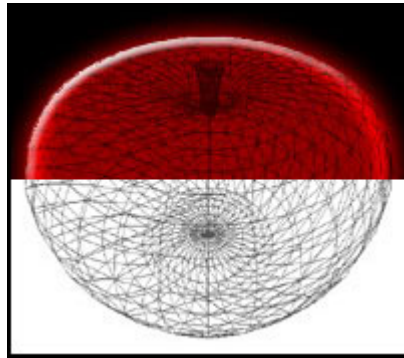
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Cover Designed by, Kyle Newton - Newton, Inc.

A Note From Kyle

Some of our readers will wonder the significance of the Apple on the cover of the book. The answer is three-fold.



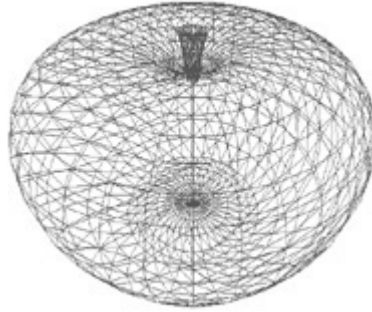
1 – The Apple is part of the logo for one of my companies – Newton, Inc. With a name like Newton, I decided to do some kind of word play with it. Combine the reality of my name with my sometimes natural bent toward “left-brain/computer” thinking, and it seemed only natural to have my “Scientific Apple”. It was either that, or some type of word play with Fig Newton cookies! Which would you choose? 😊

2 – More significant is what the Apple means to me, as well as what it will hopefully mean for you. It has been said that any person can easily count the number of apples on an apple tree, but only God can know the number of apple trees found within an apple. The latent and often untapped potential lies within the seed.

Just as the Apple Graphic represents – the true power and possibilities of each apple lie just beneath the skin – in the heart of the apple. So to with people. It is within the heart of everyone that you will discover either the seeds of greatness or commonality. Of glorious contribution, or a life of self-focused indulgence and obsession. The reality of our lives resides in the seeds of our heart.

The question of the ages has been – and will continue to be – how to tap into the power that resides within each of us. How do we tap into our true potential? How do we get the most out of life?

#3 - Of equal significance in relation to this book, you will notice the Apple Graphic is a wire-frame network with thousands of connections and intersections.



Sir Isaac Newton was a scientist who stood apart from his world and pondered the complexities of the laws governing the universe. Instead of publicly following the course of the philosopher, he instead focused his public contributions of how God created the inner-workings of His magnificent creation. He explored the inner-workings and network of forces that make up our world and universe.

My quest is to do the same within the realm of Network Marketing (or MLM). My focus is more on the laws and principles that make up the interactions and forces that govern our industry. These forces and principles are the seeds that can lead to true success for everyone. Their latent power has gone unseen and untapped for decades.

That is, until now....

A Note From Ginny

What an incredible privilege to be part of this book! Much of what you will read within these pages parallels my own journey in the Network Marketing Industry. I began my business with no real clue as to what it would entail, nor how it would transform my life as I struggled to learn and find success. Along the way I was enveloped by a burning desire to make other people's journey much easier than mine had been.

When Kyle approached me with his initial book concept I knew my opportunity had finally come. I could take my writing skills and combine them with what I had learned of this industry, AND the amazing **SYSTEM** Kyle has developed, to help other people discover the hoped for success that brought them to this industry.

Welcome to the journey that will enable you to finally reach the destination you hoped for when you entered this amazing industry!

Chapter 1: Why Another Book On MLM?

Imagine with me for a moment that you just received word from your Network Marketing Company... The United States Government was going to shut down your Company, and every other Network Marketing Company in the United States, if they couldn't produce definitive and documented proof that at least 70% of their Representatives achieved moderate success within 90 days of enrollment. Your Company's President announces the Government is cracking down on the 97% failure rate that has been standard in the industry for decades, and is giving each company, including yours, **ONLY 90 days** to comply!

That means **YOU** personally would also have to prove that 7 out of 10 of the new and existing Representatives on your team are making money, and experiencing at least moderate success within 90 days!

Your Company's President announces the Government is cracking down on the **97%** failure rate that has been standard in the industry for decades, and is giving each company, including yours, only **90 days to comply!**

What would you do? Let that sink in for a minute... Could you do it? Could *anyone* in Network Marketing do it?

Don't feel bad if you said "no". The statistics say there is no one in the Network Marketing Industry who could meet the criteria. The real question becomes what *was* your response to that challenge? How did you feel when you read it? What was that little voice inside of you telling you?

Did you say to yourself ***no way*** ... or ***bring it on!*** Did it seem like a nightmare or simply a challenge waiting to be conquered?

We suggest we all must embrace this type of "high mark" as a challenge for the future of our Industry - that we should "act as if" the Government had actually set the bar for us. We suggest we should come to expect more from this Industry that we love so much. But, we must also become aware of the Myth that shrouds our Industry. That Myth that lies at the core of just why a *70% success rate could seem so insurmountable*.

Through these pages you will enter the world of the MLM Myth. You will examine it with us – take it apart and expose it for what it truly is. But more importantly you will learn how to tap into the true riches they lay just beyond the veil of the Myth – but only if you dare to enter.

This Is No Ordinary Book

We wish we could be with you right now and have a little chat. Our next question would be why you are picking up a book entitled the MLM Myth. You might very well be asking yourself the very same question. Let's talk about that for a minute. Let's lay a foundation that will remain with you through this entire book.

We must tell you that this is not just your ordinary book for five basic reasons:

1. It is actually two books in one.
2. It is written both from the Male and Female perspective.
3. It is written to three distinct audiences – each with their own needs, desires and unanswered questions.
4. It is more than just a “How To Book” – it stretches into the new realm of application for **ANYONE** no matter what your skill, background or desire.
5. This book ends with a system that you can begin using right a way – A system unlike anything you have ever seen before.

Reason 1: Our Book Is Two Books In One

First, in actuality The MLM Myth is two books in one! Book 1 shares the story of Kyle & Ginny (the authors of this book) sitting down with two of their Network Marketing friends, Adam and Megan, to discuss the recent tragic events within their team. Book 2, interwoven throughout Book 1, is designed to give you all the facts, figures and paradigm shifts of the MLM Myth.

Why two books in one? Because there are two basic types of learning styles. You may have heard of them – experts in education and learning define it as right-brain or left-brain learning styles. Right-brainers are the artists, musicians and poets among us and within us. The left-brainers are more the engineers, mathematicians or accountant type.

Book 1 will appeal more to the right-brainers. You will be thrust into the drama of two fellow Network Marketers as they face the loss of their key team member and thus the majority of their income! You will follow the story as it unfolds, and be with them as they discover the Myth that lurks behind their sudden tragedy. More importantly, you will discover with them the light at the end of the tunnel.

Book 2 will address the needs and concerns of the left-brainers. Left-brainers can never have too many facts, principles and figures to support their beliefs. We will give you the nuts and bolts behind the Myth and the utilization of our solution. You will finish this section with the tools you need to make an informed and substantiated decision. At the risk of offending anyone we have identified Book 2 sections with an -“EggHead”. ☺

Every time you see one, click on it and it will take you to the “EggHead” info!



Don't be surprised if you find yourself gravitating to both sections. Most people are not purely right-brained or left-brained. While we are usually predominant in one, we carry the traits of both. The power for you, the reader, in absorbing both sections is that you are not just informed – you are **transformed**. Transformational learning comes not just from left-brain knowledge and facts, but also from right-brain emotion and imagination. These two working together form revelation or the “Ah...Ha's” of life.

Are you with me? Have you ever had an “Ah...Ha!” moment? The times in which you have assimilated enough information and experience to suddenly “get it”? And in the “getting it” you are suddenly equipped to apply it and make a difference in your life.

Let that be our challenge to you. Press through until you have your very own Ah...Ha moment!

Reason 2: Written From Both The Male And Female Perspective

This book is co-authored in order to address the concerns and perspectives of both men and women. If you look at all the books written about and for our industry you will find the field dominated by men, yet 70% of the industry is comprised of women.

The second unique aspect of this book is that it is written both from the male and female perspective. This book is co-authored in order to address the concerns and perspectives of both men and women. If you look at all the books written about and for our industry you will find the field dominated by men, yet 70% of the industry is comprised of women.

Hmmm... do you see the same discrepancy we did? We thought it would be both advantageous and fun to combine our thoughts, beliefs and perspectives in order to reach everyone. We had fun challenging and understanding each other – we hope the same understanding will flow to all of you.

Reason 3: Written For 3 Different Audiences

The third unique factor to our book is that it is also written to three distinct audiences. We daresay you fit in one of three categories. You are either exploring the world of MLM (or Network Marketing), or you are brand new in the industry. Perhaps you are one of the hordes of Burned-Out Networkers who have been there, done that! Or you are one of the fortunate ones who can proclaim to have found true success in the field of Network Marketing.

Whichever category you find yourself in... Welcome! This book was written for ALL of you. Depending on where you are coming from, and the category you reside in, you will find your past, present or future within the pages of this book.

At this point we would like to take just a moment more to connect with each of you. You might as well get used to it. *Network Marketing is about developing relationships – we would like to apply some of the skills we have already learned, as well as planting in your brain just how important it is!*

Brand New To Network Marketing

So you're a newcomer to this fascinating industry are you? You have finally tired of the nine to five rat race and decided to go it on your own. Someone has shared with you the wonders of Network Marketing. You're standing close to the edge, or you have already decided to take the plunge into the swirling cold waters. Now you're wanting to get educated so you can attain the highest success possible.

Let us be the first to congratulate you not only on your decision to change your future, but your decision to read our book before you venture too far from shore. We are taking the time to write this book because one of our passions is giving the brand new network marketer a firm, clear pathway to success in their new business.

Let us also say there may be many terms, words and expressions in this book that leave you scratching your head in confusion. It's okay. Any time you enter a new field you have to learn the jargon and "secret language". It's part of the game. We'll try and make sense of the "secret language" for you.

The bottom line is that after you have read this book you will have the tools you need to truly succeed in this new endeavor called Network Marketing. You will be miles ahead of everyone else joining the game!

There are sections at the end of some chapters called "Straight Talk." Make sure you don't skip over these. In these sections you will find that many times we can answer questions, concerns or thoughts you may be having about what you just read. Being new to the industry you may find our blunt writing style a little intimidating. We will shoot it straight to you in these sections.

Burnt-Out Network Marketers

So, okay, you're not new – you've either been in Network Marketing for a while, or you are one of the ones who tried it, and now you're picking up this book hoping to add fuel to your belief that this industry is nothing but a myth, a hoax designed to suck people in. We understand, but before we address that there is a little more we want to share that we know about you.

You probably hung around long enough to feel like you earned your Network Marketing T-shirt. You also earned your place in the NFL Club. In case you've never heard that "secret language" - it stands for the No Friends Left Club! You've burnt up your warm market; your friends hide from you when they see you coming; you're not invited to any more parties; your family wants to pretend they don't know you, or they whisper sympathetically behind your back; and you STILL aren't making, or didn't make, any money. You've climbed out of the water, thrown in the towel, and decided it was a nice dream but Network Marketing just won't work for someone like you.

The Genesis of this book - the passion that drove us to write it - is the cry of our hearts to see you, and the millions of other who jumped in the water, **SUCCEED**. Here's the good news. We have the principles and systems for you to turn your dreams into reality.

Perhaps you are on your way out of the water, dreaming of what solid land (however boring) will feel like again. You've spotted this book and you've grabbed it like a life ring hoping there is finally

a way to make this thing work for you. You are remembering the dreams that made you take the plunge in the first place, and those dreams are compelling you to take one more look. Congratulations on your courage!

We want you to know we share a kindred spirit because we also have a love/hate relationship with the Network Marketing industry. We see all the great things the industry has to offer but are also brutally aware of the negatives. We've seen success but unfortunately we see way more failure. Are we connecting here? We hope so because out of all the people who will read this book it is written primarily for those who feel like you do.

Our book is different. You are not going to learn how to prospect better. You're not going to be toughened up to face more rejection. You're not going to be told how to think more positively to create your reality, though we believe in the value of that. We're not going to teach you how to answer every question and respond to every objection. There are plenty of books in existence that can do that. We're not going to do what every other book does...

The Genesis of this book – the passion that drove us to write it – is the cry of our hearts to see you, and the millions of other who jumped in the water, **SUCCEED**. Here's the good news. We have the principles and systems for you to turn your dreams into reality. For those of you who are cocking your eyebrows and saying "*Oh Really...?*" we know that is a big statement.

The only way you will know if we can fulfill our words is to stay with us on this journey. You will find yourself in these pages. You may laugh. You may cry. Most importantly you will discover this industry truly can fulfill your dreams if you align yourself with a few core principles and learn how to harness the power of "System". Welcome to the journey.

The Successful Network Marketers

Oh... so you're one of the fortunate few who are experiencing the success Network Marketing promises. Congratulations! We have tremendous respect and admiration for what you have

achieved. We know how hard you have worked and are so glad you are reaping the benefits of your efforts.

Let's be up front from the beginning. Go ahead and hide the fact you are reading such a "blasphemous" book. Just read it. Dare to enter into some honest dialogue about the industry that has granted you your dreams – in the hopes more will join you in success. We promise not to tell anyone!

Be assured we are **110%** in favor and support of Network Marketing. Why else would we spend time writing a book about it? Why would we incur the wrath of the faithful by challenging some long held beliefs? Though we support the industry, here is the truth. Are you ready?

This industry doesn't work!

Are you still with us? You haven't slammed the book shut yet? You haven't hit delete on your computer? Perhaps the words are blurring because of your clenched jaw and blazing eyes. No matter. You're still with us, still involved in dialogue. Congratulations. And thank you.

Allow us to explain. This industry works – but only for about 3% of the people involved. Doesn't that mean 97% of Network Marketers **fail**? (We'll get into that more later) You're one of the 3%. You have worked VERY hard to make it there. You and we both know there are no overnight successes in MLM. You've paid the price and we admire you. We also have a few questions we challenge you to answer honestly.

- If you were to quit today would your income still be an exponentially growing "walk away" income?
- Is there true duplication happening on your team? For how many levels down in your organization?
- Do you truly have a system anyone can do – no matter their background, skill or finances?

Only you know how honest you were when you answered these questions, but this we know: What you will find in the following pages will excite you if they are read with an open mind and spirit. We will test your patience as we tread upon the Myth. We also believe your pulse will quicken as you grasp the awesome power of the concepts we are going to share here.

So sit back... settle in for a wild ride. We believe it will be worth it. If you choose to disagree with us remember, we promised not to tell anyone you read our book. If you choose to agree with us – and apply the principles and systems we share with you, well... let's just say your life, your business and the retirement security you dream of will never be the same!

Reason 4: This Is A New Breed Of Book!

The MLM-Myth is a “Why” book mixed with a “How To” book. This is not the typical Network Marketing book listing the “7 Secrets to Success” – or some other catchy title. There are plenty of those out there, yet we continue to experience a dismal success rate. We think there are some great books out there and we encourage you to always be learning about your industry but obviously they alone are not getting the job done.

Likewise, we would be wasting your time if we simply espoused our philosophy of the industry, throwing statistics out to support our position. You might or might not agree with us, but in the end you would still be swallowed in frustration because we gave you nowhere to go with your new understanding.

The MLM-Myth is about a brand new way of looking at the Network Marketing industry. It is also about a System.



The MLM-Myth is about a brand new way of looking at the Network Marketing industry. It is also about a System.

Get used to the word System. You are going to be hearing a lot about it. We are not inviting you to read about canned or worn out ideas that we have re-packaged and dressed up with new language. We are inviting you to experience a change in paradigm (a big word that just means you change your mind), as well as teaching you how to implement a system, that if implemented properly, will guarantee success every time.

Yes, you heard us right. GUARANTEE! Big words. We believe them but only you will know for sure if we are telling the truth. We are inviting you on this journey with us. We're also asking you to do it our way. We know that is a big request of independent network marketing types but we have good reasons.

We believe it is necessary to have a clear picture of “*Why*” we are proposing that a new way of doing Network Marketing is coming of age. Without the proper *Why* the *How* just doesn't make sense. Without a clear understanding of *Why*, the *How* just isn't worth working for. In this book we are committed to giving you a clear *Why*, as well as *How* to find success in this industry. Then we go further...

In our detailed study of the MLM industry literature, books, and training we have discovered others do a fine job of giving you the How – a set of instructions on how to do it yourself. A rare few combine both Why and How to form a power house combination of philosophy and action. We have discovered none that move to the next logical stage.

It's not enough to tell you Why. It's not even enough to add the How. We've decided to be bold enough to give you exactly what you need. By the end of this book you will have in your possession a System that in mere minutes you can be utilizing to realize success in this industry.

Why provide a system as opposed to giving the steps, or the outline, of the system? Simple. People don't want to create their own systems. To do so would be both cost and expertise prohibitive. So we've done it for you. Here's the catch. If you don't allow us to unfold it the right way – if you don't take the entire journey with us – you probably won't know how to turn the keys that will make this System most effective for you. It's up to you.

The hard work has already been done for you. The only thing left is for you to work on you. You are going to have to stretch yourself to see life, Network Marketing, and your own business through a new paradigm. You are going to have to step out of your current reality and step into this one. Limited or negative thinking will slow you down. In the end you can choose to agree or not to agree. The choice is yours. All we ask is that you prepare yourself for the shift.

The initial changes will occur in you. It has to be that way. You will begin to alter your concepts of the Network Marketing industry and what makes it work. Whether you are aware of it or not our industry is about to shift in a dramatic way. The shift will be from a “Personality” center to a “Systems” center. If you don't understand Why this shift must, and is, occurring, it will pass you by. If you don't understand How to take part in this shift it will pass you by. In passing you by, it will run over you before it leaves you behind!

You can make a different choice. If you choose to understand the *Why* then the “*How to Do It*” will become clearer and clearer. It will become firmly integrated into the way you think about this industry. It will be reflected daily in how you work your business. You will begin to see the power of the new “Systems Age” that is being birthed upon this MLM industry. Opportunity, abundance and success – all the things so many of you have futilely dreamed of for years – will become reality for you. Your hope will return. So will your expectation of a true “Walk Away Income”.

Reason 5: The System

And finally, the System! We end this book with the ability to have your very own Turn-Key System. A System unlike anything you have ever seen before. A system that is duplicable for the average person. Isn't that what we all are looking for?

Let's begin the journey...

Chapter 2: The MLM-Myth

Just what is the MLM Myth? Simply put, it is the mistaken belief that Network Marketing, as it exists today, works for the average or ordinary person.

The MLM-Myth is shrouded in hyped up hotel meetings, business opportunity video tapes, pep rallies, dysfunctional websites, and the always hyped super successful 3% cheering on the "American Dream."

Just what is the MLM Myth?

Simply put, it is the mistaken belief that Network Marketing, as it exists today, works for the average or ordinary person.

The Myth is alive and well in every American city and town. It crosses every demographic boundary, encompassing all sexes, ages, races, education levels, income levels, and occupational backgrounds. There seems to be no place it has not struck, then become deeply ingrained. It has a following that is passionate and committed to every facet of the Myth.

You have a wide cast of characters playing their various roles in this most elaborate dance. Playing them with fervent passion and belief in the outcome of their actions. Yet when the night is over, and the band has packed up and hit the road, what you are left with are the cold, hard facts.

Only 3% of the crowd departs in their luxury vehicles, toasting the success of the night, excited about the explosive growth and success of their organization. The remaining 97% watch them depart, envious of their success, wondering if they will ever have their own. They are encompassed with feelings of failure, yet lured on by the belief the Myth will become reality for them. The Myth tells them they, too, will experience wild financial success but the reality of their life reveals constant failure and deepening financial stress and pressure. ***They have become the newest prisoners of the MLM-Myth.***

About now you are either nodding your head in agreement, however reluctantly, or you are brand new to this industry and I just scared you to death. The other possibility is that your blood pressure just rose, along with your resentment, and you're ready to take us on in battle. Great! You just heard the truth. You just felt the truth. It's a place for us to start.

For those of you who are mad about what we just said, we would like to ask you a question: MLM has been around for over fifty years. If MLM companies are built for geometric growth – you know where one goes and sponsors a few, and then those sponsor a few – according to mathematics it should only take a matter of months to sponsor the whole planet. Why hasn't that happened? Because MLM as it is is nothing more than a MYTH!

All Myths are surrounded, and carried forward, by strong emotions. They are supported by almost "religious" beliefs. A true disciple of the Myth must believe that you dare not touch the "Holy Grail of Myth" lest you shall surely die.

We are here to tell you that pressing toward the truth will not produce death. You shall surely live well and prosper, but only if you are willing to penetrate the veil of the Myth and discover the truth of how to be successful in the Network Marketing industry.

We must tell you that the “MLM-Myth Wizard of Success” is nothing more than a short fat guy pulling your ropes and blowing you smoke. You can only make that discovery for yourself if you’re willing to have the courage it will take to pull back the curtain and take an honest look. The truth can do nothing but benefit you, your team, and your organization.

All Myths are surrounded, and carried forward, by strong emotions. They are supported by almost “religious” beliefs. A true disciple of the Myth must believe that you dare not touch the “Holy Grail of Myth” lest you shall surely die.

If you reach the end of our book and are still not convinced there is a better way to be successful in this industry, we promise to tell no one you touched the “Holy Grail”. We will simply direct you to tap your heels three times, say “*there is no place like home*”, and back to fairy-tale land you will go.

We’re being blunt on purpose. We are compelled to tell the truth about MLM. **Only 3% of the people succeed. 97% fail.** Your odds of true financial freedom are almost as good if you just go buy a lottery ticket and take your chances.

Has that sunk in yet? Do you realize that by all standards, a 3 percent success rate is failure? No matter **how** successful, motivated and rich the 3 percent are.

The Numbers Of The Myth!

Now, let’s deal directly with the struggle that is going on inside of you right now. You’re trying to hang with us but all of your defenses are rising every time I mention the word Myth. You’ve been programmed with, “*You just have to believe.*” You’ve heard the words, “*If you only want it badly enough you’ll make it happen for you and your family.*” You hear over and over, “*ANYONE can do this. You just have to work the numbers.*”

Okay, since we’re talking about numbers, let’s look at numbers. **If you don’t believe there is a Myth shrouding the MLM industry, the bottom line may alter your perspective.** Every year over a million people start their own traditional business of some sort. (For this discussion, traditional business will mean anything that is not MLM.)

One year later at least 40 percent of them will be out of business. During the next five years that number will increase to 80 percent. It gets worse. Of the ones who hang in there for the first five years, 80 percent don’t make it to their tenth anniversary. Ouch!

Let’s say that today 100 people start their own business, fueled by the passion of their dreams, straining toward the success they so badly want for themselves and their family. Only 20 are left after 5 years. 10 years later only 4 of them are still in business! Even more shocking is that these businesses are often funded by professional bankers and venture capitalists with

extensive experience in analyzing business realities. The businesses still fail. Those numbers are not comforting if you are about to start your own business.

But hang on. The numbers are even more shocking in the MLM industry. The success rate in our industry continues to hover at only 3%! And yes, those are industry statistics – not something we made up to prove a point.

Do you understand that this dismal success rate is in an industry that prides itself on not having the same problems traditional businesses face? We boast about not having employees. We lure people in with a small initial investment. We tout the benefits of no inventory, no payroll, no billing, etc. Still, there is a 97% failure rate.

Please note that the 3% success rate is an **industry** average...

Why is that distinction important? Think about it. When 80 percent of traditional businesses in America fail in the first five years those businesses are in multiple industries: Grocery stores, car lots, beauty salons, construction companies, finance companies, etc. Our point is that it is not just one industry. So?

Keep thinking with us... What if the car industry operated on a 97 percent failure rate? 97 percent of the cars produced didn't work. 97 percent of the plants shut down yearly. 97 percent of America's car dealerships failed yearly. You and I both know that if those statistics were true there would be no automobile industry. Who would buy cars with that level of instability? Who would invest in American factories? Who would take the risk to start an automobile dealership?

Keep thinking with us...
What if the car industry operated on a 97 percent failure rate? 97 percent of the cars produced didn't work. 97 percent of the plants shut down yearly. 97 percent of America's car dealerships failed yearly.

Are you thinking the same thing we are? **How can so many people continue to join the Network Marketing Industry, yet continue to fail so miserably?** What lessons are we not learning from our experience? How can any business in the world continue to operate at an anemic 3% success rate?

The MLM-Myth will answer those questions for you. It will explain the amazing Myth that powers it all. More importantly it will point the way to moving beyond the Myth – empowering people to realize and claim the power this industry promises!

Embarking on the Journey

**"All great truths begin as blasphemes" -
George Bernard Shaw**

Isn't this so true! We love this statement!

Before we go any further we want you to think back with us to a pivotal moment in the world's history. It was a time when everyone believed the world was flat. They believed it. They taught it. They drew maps and pictures of the earth being flat. They even added pictures of sea monsters who were just waiting to devour anyone who believed differently.

One man dared to believe differently. Christopher Columbus scoffed at their commonly accepted beliefs and set out to prove they were wrong. He loaded a boat full of men, and with the wind blowing through his hair he set off for the West. He left behind a continent of people sure he would fall off the edge of the world – that's of course if he wasn't devoured by sea monsters first.

We all know that his adventure resulted in his discovery of America but in order for him to discover the New World he had to face a Myth. He had to endure the ridicule, rejection and mockery from most of those around him. He had to choose to believe when no one believed with him.

Columbus dared to pierce the Myth – resulting in the creation of new “Maps” of our world. Using our modern term – new paradigms were created. Philosophies changed and business was revolutionized by new trade routes.

We too shall take the course of a “Myth Buster”. By piercing the “Veil of the Myth” we will find ourselves revolutionizing our industry.

So far we have told you we have a passion for this industry. You know we want people to succeed. You need to know more about why we have written this book – adding it to the masses of books created to help people succeed.

Please know that if you have any negative opinions about the industry, we often share those opinions with you. Our concern for the failure rate is the genesis of MLM Myth. Yet we also have an amazing passion for this industry and believe it is the future of business in America. Here's why...

It is a basic business principle that rich people build Networks, while poor people look for work. The richest people in the world build or own networks. Isn't it true? Television Networks. Telephone Networks. Computer Networks. Car manufacturers are a network of manufacturing, distribution, sales and service. Those who own networks in this next millennium, as well as the millennium past, are those that tap into the power of wealth and leverage. If your concept of a Network Marketer is a traveling salesman, or someone who is always pestering their relatives at every holiday, we ask you to set aside those experiences and concepts and venture forth with us into the awesome frontier of true “Networking”.

There is so much we could say about the value of this industry, and you will find it interwoven through the pages, but that is not the focus of our book. Yes, we believe MLM

does, and can work, for many people. The problem is that it has only succeeded to an infinitely small fraction of its true potential. **For its entire existence it has operated as a myth – what we call the MLM Myth.**

It is a basic business principle that rich people build Networks, while poor people look for work. The richest people in the world build or own networks.

Most of you will agree with me, based on your own experiences or the stories you have heard, that the majority of people in this industry work too hard doing the wrong things, the wrong ways, and produce little to no results. Their dreams remain an intangible entity dangling beyond their reach.

Yet the industry lives on. It has grown and expanded. Why? Because of the *Myth* the MLM industry carries with it. The *Myth* that gives it life and carries it forward. The *Myth* that ultimately leads to most network marketer's inevitable failure and demise. The *Myth* that crushes their dreams so cruelly because they so believed in the messages they heard and accepted.

Our hope is that this book will expose the MLM-Myth, while giving hope to the broken and unsuccessful networkers who still have even a spark of their original dream left in them. We want to give new direction and insight to the successful and motivated Networker. And we want to chart a course of true success for those who are just now deciding to step into the MLM industry.

One Final Note

Let us make one thing clear at the beginning. We know you have come to this book looking for answers. You're going to get them. But first you are going to get a lot of questions. Questions that will possibly challenge you, irritate you and frustrate you. Questions that may make you doubt everything you have ever learned about this industry. Questions that will make you dig deep into your own belief systems and see if they need to change.

You'll want to walk away sometimes. You may roar, "ENOUGH QUESTIONS. GIVE ME ANSWERS!" That's okay.

Here are our first questions. If we can provide answers that will change a 3% success rate to one much higher – is it worth playing the game our way? Do you have the courage to hang with us while we deal with all the myths that have created a 97% failure rate?

If so ... Let's begin our journey ...

Chapter 3 – The True Potential

Network Marketing is the most powerful form of capitalism and free democracy in the business world. This industry is poised to give birth to a new form of economy that will register in the multi-billions of dollars. It truly is the vehicle that will deliver many to the realization of their wildest dreams. In order to understand where this industry is going, it is necessary to see where we have come from.

Network Marketing is the most powerful form of capitalism and free democracy in the business world. This industry is poised to give birth to a new form of economy that will register in the multi-billions of dollars.

Let's take a look at our economy and the history of great wealth in our nation. From the dawn of the Industrial Revolution, all the way through the 1970's, fortunes were made primarily in manufacturing and raw materials but as competition increased both nationally and internationally the profits began to shrink.

In the 70's and 80's fortunes were made in Distribution. Sam Walton became one of the richest people in the world by cutting out the middleman through his Wal-Mart stores, but increasing competition has cut the profit margin there as well. The possibilities of fortune in Distribution has become slimmer.

The only slice of the pie that remains is distribution directly from the manufacturer to the consumer – cutting out wholesale distributors like Wal-Mart. How is it going to happen? The only way it can – through Network Marketing! Our industry provides direct distribution and marketing from the manufacturer or service provider, and then from customer to customer. It simply doesn't get any leaner than that.

But that is still only part of the picture. How were fortunes made in the 90's? Through the information and information systems industry. Think Microsoft. Dell Computers. Yahoo.

Just how does this relate to Network Marketing?

Think about it. What is Network Marketing or MLM? Isn't it nothing more than a concept? It is merely a concept embodied and communicated through the use of information – increasingly through the use of hi-tech, high-speed communication tools like the Internet. These information tools allow for direct supplier or manufacturing distribution to the consumer.

Put all the pieces together and you will begin to understand the whole picture. The fortunes of the 2000's and beyond will be made in direct distribution of goods and services to the consumer while utilizing hi-speed, hi-tech communication and information systems.

Are you with us? Is your pulse rising? Do you recognize the feeling of being at the right place at the right time?

Fortune 500 companies are scrambling to come on board with the times. Their “Customer Focus Initiatives” signal the return of the era of the “customer being king”, but they are too bulky to make the move fast enough. They are too shrouded in their own Myths. The “Golden Parachute 50 Somethings” running most companies don’t want to rock the boat – they only want to keep it afloat long enough for them to retire.

All this time – since the early 1940’s – Network Marketing has lumbered along waiting for its day on the front stage of our nation, and the world’s, economy. **We propose that the curtain is about to go up!**

The Weather is Good for Our Journey

There are a few more factors that make the weather just right for our journey to the Promised Land.

The economic mindset and habits of Americans are shifting. Public awareness of being “reimbursed” or “rewarded” for purchasing and customer loyalty is at an all time high. Consumers have grown to expect Frequent Flyer Miles, Points Programs, etc. Traditional companies are basically paying the consumer directly for their purchases and loyalty. Another history lesson will reveal why this is so important.

Excel Communications was one of the predominant Network Marketing companies of the 1990’s. Many factors contributed to their success but one that goes unnoticed is the public awareness available at that time.

What was in the papers almost every day? What was on the news? What was happening in the United States Court System? The deregulation of long-distance phone service. Excel was able to piggy-back on a massive surge of public awareness they didn’t even have to pay for. The news media was picking up the ticket and Excel was cashing the checks!



Excel was able to piggy-back on a massive surge of public awareness they didn’t even have to pay for. The news media was picking up the ticket and Excel was **cashing the checks!**

Fast forward to the 2000’s. The public is becoming increasingly aware to two things: Consumer Rewards; and the Power and Opportunity of the Internet. Commercial after commercial informs Americans they can, and should expect to, be rewarded for their purchases and loyalty. Commercial after commercial directs Americans to shop from their homes over the Internet for everything from Car Insurance, to Home Loans, to pillows...

The impact on Network Marketing is going to be huge. Corporate America is spending billions to give consumers this awareness. What better way to be rewarded than the compensation plans of Network Marketing companies cutting out the middleman? Add in the power and ease of shopping on-line. Then add in the reality of a struggling Stock Market; layoffs; downsizing; right-sizing; customer initiatives; and the “age of the entrepreneur...

Are you seeing the whole picture now? Do you understand there is a revolution in the making? The whole economy is shifting from a centralized focus to a decentralized focus – and most people and businesses don't know how to handle it!

Network Marketing stands as the premier model for dealing with all the negative conditions, while capitalizing on all the positives. Great changes always produce great opportunities for those who have the know-how and systems to capitalize on them. Traditional businesses and corporate America simply aren't equipped to handle what is happening right now. The industry that is going to reap the rewards from the current economic conditions of our world is Network Marketing.

Welcome to the right place at the right time!!

Facing Our Industry

Here's the kicker, though. In order for this to happen we have to face this industry, warts and all. We have to break it apart, then build it into a workable model. While it is true that consumers are being inundated with messages that they should be rewarded for their purchases and loyalty, they are still not going to naturally bridge the gap into Network Marketing all by themselves. We'd like to think the fish are going to jump in the boat all by themselves, but we're here to tell you that rarely happens.

60 years of a 97% failure rate has convinced too many people that Network Marketing is just a scam. They have uncles, aunts, brothers, sisters and co-workers to prove it. We have no choice but to return to the challenge we initially presented to you – the fictitious challenge of proving to the U.S. Government that you and your organization can produce and maintain a 70% success rate.

We want to assure everyone we are not slamming the successful 3 percent crowd. They've done a lot of hard work to attain their success. All it brings to themselves and their family is well deserved. What we are saying is we must find a way to increase that percentage of successful people. We are not so naïve to believe all will achieve the top money levels but we **MUST** see a greater level of success in this industry for it to be viable and ongoing – for it to realize the promise it was developed for so many years ago.

We have discovered the power of the
"Right People Communicating at the Right Time about the Right Things!"
It is the premise and slogan for our system.

This book should possibly have been called the MLM Paradox, but it just doesn't have the same flow and ring of The MLM-Myth, does it? Yet we realize this book is a Paradox and you may struggle to discern just where we are coming from. We are just as much for this industry as we are against it. Let's be crystal clear here. We are against MLM as it exists today, yet are very much **for** where it will go if it follows this system. A bold statement, yes? We believe it will bear fruit and prove to be true. We have discovered the power of the **Right People Communicating at the Right Time about the**

Right Things! It is the premise and slogan for our system.

Let's look at what propels us to make such bold statements. There are truths and facts about business that can't be denied. Business, like all social and man-made systems, operates under laws and principles. Just as God's creation operates under certain laws of gravity, motion, etc., so also do all social and man-made systems.

Money and Business are man-made systems propelled by emotion and societal norms. There are certain laws that dictate its success. If you follow those laws and principles it stands to reason you will find the success you seek. If you don't, well...

Are you closer to agreeing that any business with a 97 percent failure rate is operating against those laws? Only an industry shrouded in Myth, or perhaps our government's spending policies, can last so long with that level of failure!

What is the power that sustains such a dismal success rate? How can it stand amidst such obvious and glaring failure?

Let's continue our journey to answer these questions...

Chapter 4: Our Story Begins

Come join us as we meet our friends, Adam and Megan, for coffee at a local restaurant. They are in what appear to be the final stages of their MLM career. We are going to share our conversation with them as we journey toward an understanding of success in this amazing industry....

We had barely settled in our booths and picked up our menus before Adam erupted. "I'm done. I'm throwing in the towel." To emphasize his words he threw his napkin on the table in disgust. "You hear about people saying they are burned out. I'm way beyond that. I am burned up!" His blue eyes were blazing, his tall, lean body rigid.

We had never seen him so tense. We knew he had been struggling but we weren't prepared for this intensity. What had happened? We looked to Megan for some answers. She was one of Adam's leaders. They had been building the business together for two years and had achieved some success, though not what they were striving for.

She nodded, disgust and sadness mingling in her attractive face. She pushed back thick red hair, and sighed. "Frank called us last night. He is one of Adam's best friends. He was also my sponsor." Tears sprang into her brown eyes and she took another deep breath. "He's out. Gone!

He found another company and has taken everyone in his downline, and mine, with him." She paused. "Everyone but me. I have nothing left of what I have built but I simply can't go with someone so out of integrity. Besides that, I still believe in our company."

He is one of Adam's best friends. He was also my sponsor. Tears sprang into her brown eyes and she took another deep breath. "He's out.

Gone!

Ginny leaned forward and grabbed her friend's hand. "Megan, I'm so sorry! I know how hard that is."

Adam erupted again. "You have NO idea how hard it is. Two years of blood, sweat and tears while I built Multi-Tech 2000 (**not the real name**) and nothing to show for it!" His anger mingled with his disbelief. "It was my last remaining truly active group. Frank leaving is taking 75 percent of my income. I have no choice but to get a job." He glanced at Megan. "It's taking ALL of hers. How could he do this?"

We glanced at each other in concern. We knew just how serious the situation was. This was not the economy to be searching for a job. Adam had been an OSHA (Occupational Safety and Health Administration) Coordinator at a large chemical factory in town. He had quit his job after ten years of employment to pursue his MLM business full time. Because of the ongoing technical training required, his two year absence from the field would leave him virtually unqualified to seek another position in the only field he had any experience in.

Megan's face was a mask of sadness. "I've got a job to help with the bills but so what? I started my business because I wanted more than the nine-to-five grind. With all the things happening in my business recently I thought I could see the light at the end of the tunnel. Too bad I didn't know it was a train about to run me over."

She shook her head. "I told the kids we could go to Disneyland this year. We cut out pictures of the in-ground pool we have been dreaming about. I told my husband, Jim, he could start scaling back all the hours he works and spend more time with the kids..." Her voice trailed off. "It's all gone. With one phone call from Frank, it's all gone..."

Ginny leaned forward. "It's more than the money isn't it?"

"Of course!" Megan exclaimed. "I thought this was my way to prove I was someone. I don't have a lot of education. I've always been home with my kids except for a few years of working before my oldest was born. The few hours I work at the restaurant each week bring home very little. This was my way to be more than just a mom. It was my way to contribute, and still be home with the kids. I had such big hopes of making their dreams come true." Tears filled her eyes. "What a joke."

We groped for the right words to say. We felt their fear and anger. We could empathize with the panic they were feeling. The relationship we had with the two of them had been building for a couple years. We had met at a bookstore when we were all standing in the Business Section perusing Network Marketing books. Striking up a conversation with the friendly pair had been easy. So had been agreeing to not try and bring each other into "our" organizations, but just to support each other where we were.

The friendship had grown. We could vent our frustrations without having to worry about it effecting anyone in our existing organizations. We met weekly to share victories and tips. We celebrated and we commiserated, but we'd not had anything like this happen. We knew it was time to share with them what we had been learning and experiencing. We had tried before but they hadn't been in a place to hear it. Kyle opened his mouth but Adam wasn't done yet.

"I can't believe it!" Adam exclaimed, running his hand through his hair. "I just can't believe it. I did so much for that guy. I taught him everything he knew. I even paid his way in nineteen months ago when he was broke and wanted to get started. He thanks me by stabbing me in the back!" His voice caught. "Frank was my friend. My best friend in High School. We even double dated to the Senior Prom. Doesn't he know what this is going to do to me and Amy?"

Megan answered the question in our eyes. "Amy doesn't know yet. My husband, Jim, knows. He said he's sorry but I know he expected it to happen anyway. He always told me I was following a pipe dream. I just knew he would change his mind when the money started rolling in. Obviously that won't be happening," she said wearily.

Adam took a gulp of water. “Amy is going to hit the roof. She’s never been happy with any of this. She just went along because nothing was going to change my mind. I’m afraid to tell her. Things have been pretty tense lately. I just know this will be the final thing that makes her leave me.”

Her opinion of network marketers was remarkably akin to the feelings people have about high-flying swampland salespeople who flash through town, grab the money, then disappear.

We knew that story. Amy had never been in favor of Adam’s business. She certainly had not given her approval for him to leave his high-paying job to take his MLM business full time. Her opinion of network marketers was remarkably akin to the feelings people have about high-flying swampland salespeople who flash through town, grab the money, then disappear.

When her Uncle Frank had come along and taken over a holiday dinner by forcing people to watch a video presentation on his company, that had cemented her feelings. Uncle Frank had failed miserably. Amy was afraid Adam would end up the same way – taking her down with him.

“I just don’t know how I can tell her,” Adam moaned. “I can hear all the questions already. How are we going to pay the bills? What about the kid’s college? What are you going to do now?” He shook his head again. “Why did I quit my job?” He answered his own question. “I was so sure Frank was the answer for me. He’s such a natural salesman. With his public speaking ability and my administrative skills I just knew we could take this thing to the top.” His voice was bitter.

“We almost did, Adam,” Megan said gently. “Somehow we’ll figure out what comes next.”

Adam dropped his head. “What do I do? Where did I go wrong? What am I going to do now?”

Kyle finally had an opportunity to speak. “I’m so sorry this has happened to both of you but my being sorry isn’t going to change the situation.” His voice was kind, but firm. “We have to look at what you have been doing and why you have been doing it that way. I don’t have a quick answer for you, but I do believe Ginny and I have the answer.

We need to take a look at what you have been doing, then see what answers we can come up with.”

“It’s a little late for answers, Kyle,” Adam said wearily.

“It’s never too late for answers,” Ginny broke in gently. “Isn’t that really what you’re here for? If there wasn’t still some kind of hope would you have come at all today?”

Megan smiled. “Something like hope springing eternal?” She managed a small laugh. “I guess you’re right. I just don’t see any way to turn this mess around.”

How The Industry Goes ...

“You don’t have to see a way,” Kyle interjected. “At least not now. All I ask you to do is keep an open mind. And be honest.” He waited for both of them to nod, then continued. “What I’m going to do is sum up very briefly how the Network Marketing industry works right now. It may sound crude and brief, but I believe you’ll get the picture.

The story goes something like this. You have “Joe average” out there living their life. Then something happens. A Top 3 percenter gives a fabulous meeting; a new distributor is full of excitement and shares their opportunity with a friend; the mailed video does the job; the 25th auto-responder email finally takes them over the edge; or perhaps the website Multi-media presentation had just enough “Sizzle”... Whatever it is, “Joe Average” joins the business and becomes the industry’s newest MLMer. This new MLMer works the business for three to eight weeks (by the way, that is an actual statistic), fails, then quits, vowing never to do MLM again.”

Ginny watched Adam and Megan carefully. She could see their agitation growing. They hadn’t come to hear about the inevitable failure rate. She knew this was necessary but she felt for their pain.

In the end it boils down to the reality that only 3 percent of MLMers succeed. 97 percent fail. The only true drama in this scenario lies in the mystery of why this always happens and what we can do about it.

Kyle took a sip of water and continued. “It’s all just word play and elaboration to go into any more detail. I could give a long, detailed description that really paints the picture but the two of you don’t need that – you’re living the picture. In the end it boils down to the reality that only 3 percent of MLMers succeed. 97 percent fail. The only true drama in this scenario lies in the mystery of why this always happens and what we can do about it.”

He sat back and looked at Adam and Megan.

There was a brief silence then Adam gave a short bitter laugh. “That’s it? That’s all you’re going to say?” His voice was ripe with frustrated resentment. “I already know those statistics. I know how the game is played. I just never thought Megan and I would end up in the 97 percent group.”

Megan broke in. “Yeah. I know all the games. I’ve heard all the sayings. Things like: *The game of “Sift and Sort”. No means next. You have to get alligator skin and go on until you find the one that will.* I’ve been taught that *most won’t get involved with your opportunity but you keep going until you find the one who sees the opportunity and takes it on with the same passion you have.*”

Adam took up the recitation. “Here’s my favorite one. *Find a couple more like you and retire.* Well, Frank is proof to me that **that** part of the game doesn’t work.” He took a deep breath. “I know the game so why are you throwing it back in my face? That’s not our problem. The problem is my friend has hijacked our entire organization and there is nothing I can do about

it. My wife is going to leave me, and the last thing I'm going to be able to do, or even want to do, is find a job!" His voice rose as he spoke, causing heads all over the restaurant to turn in our direction. Adam glanced around, saw the attention he was drawing, took a deep breath and settled back into his seat.

"Adam is right," Megan chimed in. "We know the problem. What we need now are answers. We need to know how to turn this thing around NOW!"

Her voice was picking up Adam's intensity. "We know this industry like the back of our hands. We've been to the trainings; we've gone to all the meetings; we've read all the books. Kyle, we even *held* most of those meetings. But something went terribly wrong."

"Why?" Adam asked. "Why didn't we see this coming? If I'm honest I can admit the handwriting was on the wall. I knew our market was slumping. We weren't selling as much product. People weren't joining the business like they used to. There were some technical glitches with checks coming out on time but that got fixed. We could have worked it all out. For Frank to just up and leave – to pull out of everything we've developed. How did this happen?" He had settled back into his stunned disbelief.

"I can't believe this is happening either," Megan said. "I've seen it happen to other people but I never imagined it would happen to me. This industry works." Her voice sharpened. "It really does work. So it has to be me. What did I miss? What did I not do? What could I have done to prevent this? More importantly, what do I do now?" She glanced at Adam. "What do we do?"

Been There Done That ...

Ginny took up the conversation. "We knew what Kyle said would get a sharp reaction from you. We had the same reaction when we were forced to really examine the truth. We didn't want to hear it any more than you did. Yet we knew that if we weren't going to spiral into the same failure we would have to be willing to listen. We would have to begin to change our focus. We were going to have to look beyond ourselves for the answers." She stopped and smiled. "We were going to have to be able to look beyond everything we had ever learned about this industry and start with a clean slate."

Kyle continued. "We have no quick answers for the two of you but we do believe we can help steer you in the right direction by sharing with you the things we have learned. Adam, losing your wife and leaving the Networking Marketing industry isn't the answer for you. Is it?" Adam shrugged but he was listening.

"What about you, Megan," Ginny added. "Haven't you gone too far? Haven't you tasted too much of the success and promises that MLM has to offer?"

"Adam, can any job ever fulfill that for you again?" Kyle asked. "Your success has slipped away. For now. It doesn't mean you can't have it again."

There was a long silence at the table. We waited, knowing we had to give them time to process what they were hearing. Finally Megan nodded. Then Adam.

Our story will continue in a moment

Straight Talk

Newbies Club

Please know we are sympathetic to what you must be feeling right now. We have probably just scared you to death – you're running your hands through your hair wondering whatever possessed you to think you wanted to be involved with this industry.

Please stay with us because we believe you have made the best decision of your life. We are scaring you to death in order open your mind so you will be able to hear, understand, and implement the answer we are going to give you.

Most people who pick up a book never get beyond the first chapter. We challenge you to break the statistical mold and stay with us. You'll be glad you did, because you'll have the answer that will allow you to break out of the 97% failure rate of this industry.

Been There, Done That Club

Have you seen yourself in this chapter? Do you recognize yourself as one of the 97% crowd who watch the 3% crowd depart in their luxury vehicles, toasting the success of the night, excited about the explosive growth and success of their organization? Do you recognize the feeling of being envious of their success, wondering if you will ever have your own?

You are encompassed with feelings of failure, yet lured on by the belief the Myth will become reality for you. The Myth tells you that you will experience wild financial success but the reality of your life reveals constant failure and deepening financial stress and pressure. You feel like a prisoner and you're searching for a way out.

You've come to the right place. But only if you continue on with us. We've laid out the truth because it needs to be said, but the answer is here if you just keep reading.

The 3% Club

We want to assure you we are not slamming the successful 3 percent crowd. You've done a lot of hard work to attain your success. All it brings to yourself and your family is well deserved. What we are saying is we must find a way to increase that percentage of successful people. We are not so naïve to believe all will achieve the top money levels but we MUST see a greater level of success in this industry for it to be viable and ongoing – for it to realize the promise it was developed for so many years ago.

We are challenging you to consider this industry performing in a different way and on a different level. Use the talents that made you a member of the 3% Club by helping create the

reality that will make so much more of your team successful. It can be done. We're going to show you how!

On to your first Journey Notes ...

Journey Notes

"Take the first step in faith. You don't have to see the whole staircase. Just take the first step." Martin Luther King, Jr.

There are three things Columbus needed when he started on his journey. He had to have a very strong desire; he needed the faith to believe his dreams could come true; and he needed the right map to guide him along his journey. Without all three of these he would never have been successful in his quest.

So it is with you. You are going to need the same things Columbus had if you are going to pierce the Myth and Revolutionize our Industry. You're going to have to have a very strong desire for change; and you're going to have to have the faith needed to create that change. Once your desire and faith are in place, you'll require the right map to guide you on your journey.

We can, and will, give you the map to complete your journey. The rest is up to you. We already know you have desire or you wouldn't be reading this book and you wouldn't have made it this far.

Your faith is up to you, but the good news is that you don't have to have great faith at this exact moment. We'll believe for you. We know, and can prove, our systems work. We have done it time and time again. So let our faith carry you for now. We're not asking you to have blind-faith. There has been too much of that in this industry. Instead, we are asking you to hang with us while we systematically prove to you that our system works.

The Map is the key to your journey into success in Network Marketing. For the rest of this book we will be discovering the Map that will take you where you desire to go...

Our story continues ...

Visit www.MLM-Myth.com to get your own COMPLETE version of the MLM Myth book!

