



## *Winning the Battle for MLM Success...*

*Did you know that...*  
**WEAK PEOPLE ARE NOT  
GOOD PROSPECTS!**

*To win this battle, we must  
effectively sort through all  
of these weak people to  
find the true go-getters who  
will work to build your  
business.*

**Weak Prospect #1: The Professor.** This man or woman is an expert at delving into irrelevant minutiae that will keep you digging for more and more information of less and less significance. The professor designs questions solely for the purpose of illustrating his vast intellect and your gross incompetence. The problem is: he'll never do the business, but will waste countless hours of your time by dragging out engineering-type questions, the answers to which hold zero value or

productive merit. The professor will deliver at least one oration on the pitfalls of network marketing even if he's never participated. Above all else, the professor will pontificate about irrelevant minutiae and eventually wear you down to the point where you will actually begin to agree with his absurdities and falsely compliment his brilliance just to get off the phone. The professor is a certified nut who couldn't recruit an entrepreneur if his life depended on it.

**Weak Prospect #2: The Legend.** Viral Legenditis is an acute inflammation of the head brought on by extensive edification and shameless self-promotion. Those afflicted wander around from company to company asking for free money, preferential placement, special deals, and unmerited recognition. Folks, let's be very clear about one fact: there are no Legends in Network Marketing. Ours is a business of team participation. Real prospects go to work; suspects look for special deals.

**Weak Prospect #3: The Pretender.** A Pretender will search their entire life trying to find a way to make money by doing nothing. They don't plan, don't prepare, and have no patience. They always think small, and have little money for life's opportunities. They pretend to want a serious business, but they won't accept any business expenses. They are totally unrealistic. If you do sponsor a Pretender they'll say something like, "If I don't make money within two months, I won't be able to continue purchasing products or mail letters." Pretenders will quit the business in 1 to 4 months and blame everyone but themselves. The truth is: They're better off working a 9 to 5 job. They should stop pursuing a business and quit wasting other people's time with their incompetence.

**Weak Prospect #4: The Great One.** The Great One is a person you've contacted who wastes absolutely no time steering the conversation in the direction of his or her brilliance. They could care less about your opportunity. Rather, The Great One wants to spend as much time as possible telling you why he or she is so wonderful. The Great One will waste as much of your time as you'll allow, telling you everything remarkable about his or her past.

He wants you to realize that if he does grace you with his presence on your front line, you will be the luckiest Networker in history. Sometimes The Great One won't even be able to cram all his accomplishments into a one-hour telephone call. So he'll call you back whenever you consent to another half hour or so.

Seldom will The Great One waste time listening to your information or asking you questions. As a matter of fact, even if he has failed at ten deals or never done any networking venture, he will offer strategies for success. Unfortunately, The Great One is nothing but a waste of your time.

**Weak Prospect #5: The Magician.** A magician is a suspect with two problems. First, he or she can't say "no" without feeling horrible. Second, he can't accept responsibility for decisions he's made. So, he simply vanished without a trace.

The trick in Network Marketing is to recognize a magician so that you can avoid recruiting him in the first place. Otherwise, you'll waste valuable energy attempting to track him down after he's bought a kit and then run for the hills.

Don't chase them. Better yet, don't sponsor them. If a new distributor joins and then disappears ... you just sponsored a magician. Don't look for him once he disappears. If he decides to go to work, he'll find you.

**Weak Prospect #6: The Celebrity.** The Celebrity is any person who has succeeded in any field of human endeavor except Network Marketing. Sometimes they are ex-football players or corporate leaders and sometimes they are former politicians or actors.

Don't worry; you will know them immediately by virtue of their past success. Unfortunately, that past success is of little value unless they are willing to go to work and duplicate Network Marketing success formulas.

The trick is to find out early if they are willing to work. If they think that because of their name recognition they won't have to focus resiliently for a couple of years, they are horribly wrong. They may sign up a few star-struck followers but they will usually quit soon after joining.

**Weak Prospect #7: The Sidewinder.** The Sidewinder (as the late actor John Wayne called them) are deceitful game players. Their motive for obtaining your opportunity information is false and devious. They do not intend to join you. They simply want to steal your marketing materials and strategies.

They'll ask detailed questions about your marketing strategies, but completely ignore the opportunity itself. 99% of all Sidewinders are unsuccessful with all endeavors due to their deceitful qualities. They burn everyone they come in contact with.

## **Weak Prospect #8: The Drifter.**

The Drifter is a person who joins one MLM program after another...quitting soon after. They never follow or take the good advice of successful people. They continually make bad decisions and never learn from their mistakes. They're always searching and making a commitment to nothing. A Drifter has a great need to tell you play-by-play stories of how they were ripped off. They always blame everyone but themselves for their failure.

## **Weak Prospect #9: The ScoreKeeper.**

The ScoreKeeper is a skeptical analyzer. They think they are clever and prudent. If a ScoreKeeper does join, they'll play this MLM game with all their skepticism out front leading to failure in 3 or 4 months. ScoreKeepers don't realize they are keeping track of every dollar spent to later justify their skepticism -- to confirm that "this won't work". Their mind is always focused on BREAKING EVEN on their pre-mature profit-and-loss statement. They started this business with very little and are spending only a few hundred dollars per month on products and mailings. Contrast this small cost with the enormous on-going costs of traditional businesses that spend thousands or tens of thousands per month.

However, MLM is very different from a traditional business. MLM is a business game that requires you to let go and believe that your next mailing will produce new sign-ups. We all fish for like-minded men and women to join us in this endeavor of attaining lifetime residual income. MLM is a game won only by casting your net in great belief that you will soon find your next go-getter associate who will help your business grow. This is our primary task. NO amount of scorekeeping will help us to

achieve this common goal. In this MLM game, keeping track of response rates and conversion rates will only serve to defeat us. The ultimate truth is -- Those who half-heartedly try for a few months, will fail losing all hope. And those who make the full unwavering commitment to persistently work this business for at least one year - will win a lifetime of residual income...which is a true return on investment of INFINITY.

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**It's important for you to understand that both I and My Postcard Referral Marketing System works to effectively and quickly weed-out these types of weak people. You don't have to hassle with all of these weak people. By using my very effective marketing system, you can stay strong and remain intensely focused to win this battle for MLM success.**

With this business -- you simply mail out a few Postcards each day. Your referral people will go to my website and get my Free Report and read everything. Your referral people will sign up just as you have. Then, those people start building their business, and yours too. It's just that simple!