
Why Most People Fail In Their Network Marketing Business

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Network Marketing is an amazing industry which levels the playing field and allows anyone to achieve success, regardless of his or her background, experience or current financial situation. However, success is not easy. It takes hard work, sacrifices, commitment, dedication, belief and long-term consistent and persistent action.

Unfortunately, only a small percentage of people who start a Network Marketing business succeed. In my 10+ years in this industry I have seen many people come and go. Here are the main reasons why they have been unsuccessful:

No Clear Goals

You have to know what you are looking for. Without clear goals it is just like getting into your car and driving without a destination. How will you ever get to where you are going if you don't know where you are going in the first place?

Don't Take Their Business Seriously

A Network Marketing business must be built like any other business in any other industry. Many people have the mindset that just because they are not investing hundreds of thousands of dollars they don't have a serious business that can make big money over time. There are no shortcuts; you have to work your business day in day out - year in year out, on a consistent and persistent basis to succeed.

No DMO (Daily Method of Operation)

Just like any other business, you need a solid DMO so you know exactly what you plan to accomplish in your business each and every day.

Unrealistic Goals

Most people are looking for fast easy money, which simply doesn't exist. A Network Marketing business must be built one brick at a time. It is very unlikely that anyone will earn \$10,000 their month, become a millionaire in a few months or be able to quit their job right away. It takes years to build a solid full time income.

Looking to Sponsor the Big Fish

People look to sponsor the so-called Heavy Hitter instead of becoming one themselves. Again, there are no shortcuts and no one will build your business for you.

No Interest In Self Development

Your wallet and bank account will only grow as big and as fast as you do. You must continue to develop your skills and attitude through books, audio and video.

Uncoachable

It's impossible to succeed in Network Marketing when you know everything (-: (or in most cases think you know everything). You must have an open mind to new ideas and be willing and able to follow directions from those who have already achieved what you are looking to accomplish.

Looking to Sell, Recruit and Close Instead of Sponsor

This industry is all about helping the right people duplicate your success through assisting and coaching. There should be no selling recruiting and closing involved.

Doesn't Handle Rejection Well - Or At All

Most people who are looking at your business aren't right for this industry and won't qualify. You can't take NO personally. Each NO brings you one step closer to finding the right person. Accept NO and move on!

Thinks Way Too Negatively - Glass is Half Empty

You must focus on the positive especially when working with your team.

Sweats the Small Stuff

Some people complain about every little challenge (of course they call them problems). There will be many challenges along the way. You must focus on the solutions not the challenges, solve them and move on. Remove the word Problem from your vocabulary.

Easily Influenced By Naysayers

Unfortunately, friends and family members (in most cases well intentioned) will try to bring you down. You must stay focused and pay no attention to those who offer advice, who don't have a clue as to what you are doing.

Blames Others For Everything That Doesn't Go Their Way

It's your business and it's up to you to make things happen. If your business isn't going as well as you would like, it's no one else's fault.

Doesn't Stay Focused On Anything They Start

It always amazes me to see how quickly people move from company to company, always looking for that next magic solution. The grass isn't always greener on the other side. It takes time to build a profitable Network Marketing business, and those who constantly jump to the next greatest opportunity, very rarely succeed.

Doesn't Start Out With a Realistic Budget

This is a real business and there are going to be real business expenses. You don't need a huge budget, but you do need to set a realistic affordable one, and stick with it for a minimum of 12 - 18 months.

In It For the Wrong Reasons

People who are in it just for the money, usually don't make it. You need to take the dollar signs out of your eyes and focus on assisting others. Only then will the money start coming in.

No Belief in the Industry or Themselves

You need a solid unshakable belief in the Network Marketing Industry and also in yourself. It must be genuine; you can't fake it as people will hear it in your voice, and will not join you.

No Mentor to Guide and Assist Them

This is an important element to your success - a mentor experienced in both sponsoring and duplicating to guide and assist you in building your business.

No Proven System To Follow

You must have a time tested proven system to follow that will provide you with a blueprint to build long-term residual wealth.

To achieve success in your Network Marketing Business, it is absolutely vital to avoid all of the pitfalls above. In addition, you need take your business seriously, set goals, do the work on a persistent basis, be coachable, and most importantly, follow your system and never give up!

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Howie Arzt spent 13 years of his career as a Music Teacher and moved on when after 13 years of teaching he realized he was making less money than when he started. He got involved in his Network Marketing Business and never looked back. Now he spends his time between his boat on the lake and working full time from his home in Northern Vermont. Check out his Network Marketing Business and Blueprint for Your Success at www.eBizOnAuto.com

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