



APACHE LEADS
LEADS FOR YOUR HOME BUSINESS

12 FATAL MISTAKES NETWORKERS MAKE

BY: DON REID

2ND EDITION



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INTRODUCTION:

I first joined a Network Marketing company (Amway) way back in February 1992. I had no previous experience in MLM.

My experience was in sales and electronics. At the time of joining Amway, it was a terrible recession and I was the owner of two failing brick and mortar businesses. One was an electrical contracting business and the other was a real estate business.

Both were struggling and had eaten up huge loans I had secured against our home. The writing was on the wall but I didn't want to read it.

Like many people I ended up joining an MLM company at the invitation of a stranger. I had painted myself into a tight financial corner and saw Amway as a possible life raft. Probably the wrong attitude, but that's how it was.

The line of sponsorship I was in, was part of the famous Dexter Yager group. Dexter grew a gigantic business which was half of the Amway business. He had more than 2 million people in his downline. A huge part of his business growth was teaching his downline how to actually grow a MLM business..

My immediate upline were great students of the Yager system and taught us all they knew. Having a big dream was probably the most crucial part of the system.

Striving to [be a master dream builder](#) is crucial to your success in MLM

I was fortunate that my upline were all very committed to the system and provided constant training downline.

The guy who recruited us (my wife and I) was especially fun to be with and he spent a huge amount of time knocking the rough edges off me. Without him I would never have stayed in and built a decent sized business.



The mistakes listed in this book are ones I personally had to learn and fix. I wrote this short book covering them because to this day I still see many people making these same mistakes.

They are all fatal. If you don't fix these mistakes and continue to make them, your business will fail, that's how serious it is.

Once you read this book and fix any of the mistakes you're making you stand a really good chance of making a go of it. Remember, [97% of Networkers fail](#) and it's due to these 12 fatal mistakes.

You can now avoid these fatal mistakes and teach your own downline how to avoid them. Be a teacher and a leader.

I'd love to hear from you about your business adventures. To do that or to get help, simply contact us on our [contact page](#).

Best wishes

Don Reid



"Every man who knows how to read has it in his power to magnify himself, to multiply the ways in which he exists, to make his life full, significant, and interesting."

- Aldous Huxley



IMPORTANT NOTE ABOUT THIS BOOK

This book exists for two reasons:

Reason #1: So that you'll eventually join [The Go Getters Club](#) to help you implement everything you read here.

Reason #2: To get you Results in Advance so that you'll actually want to do Reason #1 as quickly as possible. As you'll soon find out, I'm going to be fully transparent, honest, and blunt with you through the pages of this book. A very successful person once taught me that if you want people to believe you can help them, help them. I want to help you.



12 FATAL MISTAKES NETWORKERS MAKE

Hey everybody makes mistakes, that's part of being human. The smart humans learn from their mistakes and don't repeat them. The really smart humans learn from other peoples' mistakes as well, so they don't have to make the same mistakes themselves.

That's the whole point of this list. It's to save you from having to make these mistakes. Yeah, you probably already made a few of them, but I figure if you're reading this you can still be saved!

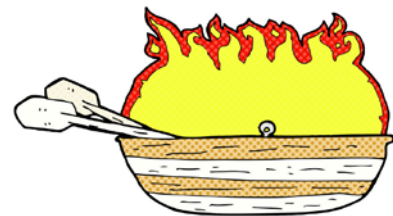
Minimizing or even avoiding these fatal mistakes will help your business to grow and prosper. Obviously, the fewer mistakes you make the better and faster your business will grow.

By the way, these are not in any particular order. These mistakes are all deadly to your business so place the same high priority on all of them and avoid them all.

Let's get into this

1 Failure To Commit - Burn The Boats.

Legend has it that when Cortez began his conquest of the Aztec Empire he and his army were well and truly outnumbered. When they disembarked from their ships they landed on a beach.



Cortez ordered that all the boats be burned. There would be no turning back. They would either win or they would perish.



That's commitment.

You need to be committed to your business. Decide you're going to do this thing and realize your life depends on you being a success.

If not, you are dooming yourself and your family to a life unfulfilled. A life working for someone else. A life of drudgery, frustration and regret.

Get committed, do what it takes to make it a success!!

2 Not Having a Big Dream - Without a Dream Nothing Happens.

Everything in life starts with a dream. It's another word for vision. I like it because it's much more romantic and exciting, than vision.



Think back to anything you ever really wanted in life. That first car, that sparkling necklace, that girl, that boy, that house, having a child, that island vacation...everything you achieved started with you having it in your mind.

You could see it so clearly, you could taste it, feel it, see yourself wearing it, driving it, living in it.

Without a big dream to power your activity and to keep you fired up, you're going to find it hard work building a business and you will slowly but surely start going back to your old habits. You will find yourself sitting there watching Netflix instead of doing what it takes to earn your freedom.

Get with your partner and/or your upline and start building a dream.

My sponsor in Amway, was a master dreambuilder. He would always be talking to me about my dream and he would help me expand it so it was huge.



At that time we were both broke and drove crappy cars. His was an old Ford. He really wanted a BMW. It used to amuse me that in the center of his steering wheel he had sticky taped a paper BMW logo. He saw that logo every single time he got in that old Ford and all the while he was driving it.

I was there the day he went to BMW and picked out his new BMW 5 series!

This stuff works my friend, it really does. So get to dream building. Tomorrow, go to a luxury car dealership. Walk in there, get the sales person to show you over a nice convertible. Sit in it, enjoy that new car smell, feel the leather seats and the beautiful solid clunk the doors make when you close them.

Get a test drive. Feel that power, notice how smooth it rides, your ears will love the quiet ride.

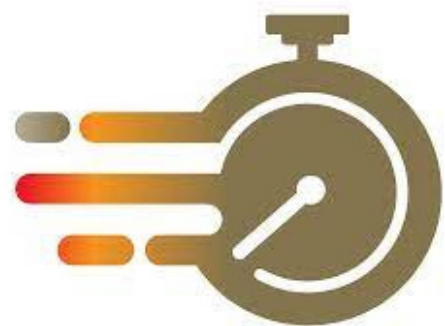
Prospect the sales person and recruit them into your business.

Take your downline to a dealership and help them build their dream.

The dream is the fuel that drives your business, that's how important it is!

3 Be Teachable - Being a "Know It All" is Fasttrack to Failure.

You're probably new to Networking. You don't know how to do it. You don't have a better idea than your upline. Shut up, listen to your leaders and learn. Until you have big runs on the board, no one cares about your "experience" in sales or business.



I know that's blunt and probably a few people are going to toss this book in the trash now. However, there has never been a knowitall who made it in MLM. Practice being humble, open your ears, shut your mouth and learn the skills needed.



So many times I've seen new people come onboard declaring how experienced they are in sales. *"I don't need to learn how to make calls, I used to work in a call center"*

Wow really? How is it you're not rich and free if you know so much?

I hate to admit, when I was first recruited I was running two brick and mortar businesses. One was a real estate agency and the other an electrical contractor. I had no time, I worked 15 hours a day and got blackout drunk every Friday night.

I thought I knew everything. My sponsor had to kick my butt until I became teachable. Then and only then did I go onto build a nice sized business that provided my family with a much needed income.

Get over yourself. Be humble and teachable. Follow your leaders teachings.

4 Don't Be a Loner - Find an Upline Leader.

Sure sometimes you might have a sponsor / upline that is not much chop. That happens. You need to stop blaming them for your lack of growth and start searching upline.



Somewhere upline is a leader who is walking the walk. They are putting the business together fast and furious. They are always hitting higher levels and you see them speaking at company functions. Go get in their face! Ask them to mentor you, to keep you accountable and to keep you focused on winning.

Nobody builds a successful NM (network marketing) business without help from upline. Don't doom your family to a mediocre life when by reaching out and finding a leader willing to work with you can make all the difference.



If you have truly searched up line and can't find anyone to help you, call the company. Ask them to move you to a line of sponsorship that has real leaders in it. If they say no, then quit that business and go find another one. There's plenty of businesses.

5 Edify Upline, Downline, The Company, The Products, Everything - Be a Positive Force.

Whenever you're talking about your upline, downline, crossline, the company, the products, the system, be positive.

Build everything up, never tear things down by being negative.



When you edify your upline to new people they will listen intently when your upline speaks to them (which is exactly what you want them to do).

Example: Bob Smith, is an amazing leader. He has grown a huge business in a short time. He is very generous with his advice. I hope to introduce you to him soon.

This is an important tip and if you do it all the time your downline will duplicate you and you will begin seeing momentum.

Before you know it, your downline will be edifying you and introducing their new people to you as their upline leader. That's going to feel really good, right?



6 Skipping Out On Events.

Your upline and your company put on events for many reasons. Events drive business growth. Events get people excited and they have renewed desire and get out there and build.

Attending ALL upline events that you qualify for is mandatory for those who become a success in this game.



Non attendance will be noted by both your upline and downline. Your upline will figure, you're not serious anymore and your downline will figure you're quitting and they will do the same as you. Your business will die a sudden death.

Your job is to get your tickets, transport and accommodation sorted out early. Be excited about the event and promote it constantly. Everyone in your downline should be sick of hearing about the event. Don't stop until they all have a ticket.

Do not accept their excuses for not being able to attend. Help them overcome the obstacles. For example, if they say they don't have enough money, tell them to get out and sell some product. There are no valid excuses

Take as many people as possible to the event. Be like a sheepdog. Don't let them out of your sight. Keep them together, keep them excited. Encourage them to take notes.

7 Making Up Stories About Income and Products.

Some folks get all excited and simply churn out made up figures about how much money they and others are making.

This makes an unrealistic expectation with the





person you are telling these nursery rhymes to. They believe you and think they can be a millionaire in a few weeks.

You know that's not going to happen. When they find out the truth, they will be shattered and never believe anything you say again. That's not what you wanted to happen, is it?

Don't make false claims about the products or incomes. It's dishonest and also breaks some serious laws.

Be honest, be real and help the new people understand there is huge potential in NM but like all good things, it takes time to put it all together. If you treat them properly and teach them how to grow a business they will find their feet and can get on to building a huge business which brings them happiness.

8 Quitting - The Worst Decision Ever.

Yes everyone gets to the point they want to quit. In fact 97% do it. Honestly, the only way to fail at this business is to quit. If you never quit, you have to succeed (sooner or later).

Give yourself a fighting chance. Always protect your attitude, stay away from negative people. Stick to your upline leaders like glue. Spend as much time as you can with them, without being a stalker ok :)



If you feel like quitting, don't be a coward and just go ahead and do it. Your upline invested time with you. You owe it to them to go and talk it out with them.

Only quitters quit.



9 Not Following Up.

After you have done a presentation you need to set a day and time to do the follow up. This should be no longer than 48 hours after the presentation. If the presentation was them watching a video. Then the follow up should be right after they watched the video.



Follow up is like having sex. It's the part where you're lying there together having a smoke and feeling good. Don't blow the whole thing by jumping out of bed, getting dressed only to never be seen again!

No one likes that guy.

Do the follow up how your leader taught you. Give the new prospect a chance at a happy life and happy ending ;)

10 Not Doing The Work - Doing Busy Work.

Yes lots of people simply don't do the work required to build and grow a successful NM business.

Reading the catalog, watching videos, rearranging your products are busy work. Sure they take up your time and make you feel good but they are very low priority activities and do not add even one person to your downline.



The real work in NM are these activities: Prospecting, Calling Leads, Presenting, Following Up, Recruiting, Training and Personal Development.

No work equals no freedom



11 Not Being Accountable - Consult With Your Upline.

Your upline leader has been where you are. They have gained more experience and developed business building skills. They know the numbers, meaning they know how many presentations it takes to recruit "x" number of new people into the business.



You need to learn what the numbers are and shoot to do those numbers every month. Month after month. To keep you on track you need to be calling or visiting your upline leader every week and honestly reporting how many presentations you did, follow ups, and how many new people you recruited.

Seek advice and guidance from them. Listen and take notes. Don't give excuses, you either did the work or you didn't.

At the end of the meeting, book another meeting for next week.

Being accountable to your upline, your partner and yourself is mandatory for success.

Note: One of the things we do in The [Go Getters Club](#) is keep you accountable every month. We do this with one on one Zoom calls where you present your numbers and we give you advice based on your progress. [Join it now and be accountable.](#)

12 Not Reading Positive Books - 15 Minutes Per Day.

Our brains are like muscles, if you don't use them they wither. Reading develops your brain and helps you develop people and leadership skills (when you read positive personal growth books).

I know, most of us don't like to read because it reminds





us of school and work. But, trust me on this, positive books will increase your income by making you much better at dealing with people.

You want more money, right?

Make sure to be a leader for your downline, encourage them to read by talking to them about books you read. They will duplicate you.

OK, that's probably enough to keep you on the right track!

Sure there will be other mistakes you see being made and some you will make yourself. Don't be too hard on yourself and others, we're all human.

The important thing is to check anything you're not sure of with your upline leader.

Help your downline to avoid these mistakes as well

We're looking forward to seeing you on the beaches of the world....soon

Note: [The Go Getters Club](#) is free. All you need to do is invest in a leads package and every other service provided to you in the members area is free. [Join it now and be a success](#)

RESOURCES FOR YOU TO BUILD FASTER AND EASIER

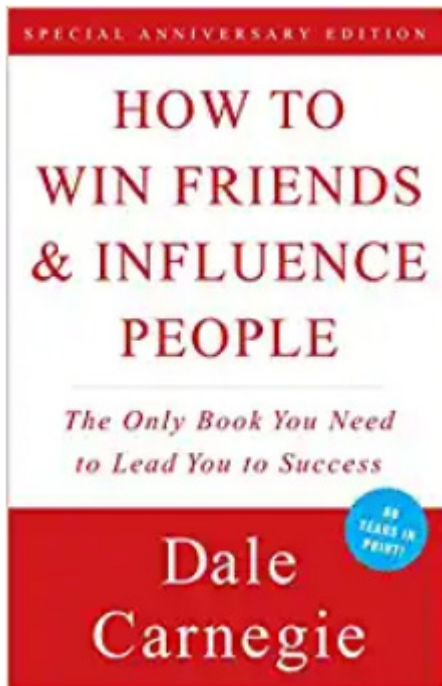
Positive Books

I mentioned what I call "positive books" in the 12 Fatal Mistakes Networkers Make. I call them that because they have such a positive effect on your brain when you read them.

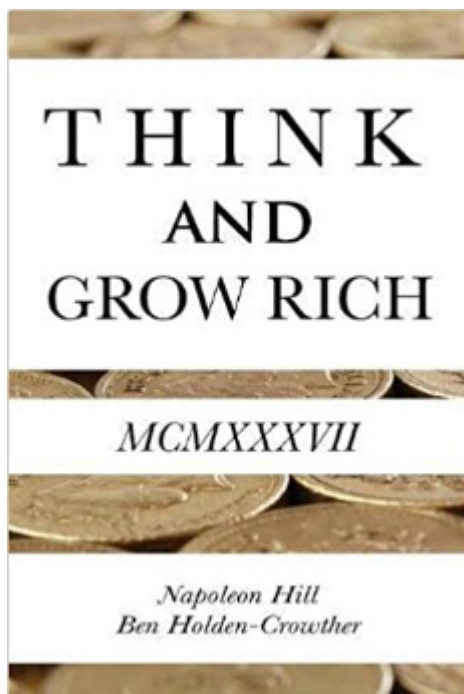
To help you get started, I've listed a few of my favorites which you can buy on Amazon



How To Win Friends and Influence People - Dale Carnegie

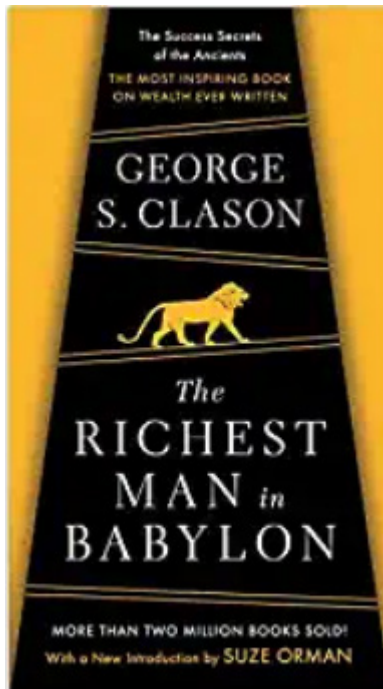


Think and Grow Rich - Napoleon Hill

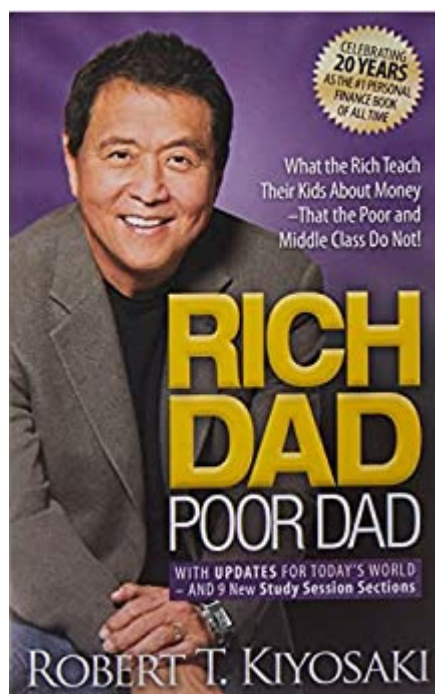




The Richest Man In Babylon - George S Clason

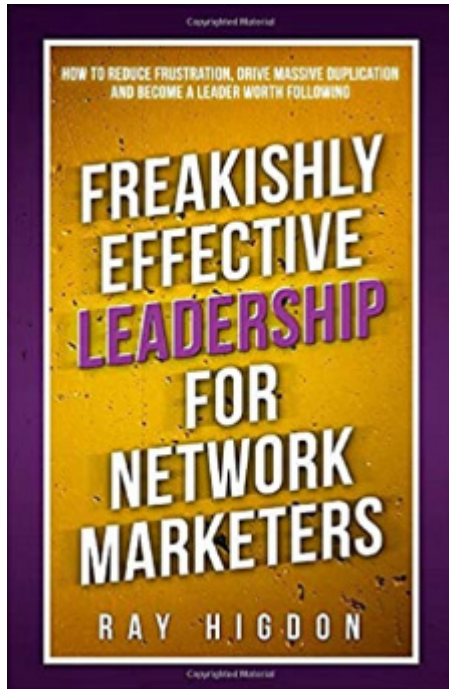


Rich Dad Poor Dad: What the Rich Teach Their Kids About Money That the Poor and Middle Class Do Not! - Robert T. Kiyosaki

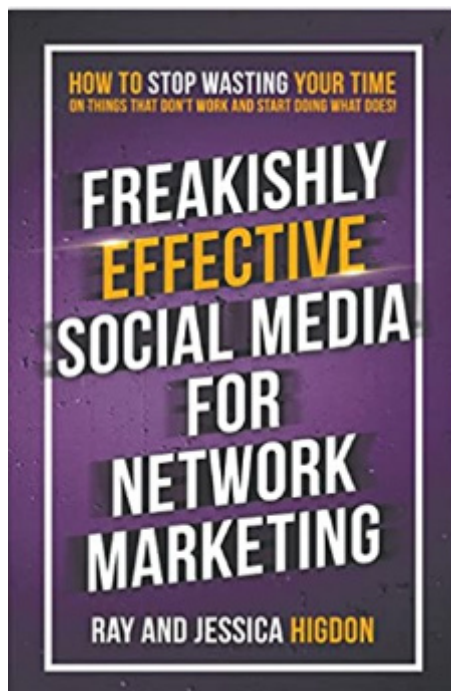




Freakishly Effective Leadership for Network Marketers: How to Reduce Frustration, Drive Massive Duplication and Become a Leader Worth Following - Ray Higdon

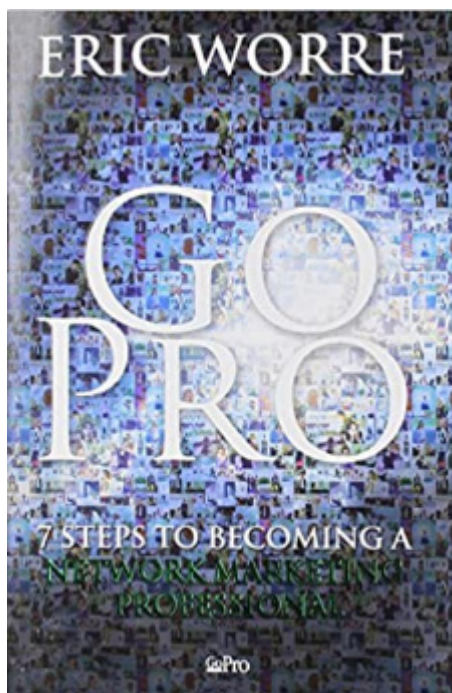


Freakishly Effective Social Media for Network Marketing: How to Stop Wasting Your Time on Things That Don't Work and Start Doing What Does! - Ray Higdon





Go Pro: 7 Steps to Becoming a Network Marketing Professional - Eric Worre



Cheat Sheets

We figured you might like some quick tips to help, so we put together a bunch of very cool Network Marketing Cheat Sheets on a whole range of subjects. [Go grab some right here](#)

Big Business Boost!

[Grab these two PDF's](#) and enjoy up to 76% boost in your business

Sick of hearing "no" and objections from leads?

Want a lot more "yes" answers from your prospects?

Want to overcome your fear of the phone?



[Get the solutions here](#)



Mobile Leads Ninja

Discover the Amazing Legal and Ethical System to Getting Thousands of Excited Leads Calling You at The Press of a Button

[Get it here](#)

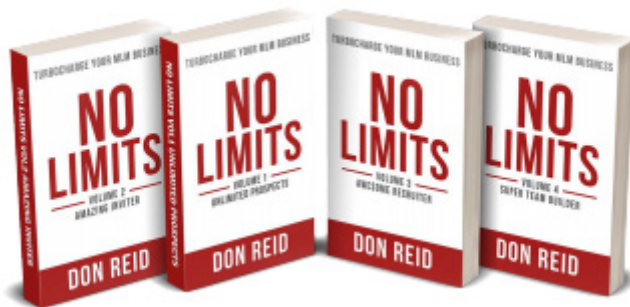


No Limits Course

When I first got into Network Marketing, there was no such thing as leads. We had to develop the skill of prospecting people. It's a skill definitely worth having and when you have it, you will never be short of prospects for your business.



[Get Volume 1 For Free Here](#)



If you enjoyed this training, please feel free to encourage your business associates to pick up a free copy for themselves at this link:

<https://apacheleads.com/12-fatal-mistakes-networkers-make/>

Note: [The Go Getters Club](#) is designed to help you grow and develop every month. We do this with one on one Zoom calls where you present your numbers and we give you advice based on your progress. [Join it now and be accountable](#)