

Why DO 95% Of Network Marketers Fail?

The problem's very simple... So is the solution!

Because their fierce "Independence" and personal pride won't allow them to admit that they could possibly not know something about their businesses that they need to know in order to survive. The fact is - businesses don't fail, People do. In other words, irrational emotion gets in the way of their ability to make sound, rational judgments about their businesses. They don't want anyone else to think they're not fully in control.

Cause and effect interestingly, the problem is generally worse among men than among women. Yet we tend to think of women as being more emotional than men. The observation is that women tend to be emotional about things that really matter, especially in business. Like relationships (which is what network marketing is really about). On the other hand, men tend to be more emotional about things that don't really matter? Like titles, status symbols (cars, clothes, accessories, trophies), power, authority, money, and sport. (Not surprisingly, business is the ultimate game for many men.)

It's no coincidence that the survival rate of women in this business is significantly higher than the survival rate of men. The fact is - women tend to focus on the causes in life, while men tend to focus on the effects. *Who's to blame?* It's very much part of our culture that men are supposed to know everything about business, cars, sport and other "masculine" pursuits. If they don't know or, more to the point, if they're foolish enough to admit that they don't know, it's seen as a serious deficiency on their part. Their manhood is somehow deemed to be in question. This kind of self-defeating, "macho" emotional conditioning has had a devastating impact on almost every facet of our society, especially our family relationships, and it's time we put things right.

Look at the FACTS!

The Japanese business phenomenon has been built on some fundamental principles:

** There are no mistakes, only lessons to be learned.*

** **Fix the problem, not the blame. *United we stand, divided we fall.***

These are the opposite of the typical approach to small business in western society.

** **Most of us refuse to admit that we need to learn anything, so we go on making the same mistakes, over and over. The lessons remain unlearned.***

** Most of us are preoccupied with blaming someone (anyone!) else for our own mistakes, so the problems aren't even acknowledged, let alone fixed.*

** **Most of us want to be wholly self-sufficient (a myth).***

We don't want to admit that we might need other people in order to survive.

Network marketers are small business owners, regardless of their company affiliations. They're independent operators. And they display all the same qualities and frailties as small business owners. And the same failure rate!

1 TEAM 1 DREAM

"Teamwork makes the Dreamwork"

T.E.A.M. Together Everyone Achieves More