



APACHE LEADS
LEADS FOR YOUR HOME BUSINESS

TOP 15
WORST
NETWORK MARKETING
MISTAKES

DON REID

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Introduction

No one is born perfect, we all make mistakes, errors of judgement, faux pas and missteps. We're all human and humans make mistakes. So don't beat yourself up too much if you've made some of the ones I'm going to reveal to you.

Be a smart human and learn from the mistake, try not to make it again and teach your group not to make it.

Mistakes slow your business growth and can even damage your business. That's not the result you want.

We all get into business for personal reasons but they generally fall into broad categories of wanting more money, freedom, lifestyle, helping others, making the world a better place.

Whichever reason you got into business I'm sure you want results. Minimizing the mistakes is going to help you achieve your goals and dreams faster.

Ok, without further ado, the list of the biggest mistakes made by

Network Marketers, it's not in any particular order.
Let's dive in...

Failing to Commit

So many times, when I've been in the field recruiting new people into my business I would hear "when I do something I commit 110%"

I used to cringe when I would hear that. I knew instantly that this person was full of BS. They never committed to anything other than maybe eating too many carbs and sitting on the couch. People who really do commit don't need to say such meaningless clichés.

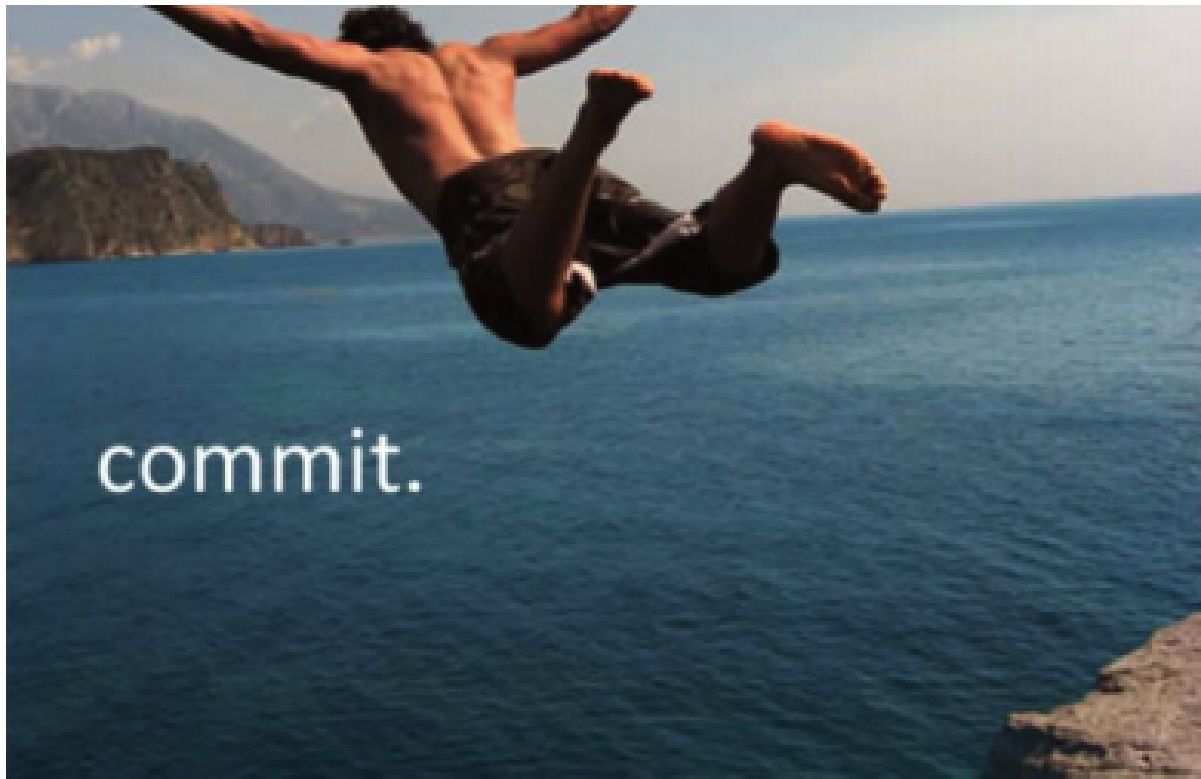
Building a business is not a hobby, it's not a part time thing, it's not a let's try it for a little while and see how it goes thing.

Building a business is a boots n all. If you're not all in you're not going to make it.

Commit or get out of the business and become a customer instead of wasting your time and your uplines time.

The Solution:

Speak to your partner, your upline and decide to commit. Make the commitment to your upline and to your partner and to your family. Burn the bridges that are holding you back. Once you are committed, you will find focus and energy and you will be on your way.



Being Annoying and Amateur

Many new people are super excited when they first see the business and get signed up. They just love the whole thrilling idea of owning a business and man what a great business! Look at these awesome products, they can cure anything and look at this amazing comp plan. We're all going to be rich and healthy in no time.

The real danger here is not their excitement, it's that they feel an urgent need to run off and tell everyone about it.

The people they insist on telling have shown zero interest and are not at all qualified to even hear about the business.

The new person is being annoying and amateur. They are hurting their own reputation, the company's reputation and the entire industry.

Please teach your new people how to prospect people and how to deliver an [Elevator Pitch](#). That's a 10 second delivery telling someone exactly what you do in an interesting way which will often generate a lot of interest.

The Solution:

Please teach your new people how to prospect, how to qualify prospects and how to deliver an elevator pitch. [I wrote extensively about elevator pitches here](#)



How To Write A Killer *Elevator* *Pitch*

Chasing Shiny Things

This is related to committing. Look, there will always be some other shiny thing or a new MLM company that comes along.

Have a think how it looks to everyone you know when you jump from one company to another. You look like the kind of person who cannot be counted on, who can't make a commitment and worst of all, a person who cannot be trusted.

Your downline will have no faith in you and your upline will not have good words or thoughts about you.

All MLM companies are very similar, there's nothing earth shatteringly different between any of them.

They all have opportunity, so do you and it's in your hands right now

The Solution:

Stay focused on your business and stop wasting time looking around. You could use all that wasted time and energy to get off your butt and build your business.

The next company won't be any easier or faster. EVERY business takes plenty of hard work, you might as well accept that and get it over and done with as fast as you can.



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Working More Than One Company

Look upline to someone at a high success level, like a Diamond or whatever the equivalent is in your company. Are they working with more than one company? I'm guessing they are not because that's not what successful people do.

Success takes focus and focussed effort.

Yes, we all know about multiple streams of income. This means, you build your MLM business to a level where it's providing everything you need plus some left over. You then invest into other businesses which can provide multiple streams of income. Make sure you get awesome advice before doing that.

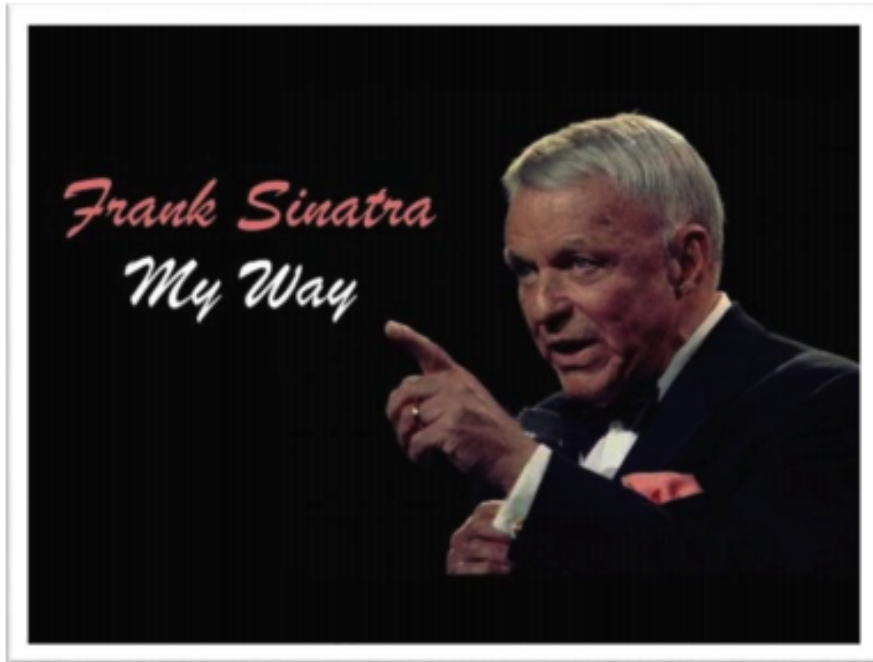
Trying to build more than one company at a time is going to have a devastating effect on your downline. They will not feel you are committed to the company or to them. Goodbye business, hello heartbreak and failure.

The Solution:

Once again, stay focused and build the business you are already in. Make it big. Then you will have financial advisers who will put you into other non MLM businesses which will provide more income for you.



Doing it My Way



Sure, this was ok for Frank Sinatra but not for new folks in MLM. So many times, I've seen a new person get in the business and they are telling everyone how they are going to rip this up.

They shun any advice from upline, they don't want any training on how to make calls, how to handle objections, how to do presentations, how to develop an elevator pitch. Nothing, they don't want any help. They are unteachable.

They get blown out by the first person they talk to and disappear. If you do happen to get them on the phone, they had to quit the business for some other important urgent thing that just came up.

The Solution:

Be teachable. Spend as much time as you possibly can with your upline. Learn everything, be a sponge and soak up all the knowledge you can. Take notes, practice and then do it some more.

I understand that sometimes some sponsors are pretty useless, that's ok, go further upline. You are allowed and entitled to go up as far as you want. Everyone in your upline has a vested interest in your success. Search upline for someone making a success of the business and who is willing to lend you a hand and guide you.

Your upline loves hearing from you and does want to help you.

Forgetting to Edify

Edify means to uplift. This is an amazingly important thing to do in Network Marketing. It's important to always be edifying the company, the products, the system, the upline and especially your sponsor.

If you have been edifying your upline, can you imagine how excited a new person will be to meet them or speak with them on the phone? The new person is going to feel very privileged to be speaking to such a smart, successful and nice person.

They will be super-attentive and take it all in.

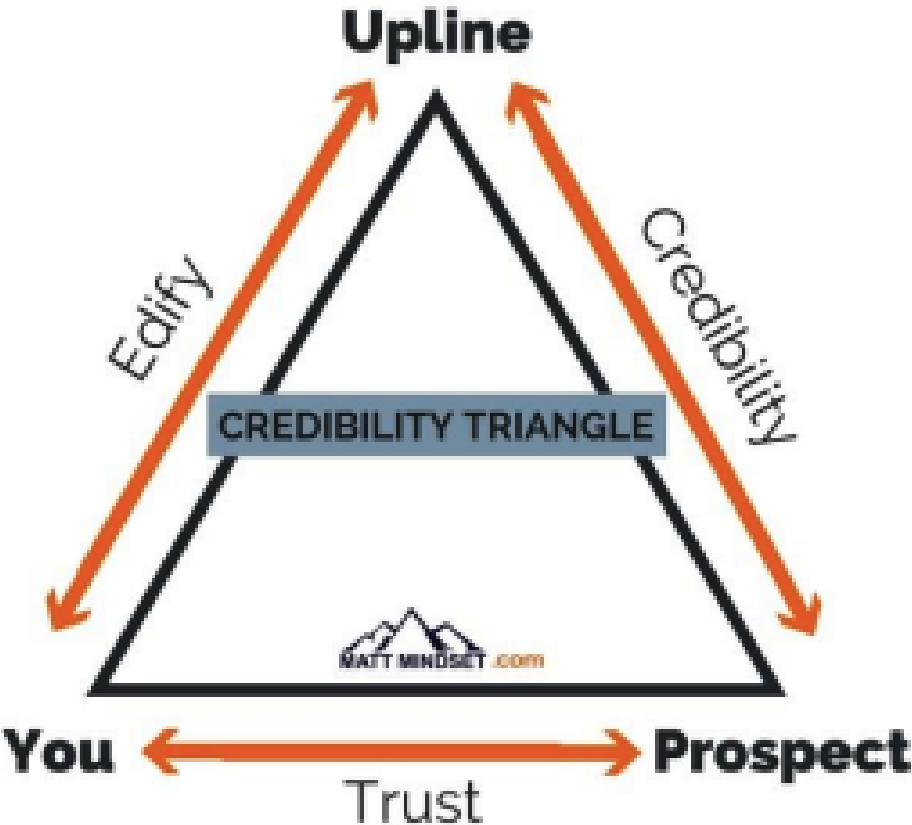
During this meeting or chat, your upline is going to edify you in front of the new person. Now the new person has a ton of respect for you! That's how edification works.

The Solution:

Always be edifying others, not yourself. No one believes or respects someone telling the world how great they are. They sure do believe it when you tell them your upline diamond is amazing though.

Don't go overboard and make up stuff. Be honest but enthusiastic. For example: He was a broke teacher and built this business to diamond in only 2 years. The man is amazing. Now, he has a beautiful mansion by the beach and drives a new Bentley. I've wangled some time for you to meet him and ask any questions you might have, maybe even get a selfie.

This stuff works gangbusters and needs to be at the core of everything whenever you speak about the company or the people.



Not Reading 15 Minutes Each Day

Because of the crappy way we are taught in school, many of us view reading as a punishment or at best something we don't like to do. That's so sad. Reading should be seen as an important enjoyable part of our lives.

Some people feel it's more important than food.

There is an old saying which goes like this: "We are the sum of the people we know and the books we read"

If you have a think about that you will begin to see how important it is to read if you want to grow and develop into the type of person who can build a successful MLM business, or, indeed, any business.

All your experiences and the people you know have gotten you to this point in your life. If you don't change, you will not be able to grow into the person you want to be.

Books are what changes people. They are food for your brain to

grow and develop.

Printed books, Kindle books, Audible books, documentaries, podcasts are all good brain food.

Some books every networker should own and read are:

[Think and Grow Rich by Napoleon Hill](#)

[How to Win Friends and Influence People by Dale Carnegie](#)

[Rich Dad, Poor Dad by Robert Kiyosaki](#)

[Rules for the New New MLM'er by Kim Klaver](#)

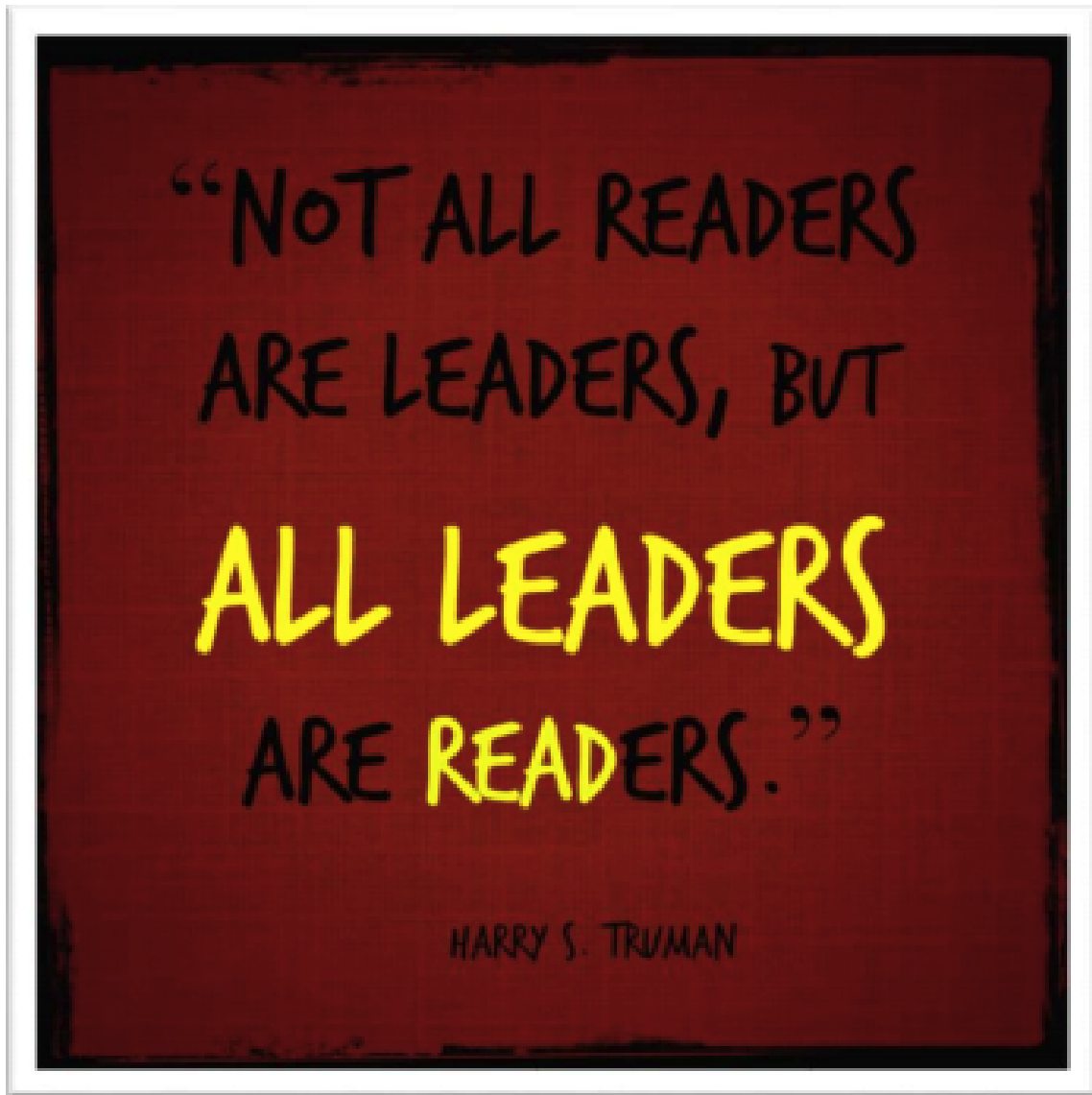
[The Richest Man in Babylon by George S Clason](#)

Another saying to think about: Leaders are Readers. Why do you think people say that? I'm pretty sure they say it because it's a fact. If you really want to make it to the top, secure your family's financial future and live the lifestyle you dream of, then become a reader.

Read 15 minutes every day

The Solution:

Have a book in the toilet, read it 15 minutes every day, not many excuses to not do that :)



Passing Negative Downline

Bad things happen, it's called life. Stuff out of your control is going to happen all your life. How you deal with that makes a big difference. If you go running off to rant and rave to your downline about the company discontinuing a product or changing a schedule or some other crap then don't be surprised when they get upset.

Because you are upset and bringing it all to them, they will be upset. All of a sudden you burnt their focus and energy levels. Is that really what you wanted with your little pity party?

You can easily blow out your whole team. Then you really will have something to begetting your knickers in a knot over

The Solution:

Protect your downlines attitude at all costs. NEVER be blasting negative news and energy downline. If you truly have a problem with something, take it upline, never downline. Remember to try and protect your uplines attitude as well. It can be very difficult if all they have heard all day is negative form their downline.

Try to be a big person and act like a compassionate professional.

**POSITIVE PEOPLE ALSO HAVE
NEGATIVE THOUGHTS, THEY
JUST DON'T LET THOSE
THOUGHTS GROW AND
DESTROY THEM.**



Missing Events

Not attending events is one of the dumbest things any Networker can do. If your upline or the company holds an event, you will be there. It's simply not negotiable. If money is an issue, sell your TV or even better get out and sell some product.

Events drive growth. Not attending is not edifying.

If you fail to show at an event, your downline will notice instantly. They won't attend next time because they are going to duplicate everything you do.

The Solution:

Go to events without fail. Bring as many people as possible, do anything to get them to the event. Bring more people than you did to the last event. Every event you need to bring more people than ever before. You will never be wishing you had less people at an event. Every leader in MLM attends every event, you need to duplicate that, not try and do things your way.



Recruiting Downwards



Everybody is guilty of this now and then. Usually it happens when we feel less confident. We go and talk to our broke friends and family thinking it's going to be easier than speaking to the guy down the road who owns the real estate company.

Big mistake, huge.

Recruiting down leads you to people who no little or nothing about business and they will be closed minded and super sceptical.

You will even hear BS like this: "I don't want to earn more money because I'll be in a higher tax bracket" I used to mentally slap myself whenever I heard that one because I knew it was my fault

for sponsoring downwards.

People who know how business works understand a wider range of things than the guy who has never done anything in life except make it to the bar on time for the football. They are much more open to taking a look at an opportunity and assessing it fairly.

The Solution:

Build your confidence and seek out people with high paying jobs, business owners, professionals. Find people who have achieved in life. Leave the barflies to someone else. Develop your "Elevator Pitch" You can learn how to do that with an article [I posted here](#).

Always Busy with Busy Work

Do you love to sit on the couch and read through the company catalogue or sit in the office and draw colourful graphs or neatly arrange all your products on a lovely display?

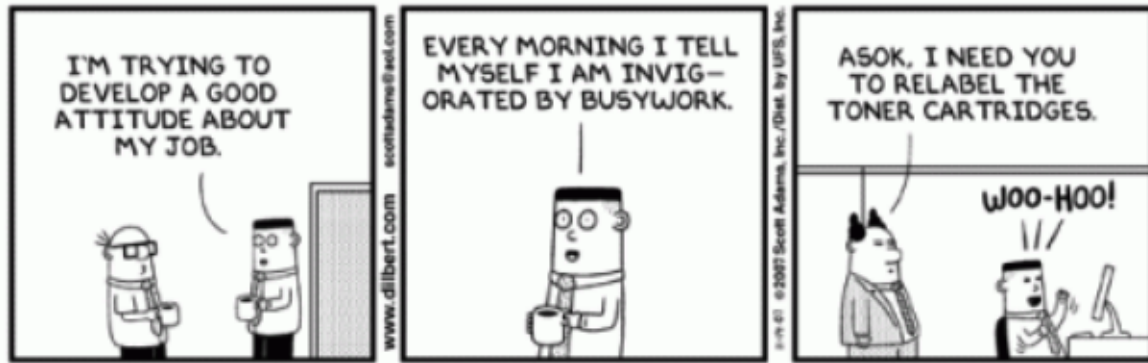
Do you love to call your downline and talk endlessly about the amazing new vanilla cream that easily removes rabies from dogs and cats?

Do you love to watch company videos on how best to apply that new vanilla cream?

You're doing busy work and busy doesn't build the business or pay the bills

The Solution:

Ask yourself if what you are currently doing is growing the business and/or producing income. If not, then stop doing that and go do something that does grow the business.



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Not Training Your Downline

When you bring a new person into the business you need to think of them as a huge asset and treat them accordingly.

Don't be selling them a starter pack and then sending them on their merry way. Is that how your sponsor treated you? (I'm hoping not)

However, you treat your new people is how they are going to treat their new people. Remember everything you do is going to be duplicated by your downline. Better start making it good stuff they duplicate, right?

The Solution:

When you enrol a new person, that's the beginning of the process not the end. You are the new person's mentor, guide, teacher and counsellor. You want to spend time with them, learn about them and be prepared to show them the way. Help them do prospecting, help them make calls, help them do presentations.

Prepare them for the bad stuff their friends and relatives are going to say to them about their new business.

Be there when they fall and help them up and back onto the horse.

Be their friend, their confidante and trusted adviser.

Do all this and it will be duplicated by your group and your business will flourish.



Making Unrealistic Claim

It's so silly when people make ridiculously unrealistic claims about their company and/or products. Not only is it silly its unprofessional and against the law.

Best not to do it if you don't ever want to be sued.

The truth is good and much safer to stick with.

Claims like: *"My brothers second best friend rubbed this lotion on two times a day for a week and his amputated foot grew back!"*

"One guy I know, drank these shakes 3 times a day and lost 150 kilos in 3 months!"

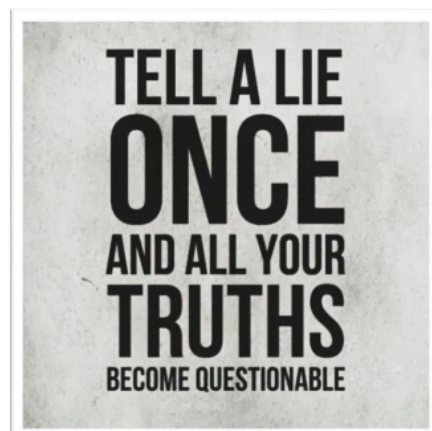
"His sister used this wrinkle cream once a day for a month and won The Voice!"

"Our comp plan is the best in the whole world, it's made 106 billionaires in the last year, Elon Musk is joining to finance SpaceX"

OK I'm giving you silly examples to prove the point. We've all heard people make out landish claims which clearly are not true or have no evidence. When they do this, they lose all credibility.

The Solution:

Stick to the truth, be professional. Give yourself time to grow your business. Being honest is something your downline can easily duplicate.



Quitting

You are going to have people in your group quit at some stage. It is a really frustrating and sad experience. If you have done everything we've covered in this list then you probably could not have saved them.

When people quit sometimes they will give you a reason. Most times they will simply slink off quietly and you will never see or hear from them again.

The reasons you hear will never convince you it was their best option. In my experience people quit because of some common reasons.

Some of these are: Someone close to them laughed at them for being in a pyramid scheme. They developed fear of the phone. They lost confidence. They felt overwhelmed. They felt alone

The Solution:

Do all the things we have covered in this list and you will definitely minimize the number of people quitting. Some still will, that's a fact, it will still be sad but you will be strong enough to handle it.

The other thing is to never ever quit, no matter how hard things get. This is your ticket out of the trap and into the lifestyle you dream of. Don't let anyone steal your dream no matter what!



Not Dream Building

OK some people new to Network Marketing may not get how important dream building is. You need to immerse them in it so they do get it and get it fast. Having a dream is what will hold most people in the business.

No dream, no goals, no business.

When I first got involved with MLM way back in 1992 I was running two brick and mortar businesses. I sure didn't have time for dreams, I was up to my neck in trouble.

But when my sponsor recruited me into Amway he always spoke about dreams when we were together. Not in some superficial way, he delved deep until I could see my dream, feel my dream, smell my dream.

Trust me on this, doing this with your people is the best thing you can ever do for them.

[Please do take 5 minutes to go here and read a pretty deep dive post on how my dreams came true and yours can too](#)

Dream building is a virus. It's one of those good ones which help us. Do dream building right and it can spread fast and really motivate your team.

The Solution:

[Read my post on Dream Building.](#) Become a master dream builder and absolutely never ever let anyone steal your dream!



It's fantastic that you have made it to here. You're armed now with strong armour plating like a white knight because you now know the biggest mistakes Networker Marketers make. You don't have to make them anymore; you and your team can avoid these pitfalls.

See you on the beaches!

