



Educating, Empowering, and Mentoring the Women of Network Marketing

3 MLM, Network Marketing & Direct Sales Myths That Could Be Costing You Millions . . . Finally Exposed!

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Finally Exposed!

Introduction

When you first heard about our profession, you were probably just like me . . . really excited and full of hope and dreams!



There are two kinds of people who make presentations – those who make outrageous promise and promise ‘a you can have it all’ life style and do nothing to earn it and those who forget to share about the ‘you can have it all life style’ IF you work smart for 2 to 5 years.

Most people are promising you IMMEDIATE results – it sounds too good to be true . . . and ‘when it sounds too good to be true, it really is too good to be true!’

It really is called net‘work’ marketing for a reason, it does require work and your building a net‘work’ of people and helping them build too.

So let me ask you, are you one of the Super success stories OR one of the sad failures – you can write the story either way!

Did you know, you do not have to be earning a six-figure income to be a success in Network Marketing or Direct Sales!

YES, you heard me correctly. We are successful when we meet our goals – whatever they are. And, we are successful, when we help someone else meet their goals – so what does that look like? It could mean having a \$500 party and enrolling one new person on our Team this month!



Or, on the other extreme, it could mean having your first \$10,000 month.

So, why should you listen to me, Debbie Wysocki?

Because, I have been where you have been. Initially I struggled to build my business. I struggled because I was inconsistent in my efforts. But, when I made the decision to treat my business like the Million Dollar Business I knew it was, it became a million dollar business – and I replaced a 6-figure income in about two years and became the TOP Female Recruiter and TOP Female Saleswoman for their Flagship Product.



I love the Direct Sales and MLM/Network Marketing Profession because there is no ceiling on our income.

Here are some interesting facts though – 87% of the people involved in our profession are Women – 97% of the people in our profession earn tiny checks (less than \$200 per month or no check at all) and the TOP earners in our profession are Men.

Not only do Men earn the most money, they also teach most of the training!

So, here are a few questions to get you thinking about your business and about some tiny adjustments you might want to make to yield BIG Results (more money) in your pocket and build yourself a DYNASTY for a Business!

Now you may have read other books by self-profession gurus or coaches – I am just hoping they have actually build a successful business in network marketing OR direct sales. Some people feel qualified to coach our profession just because they are a life coach – I believe you should have been successful in this profession before you coach someone else.

Just as you would not want to get advice from a marriage counselor who was divorced, in my opinion, you wouldn't want to get advice about how to build a strong and successful business from someone who has never built her own business – it requires a special kind of person.



I am an authority on coaching women to attract quality prospects to their Team and teaching them how to put more money in their pocket from their Direct Sales or Network Marketing business while helping them create a message that is unique to their Personal Brand.

Myth #1 – I Need to Know Everything About the Product Before I Can Share



Yes, I thought this too – in fact I was the #1 seller of my company's nutritional product! I was one of their top trainers – I could recite every fact about this product (in my sleep).

So guess what--my new people thought that they had to know everything before they got started. They thought they had to be a product expert just like me. They didn't know that I had studied for a really long time and this was my passion!

So here is the MYTH Buster – if you take time on this non-income producing activity, then you are just wasting precious time that could be spent sharing the plan with people (or having an income producing party and possibly be discovering a new Consultant) **and people are what builds your business.**

Regardless of whether you have chosen network marketing or direct sales, you are in the business of marketing – marketing YOU. People first buy YOU – and then the business –**the Business is the real 'product,'** because the business is the 'distribution network.' Remember you are building a distribution network – of Associate or Consultants. (Think of Coca Cola and their 'network' of Soda Machines).

It is your enthusiasm about what you are sharing that causes people to buy. You could accidentally give them 10 wrong facts about your 'abc product'– but if you did it with enthusiasm, they would probably purchase – because they like YOU.



Were you an Expert on the product – NO – but you were likeable.

When I go to networking events, I can tell how someone has been ‘trained’ in the business by how they introduce themselves. Do they introduce their Corporate Image or do they introduce themselves as ‘I am in the business of changing lives, and I do this by making women more secure financially and more beautiful with MK.

Some of you may have been involved in our profession for more than 2 or 3 or 4 years and wondering why you are not making any money yet. Well, it might not be your fault. Maybe you were not trained correctly because your upline was not trained properly.



If you continue to primarily focus on the product – that’s not to say in a party plan you don’t have parties – but you must also put a heavy emphasis on recruiting GOOD people, then you will never make BIG BUCKS!

Instead of becoming a Product Expert – **become an Industry Expert!** Strive to understand people and what motivates them and your Dynasty will grow fast!



Myth #2 – My Upline is Amazing – She is the Best!

You are here because you want to make more money, have a bigger Team of Super Star Leaders, and Make a Bigger Difference with your Network Marketing or Direct Sales Company – it's my job to share with you what I have learned in almost 30 years of seeing all kinds of TOP Leaders.

We are not perfect. Life happens. We do not know everything. And we cannot be everything to everyone on our Team.

Most Leaders I believe try to do their best – some have no clue – some are way behind the times – some are product pushers – it's impossible for them to know everything that is going on in the profession – some are Amazing.

When I was the Fort Lauderdale Chapter Leader for the Direct Selling Women's Alliance, several women asked me to coach them – they identified with me more than their upline. That is really how The Academy got started.

Some of my ideas will be very different than your upline – but you have to ask if you have been making all the money you want?

Remember, your upline has a vested interest in everything you do, because they earn a percentage of your efforts -- but they do not have the right to make business decisions for you. You have to ask yourself what makes sense.

If you are not enrolling one to two new people each week and if your Team is not growing overall each month, there is a general problem – either with the Team Culture – how you are approaching your business or something deeper.

Ask yourself some hard questions –

- * Are you focused each day on IPAs (Income Producing Activities)?
- * What does your calendar look like?
- * How many times did you show the plan
- * How many new contacts did you add last week
- * Do you have a prospecting Journal?
- * Are you practicing the Hour of Power each day?

If your upline taught you a certain way to build that did work and it's no longer working – **find out What's Working Now!**



One of my favorite quotes is by Winston Churchill ***"We make a living by what we get, but we make a life by what we give."***

We all have the opportunity to be millionaires because of the vehicle of network marketing – but the question is will you be one? I am so thankful I am – it took me two and a half years of working my business exactly like I did when I was a financial analyst – but then I hit my company's top award level – and I believe you can do the same thing – maybe sooner.

Creating freedom in our profession is about mindset and decision – you must have the right mindset to know that you have received a blessing from your enroller – she has blessed you. Thank her – but be willing to think like a businesswoman and take control of your outcome.

If she tells you to make cold calls, and this does not resonate with you, then this is probably not a good thing to do.

Leaders have open minds and are coachable. They commit and are disciplined to incorporating new habits and check-in on their results and course correct as needed. This is how I coach my students. It's how I help you create more of what you want.

Myth #3 – If I Don't Get My Business Started in The First 90 Days, I've Failed

My job as an Enroller is to engage my new Associate and help her set goals and become focused. We want to recruit as many people as possible onto her Team and help her duplicate the process.

I want to get her comfortable and Showing the Plan herself as soon as possible. I want her to be adding to her Contact List every day.

We want to create Daily Success Habits

Now, what is the reality – about 65% of the people engage and the rest throw spaghetti against the wall and some actually wander away.

When I moved over to my last company – I hit their Crystal Executive challenge in my first 30 days – it was indeed a whirl wind. Was it worth it – absolutely –

You cannot go into your new adventure though with the mindset that if I do not make money in 90 days or even 180 days that I am going to quit – would you do this if you purchased a franchise? No, of course not – you would work smart and get the advice and Coaching of an Expert until you got the results you were looking for!

If you are serious about building a DYNASTY, it will not take 90 days, 180 days or even 365 days – more than likely, **it will be a 2 to 5 year process to achieve your goals.**

If you are going to achieve your goals and dreams in our business, you need to surround yourself with the right people – positive people who will hold you accountable for what you say and do.

While your first 90 days IS important to get you off to a FAST START – it is not the be all end all.

Statistics show that if a new person is not seeing SOME income (even a \$20 check) coming in the door for their efforts, to create belief in the





company/system, they will leave. Make sure you engage them and show them the SYSTEM works – IF THEY WORK.

They other key component is helping them create strong Success Habits. If you help them anchor in the Success Habits AND make sure they are plugged into events (Tele-Classes and LIVE Events), then it could be a timing issue. Help them keep focused on their Goals—and their WHY – which is critical to discover in the first 72 hours.

Remember it is YOUR DAILY HABITS that will create your success!



DEBBIE WYSOCKI BIO



Debbie Wysocki is the founder of **Women with Dreams** MLM Academy, where she Educates, Empowers, & Mentors Women in Direct Sales & Network Marketing to build more profitable and successful businesses with their existing companies. She is also the owner of **Women with Dreams** and **residual Money** secrets— companies that empower the average person to live an extraordinary life by teaching how to build profitable businesses in the network marketing arena.

She is a wife, mom to Trent (age 16) and Amanda (age 13). She is also a Girl Scout Leader with one the top selling Cookie Troops in Broward County, community and church volunteer, a top producer in the MLM industry, a real estate investor, best-selling author, trainer, speaker, business consultant, marketing & branding expert, and former Beverly Hills financial analyst.

Debbie is passionate about empowering others to become financially free and live a life they love – creating the success they deserve—utilizing her 25 plus years of experience in branding, marketing, and strategic business building in Real Estate, MLM, Network Marketing, home businesses, and entrepreneurs!

BE IRRESISTIBLE: 7 Key Recipes to Building a Quality Team Whether You've Been in Network Marketing 10 Years or 10 Minutes is as a System designed to teach WOMEN in Direct Sales and Network Marketing how to Attract Quality Leads and turn them into Team Members while generating Cash – it is currently available as an eBook www.HowToBeIrresistibleNow.com and will soon be available as a physical book. This is a flagship product released under the umbrella of **Women with Dreams MLM Academy**.

Her most recent co-authored book, a **Juicy Joyful Life** is an Amazon Best Seller and available at local bookstores and on the web. One of her other favorites is **Wake Up and Live the Life You Love**, co-authored with Wayne Dyer and Anthony Robbins.

Debbie's motto is 'How you do anything, is how you do everything!' Serving others is how Debbie lives her life.

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