

THE 7 REASONS 95% OF NETWORK MARKETERS FAIL AND HOW TO SOLVE THEM

Many years ago, I wrote and published “The 7 Reasons 95% of Network Marketers Fail and How to Solve Them.”

Since then it has been read by thousands of people, so I wanted to share it with you.

REASON #1

THEY CAN'T SELL

There are two kinds of people in network marketing:

1. Hunters
2. Fishers

5% of network marketers are hunters.

95% of network marketers are fishers.

THE HUNTERS



Hunters prefer the thrill of the “hunt” and approaching prospects first.

Hunters are the people with natural charismatic personalities; the extroverts, the sales pros, the dynamic people that others are magnetically attracted to.

Hunters are generally the most successful in MLM; the top 5%.

Hunters have great selling skills, speaking skills, leadership skills, and people skills, and that’s why they do so well with hunting techniques.

Hunters think that everyone else in MLM should think like a hunter too, and they seem unaware that most people in the world are not hunters.

For example, hunters see the task of writing down a list of family and friends and calling them about their MLM opportunity as an easy thing to do.

Making a list of family and friends is an old hunting method that has been used in the MLM industry for 50 years.

Hunters love to hunt, so making a list of family and friends, people they know, feels comfortable for them.

However, making a list of family and friends and calling them makes fishers feel very uncomfortable, because

fishers don't like to approach their family and friends, or anyone for that matter.

Hunters don't really understand that 95% of the people in their organizations are fishers and need a different approach for building a successful network marketing business.

Many hunter personalities with whom I've shared this information now realize they need to promote a fishing system to help the 95% of people who struggle.

THE FISHERS



Fishers prefer a system where the prospects approach them first.

Fishers typically have reserved, quiet, shy personalities and are usually introverts, analytical, "nerds", and hate the idea of rejection.

Fishers love to sit in a boat and cast their fishing line into the water with an attractive bait to lure the fish.

The fisher is contented to just relax until the fish starts nibbling on the hook, chomps on the bait, and gets hooked.

After the fish is hooked on the bait, the only work for the fisher to do is reel in the fish.

Since 95% of the people in network marketing have a fisher personality, they prefer to have a system that attracts interested prospects to them first.

Once the prospect “bites the hook” (responds to an advertisement or does the approaching first), a fisher feels comfortable reeling the prospect through the rest of the selling process until the prospect has enough information to make a buying decision.

5% HUNTERS VS. 5% FISHERS

Most of the successful people at the top of network marketing companies are hunters.

They are the natural leaders and movers. They are good at what they do; however, it is difficult for 95% of the people to duplicate hunter characteristics, hunter personalities, and hunter skills.

Hunters have been working very hard to turn fishers into hunters for the past 50 years, only to find that 95% of the people quit or become inactive.

Hunting techniques are taught by the hunters in meetings, conference calls, webinars, training meetings, books, manuals, CDs, and DVDs, but the hunters don't see any problem with it.

It's not a coincidence that 95% of the people in network marketing are fishers and traditionally there is a 95% failure rate in network marketing.

It's the fishers who struggle the most. Fishers are the majority and they will try hunting methods for a short time before they quit.

A fisher will get started with hunting techniques if that is what they have been trained to do, but 30 to 90 days later into the process of using hunting skills, about 50% of the fishers have quit or by default have become customers of the product.

Isn't it better to build and teach a system that the majority of people, the struggling 95%, can do successfully and not just the top 5%?

Fishers need a system that will attract and pull interested prospects through a series of steps until they make a decision to buy.

WHY HUNTERS NEED TO PROMOTE FISHING SYSTEMS

Hunters naturally use and teach systems that rely upon their personal sales ability.

Even if you're a seasoned MLM pro, you can be sure that 95% of people in your organization will not be able to duplicate what you do.

Network Marketing is a business of duplication. Hunters need good fishing systems in place to help all of the fishers in their organizations have the right tools.

REASON #2

THEY HATE REJECTION

Only the toughest of sales people have thick enough skins to endure the process of constant rejection.

Hunters see rejection as a necessary process they must go through in order to make a sale.

Hunters make the following statements about network marketing:

“Hey, this business is just a numbers game.”

“You have to approach 100 people to find 1 who will say yes.”

“Every no brings you closer to a yes.”

“Use the 3-foot rule and talk to anyone that comes within 3 feet of you.”

“Prospects are everywhere. Talk to everyone you meet.”

“You have to go through a lot of duds to find a stud.”

“Call them until they buy or until they die.”

“You just drag ‘em and I’ll bag ‘em and tag ‘em.”

“If it is to be, it’s up to me.”

“Just make a list of everybody you know.”

“Some will, some won’t, so what, someone else is waiting, next!”

If you say any of the above things, guess what?

You’re a hunter!

If you are a hunter personality, you may love selling and the rejection that comes along with it, but the majority of people in your organization will not.

This is why hunting systems don’t work for the fishers. High rejection is not something most people want to duplicate.

REASON #3

THEY PRESENT THE BUSINESS TO THE WRONG PEOPLE.

The 3 M's of marketing are message, market, and media.

Deliver the right MESSAGE to the right MARKET using the right MEDIA.

If you have the right message and you deliver that message to the wrong market, you will be unsuccessful most of the time, so this brings up a good point.

Who is the right market for a network marketing business?

1. Opportunity buyers
2. Opportunity seekers
3. Opportunity buyers and seekers combined

Opportunity buyers is a list of people who already buy money-making offers.

Opportunity seekers is a list of people who have inquired or responded to an advertisement about a money-making offer.

Opportunity buyers and seekers is a list that combines the two list is typically less money than a 100% opportunity buyers list.

For optimum results in network marketing, you should:

1. Focus on selling the product to your family and friends.
2. Focus on selling the business concept to opportunity buyers and seekers.

REASON #4

THEY DON'T HAVE A REGULAR MONTHLY SUPPLY OF PEOPLE ALREADY INTERESTED IN A HOME BUSINESS OR MONEY-MAKING OPPORTUNITY.

You must have a regular monthly supply of interested prospects.

The hunters have a good point in saying that network marketing is a numbers game, but most people in your organization will not have a dependable way to increase the numbers of people they contact each month.

Hunters think that “increasing the numbers” mean seeing more people face to face.

This makes it difficult to increase the numbers of people they talk to since there are only so many hours in a day.

If you mail 10 postcards a day, in 30 days you will have 300 people looking at your business each month.

If you mail 20 postcards a day, in 30 days you will have 600 people looking at your business each month.

REASON #5

THEY DON'T HAVE A SYSTEM THAT MAKES MONEY FAST.

Timing is everything in network marketing.

If the distributors in your organization don't make money, the chances of them staying long enough to succeed are very small.

COLLAPSING TIME FRAMES

Collapsing the time frame it takes for distributors to duplicate "exactly" what you do helps them make money faster and increases retention.

With hunting systems, it could take 90 days or more for a new distributor to learn all of the skills necessary to duplicate the same steps, if they are even around for that long.

What if you could collapse the time frame for duplication from 90 days to just one month?

What kind of effect would that have on the growth of your network marketing business?

Better still, what if you could collapse the time frame of duplication from one month down to one week?

Imagine how that would speed up the growth of your organization.

This means that someone receiving your postcard in the mail on Monday can duplicate what you did in just a few days.

REASON #6

THEY DON'T HAVE A SYSTEM THAT CAN BE EASILY DUPLICATED

You can not sell your way to the top of your compensation plan.

Neither can you recruit your way to the top of your compensation plan.

You can only DUPLICATE your way to the top.

You can not maximize your earnings with your compensation plan unless you have a duplicable, step-by-step system that everyone can do.

The problem is not finding what works, but what duplicates.

McDonald's has 27,000 restaurants worldwide producing \$40 BILLION a year for the corporation. Who are the majority of people operating McDonald's restaurants around the globe?

Experienced business people?

No... mostly young unskilled teenagers.

What's the secret behind their international success?

McDonald's doesn't teach kids to become great cooks, or how to sell the meal packages, or even how to count change for their customers.

They teach the kids which buttons to push.

They have developed a systematic, Push-Button Operation and this is why nearly anyone with little or no skills can work there, because the system isn't based upon the skills of the people working the system.

This Push Button Operation duplicates through 27,000 restaurants "exactly" the same way.

The result is \$40 billion a year.

What if you could apply a "franchise-like" system of operations to your network marketing business?

REASON #7

THE SYSTEM DOESN'T WORK FOR 95% OF THE PEOPLE WHO CAN'T SELL, OR HAVE SHY, QUIET PERSONALITIES

Most people feel uncomfortable with public speaking and being out front in a leadership capacity.

Also, most people in network marketing have never been business owners or entrepreneurs.

They are employees and still have an employee mind set. A network marketing business is largely a part-time business for the majority of the people.

When people join your network marketing business, they will only have “x” number of hours that they can dedicate to their businesses each week.

Most people will not have the skills, time, or desire to become great presenters and speakers.

They will not feel comfortable getting up in front of the room making a presentation.

Many fishers are introverts, or have shy, quiet personalities.

No matter how much training you put them through, you are working against the grain of human nature if you think you're going to turn them into hunters.

If people don't think they can DO exactly what you did, your system will not duplicate.

If people don't think they have the TIME to do exactly what you did, your system will not duplicate.

If people are not WILLING to do exactly what you did, your system will not duplicate.