

If You Think Network Marketing Is Hard...



By Tim Sales

I was at a table where a bunch of distributors were talking between themselves and each got on the bandwagon and threw in their own proof of how “hard this business is.”

I let the pity party continue for a while then finally exclaimed, “You’re joking, right?”

If ever you could have heard a pin drop it would have been at that moment.

Leave the Pity Party

Let me describe my view on the subject, and then I’ll tell you what I told the people sitting at the table. I’m doing this in hope that you too will stop or leave the pity party when you hear it. Your success depends on it.

To see my view, let’s go back in time to just prior to my entering MLM.

Try Defusing Bombs

The year was 1987. I was with the U.S. Navy underwater bomb squad team in the Persian Gulf. Our “job” was to locate and defuse the bombs that were in the gulf. Of course, that’s plenty dangerous. But the sea snakes bothered us just as much.

Sea snakes are extremely territorial and the most toxic of all snakes. So imagine defusing a live bomb while looking over your shoulder for sea snakes. That’s quite a distraction!

Fortunately, sea snakes don’t have long fangs so we would wear half-inch thick wet suits as a safety precaution. It’s difficult for the snakes to penetrate the skin through a half-inch thick wet suit. However, wearing a thick wet suit isn’t pleasant because the outside temperature ranged between 100 and 120 degrees Fahrenheit (38-49 Celsius). That’s extremely uncomfortable in a thick wet suit.

Oh, I almost forgot the other hazard – the enemy. The enemy is someone whose intention is to kill you if he sees you.

So that was my life leading up to me answering an ad in the Washington Post for my network marketing company.

Now back to the discussion I was having at the table with the people who were complaining that network marketing is so “hard.” I said, “You’re joking, right?”

Then I went on to say some of the following:

What’s hard? You sit on your butt in an air conditioned (or heated) room with your drink of preference on your desk. The bathroom is within a few feet of your office. Food is abundant. Your only distraction is your child or pet coming into the room. What’s hard about that?

In the bomb squad, for us to get to our work we had to sky dive in or row a boat in (underwater bombs don’t like the sound of motor boats). For a network marketer to arrive at “work,” they normally have to walk up or down some steps or down a hall – what’s hard about that?

In the bomb squad, if we goof a little, we blow up. DEAD. If you are terrible on a phone call – NOTHING HAPPENS. You don’t blow up! You don’t die!

The Advantages of Network Marketing

Here’s what I said about their complaints:

- You call a prospect. He’s not there. Go to the next one.
- You call a prospect. He’s there but isn’t interested. Go to the next one.
- You call a prospect. He’s there and agrees to watch a video. Then, he won’t answer the phone afterwards. Go to the next one.
- You call a prospect. He’s there and agrees to watch a video. You reach him for the follow-up. He says it’s not for him. Go to the next one.
- You call a prospect. He’s there and agrees to watch a video. On the follow-up call, he says he’s super excited, but his wife won’t let him do it. Go to the next one.
- You call a prospect. He’s there and agrees to watch a video. On the follow-up call, he says, “I want to do this.” You sign him up, help him and go to the next one.

The Hard Part of Network Marketing

What’s hard? The only hard part is not knowing what to say to your prospect. That is all covered in the last section of this document, pages 55 to the end: [CLICK HERE](#)

Even if you call someone and get a super jerk on the phone, the worst he’ll do is yell at you. So what? He’s not going to shoot you!

Network Marketing Is NOT Hard!

If you can’t relate to my bomb squad examples or you’re thinking I’m somehow different from you, let me tell you what I’ve observed in others.

A mother of a toddler lugs around a 25 – 35 pound weight 18 hours a day. Tosses him from hip to hip. Hasn't had a good night's rest in two years. She changes diapers containing substances that don't look or smell like they're from this planet.

The child runs through the living room with his arm out and cleans off the coffee table. Does anything hit the floor? NO! His mother catches the vase and puts it back on the table, catches the tea glass before it spills and sets it back down. She glances up and sees her toddler has the family's picture and frame held above his head about to throw it and she (in an instant) steps over the coffee table. With one giant step, she reaches her toddler and pulls the picture frame from his hand before he throws it. This isn't work to her; this is "a joy." She says to her husband, "Honey, let's have another one."

A man decides to "take some time off from work." He plans a hiking trip. He loads everything he'll need to live for a few days in a backpack. It will weigh 50-80 pounds. He throws it on his shoulder and hikes straight up a hill. He'll sweat all day, not off and on, but the whole day. He'll pitch his tent at sun down and eat a Cup-O-Soup by stirring in warm water.

He'll navigate tomorrow's journey in his tent with a flashlight in his mouth. He'll sleep at a slant and on rocks and tree stumps. He'll wake in the morning, pack everything back in his pack and eat a protein bar for breakfast. He'll reach the summit and spend just a few minutes looking at the view of what he accomplished and then head back down.

He arrives at his truck, tosses the backpack in the back of the truck and thinks, "I've gotta get back to work." Work?! He gets back home and his wife asks, "How was it?" His reply, "It was great!"

I urge you to have this same conversation with yourself. Look around at what you do that is *hard work* that you actually call *play*. Then compare that to what you do when you do network marketing... it's NOT hard and it's not work – it's great fun and a joy!