

NETWORK Marketing 101

By Richard Wyche, on a Beach Near You...

DO YOUR PART:

This is the most important training I can offer because if you don't do your part, it doesn't matter what you learn. What matters is what you do. Industry leaders like myself can teach you everything you need to become successful, but it means nothing if you don't apply what you learn.

You will often read in my Training Guides that everyone must do their part, so I thought I would create a guide specifically on that topic.

Small steps and doing the little things will add up to big things, so always do your part, keep moving and let the process work for you. If you have to sponsor 2-5 people, sponsor them. If you have to get on a team call 2-3 times a week, get on the calls. If you have to explain your company to 2-3 people a week, make it happen. If you have a system, follow it. If you have an action plan, follow it. If you need to create a list of names of people you know, create your list.

One of the biggest issues I see in network marketing is that most people simply don't do their part. They can, they just don't. I'm sure I'll repeat this again, but the only difference between the 97% (who fail) and the 3% (who win) is that the 97% don't do their part. They simply don't take the actions necessary to grow their business.

What can any reasonable person expect to get back from inaction? What would happen on a football field if some of the players didn't do their part? What would happen to a new building construction if everyone didn't do their part or tried to cut corners? What would happen on a vehicle assembly line if everyone didn't do their part? When we all do our part, great things happen and the results are amazing. Before you ever worry about what someone else is doing, make sure you're doing your part.

I'm going to do my best to share with you in this guide what's required to build a successful network marketing business. When you're finished reading, you will clearly know what needs to be done, so it will come down to taking action or not taking action.

Just because you teamed up with someone, spent your money and took a position, it doesn't mean you'll make a single dime. If you do nothing, you get nothing. If you don't invest in your company every month by buying their products or services, there will be no money in the pot to pay you. If you don't actively make an effort to build a team, you will not have a team. If you don't have a team below you, you will NOT earn money. Where do you expect your bonuses and commissions to come from?

NETWORK Marketing 101

By Richard Wyche, on a Beach Near You...

No one is going to build your team for you, just like you're not going to build a team for anyone else. We must all be accountable and we must all do our part. When we don't, someone else has to pick up the slack and work 5x harder, which isn't fair. If you're in a Binary and under a strong leader, you could easily have half your team built for you, but you would still have to contribute to that side and you would be 100% responsible for the other side (*your inside leg or pay leg*). No one but you will ever place anyone on your inside leg, so again, it doesn't matter how you slice it, you still have to build a team if you ever expect to earn an income.

If you're active on social media, you will find thousands of posts advertising the following type of garbage. Please, do not fall victim to their nonsense.

1. "Join me now and get a top spot." A top spot of what? Is this person going to do something amazing for you? It could be beneficial if the person was a great builder, but that's normally not the case.
2. "Pay a one-time \$30.00 and turn that into \$10,000.00 in 30 days." That will never happen. What they don't tell you is how much work is involved and how many people you would have to have below you to earn \$10,000.00.
3. You're not going to make a lot of money or ever create passive income as an affiliate selling ebooks or other digital training material.
4. You're not going to make money watching or sharing 10 videos a day. This is a job.
5. You're not going process email and get paid \$25.00 for each one.
6. You're not going to make money just because you got on a power leg (binary). You can have thousands or even tens of thousands of dollars on one side, but if you don't get your two and do something with the other side, your income will be zero. Now you've seen that twice.
7. There is no such thing as income for life and nothing is ever guaranteed.
8. You will never make money doing nothing, paying nothing and not recruiting people.
9. You will never create leverage helping people fix their credit. Yes, you can impact a lot of people, but when their credit is restored, they do not need you and 99% of them will not pay \$89.00 a month in most cases to have their credit monitored. No long-term leverage is possible. This is more of a job than a business.
10. No income or health results can ever be guaranteed.
11. There is no such thing as "totally automated... everything will be done for you".
12. Any company or opportunity that relies on PayPal should be avoided. 99% of them are scams. Legitimate companies do not use PayPal and PayPal is 100% anti-MLM, so if there is even a sniff that the money you're bringing in or taking out is MLM related, you risk having your account placed on hold as well as any funds in your account.

NETWORK Marketing 101

By Richard Wyche, on a Beach Near You...

13. Any opportunity that pays directly to the member, meaning you pay someone directly and someone else pays you directly (PayPal) is not a legitimate company.
14. Lots of companies are free to join, but again, if you don't work your business, you will not have a business. Look at Melaleuca, for example. You can become a member for \$1.00, but guess what. Be prepared to work your butt off because you will never earn a dime if you don't build a team.
15. Be careful of any company or opportunity claiming to have their own crypto coin. These cryptocurrency coins are only good internally with the company and have no value outside of the company. See if their coin is on an exchange and that it can be traded or sold.
16. Don't be fooled by those selling free leads. Those leads have been sold and resold and resold and resold. It doesn't matter if you have 100 or 10,000 leads. You still have to make contact with them.
17. There is little to no leverage being a travel agent. It's a lot of work and it's more of a job than a leveraging business.
18. Binary models, especially those married to a Unilevel pay out more than any other business model today. Be very careful of matrices. They don't work long-term. If you don't believe that, go find one company that's active today and has been around for more than 1-2 years. Matrix models breed lazy people who think if they get in that they will get all kinds of spillover and make all kinds of money. Some may make a few bucks, but 99% of the team will never recruit, which means over the next 2-3 months, the entire organization dies. As the people at the bottom don't buy in because they don't have anyone below them, it triggers the next level of people to not pay because the people below them didn't pay. Matrix models breed entitled people, broke people and those who expect something for nothing. That's why you won't see a working model today that's been around awhile. They all collapse.
19. Some people will tell you that they don't do Binaries, which is absolutely crazy. Those people never made money and they don't know what they're talking about. If you can't recruit two people, how on earth are you going to build a 2, 3 or 5 wide matrix? The same applies for the unilevel models that allow you to build to an unlimited width. Who cares how wide you can build if the average person will never sponsor more than two people in their lifetime? What most people end up with is a level one that looks like a string of Christmas lights.
20. Standalone Unilevel models should be avoided. Melaleuca for example is a great company, but their model doesn't work for most of their members. There are a lot of conditions for their IBO's to make money. If Melaleuca had a Binary model, they would dominate the industry. It took 30 years for their top income earner to hit the top of the Compensation Plan. In any other legitimate company, it can be done in 1-5 years with a lot fewer people.
21. Be careful of companies that require an Autoship. That means you are required to spend X number of dollars a month or get kicked out. Join a company that allows you to buy when you

NETWORK Marketing 101

By Richard Wyche, on a Beach Near You...

want to buy. Melaleuca, for example, requires every member to purchase at least 35 points worth of merchandise every month, which comes to about \$85.00 to \$100.00 per month. My homework told me that the #1 reason for people leaving was that they were forced to have an Autoship. Those tactics don't work for most people today. People want to be a part of something, but do not want to be *forced* to make a purchase every month.

22. Be careful of people who flash monthly income and fancy assets. 99.9% of them are broke and have no ability to help you.
23. Avoid people who jump from company to company to company. Once they sign you up, they will move on and leave you high-and-dry. Find a person who is 100% committed to their company and has staked their flag. Good leaders won't do that, but not everyone is a good leader.
24. You will never earn money for life for just \$100.00 without selling anything. What I read on social media sure blows my mind.
25. Be very careful about opportunities that do not clearly announce the owners or are operated outside of the USA. In most cases, these companies are fly-by-night opportunities and are not regulated by the standards imposed on USA based companies. If a company isn't 150% transparent, stay away.
26. Be careful of opportunities that claim to pay out 75% or 100% of the income, for example. That's way too high and not sustainable and probably illegal.
27. Be careful of paid training. There are some real superstars out there and you can pay a butt load to get their training. Some of them are hacks who just compile good information and resell it to you with their own spin to make it appear like it's their original material. The key is to apply the system your company gives you. You don't need all that paid training. How many books have you purchased that you never read? How many of my free trainings have you read that you didn't apply? Save your money. I provide everything you need to know to be successful, but it's up to you to apply what you learn. No money in the world can teach you passion, commitment, desire or drive. Some things have to be figured out deep inside.
28. Be careful of cryptocurrency trading or mining offers that guarantee you any kind of return, and NEVER give your Bitcoin (BTC), for example, to a company to trade for you with the expectation of a return. You will lose in most cases.
29. You're not going to earn \$80.00 a day posting ads. That is what we call a job. There is no leverage there.
30. Stop falling for the hype of "get in", "ground floor opportunity", "be one of the first" and so on. Your position doesn't mean anything if you don't do anything. I can place you in a Binary leg with 5 million dollars running through it and you could easily never earn \$1.00. This guide will focus on what you should do with what you have.

NETWORK Marketing 101

By Richard Wyche, on a Beach Near You...

I will keep saying this until I'm blue in the face. It doesn't matter what company you join, how much it costs to remain active or how amazing the compensation plan is. You will get nothing if you do nothing. The company, the people, the products, your position and all those things combined mean absolutely NOTHING if you don't DO YOUR PART and build your business.

Bad actors like to make everything sound so good and so easy on the surface, but, trust me, if you expect to make any money at all, it's going to require everything I share with you in this guide. Nothing is free and there are no handouts. No person will do more for you than you are willing to do for yourself.

Tip: Before you sign up with anyone in any company, pick up the phone and talk to them. Find out who they are, what their goals are and how they can help you. Don't be alarmed when 99 out of 100 people have no clue and are all over the place when you talk to them.

Have you ever had a deep conversation with yourself as to why you became an Independent Business Owner (IBO)? What are your reasons? What are your dreams and what are you willing to fight for? Something made you swipe your credit card, so what was it? Something got your attention? What was it?

I believe we have to have a Dream in order for a Dream to come true, but we also have to do our part to make sure those dreams come to life. You would be amazed at what consistent effort can do to change your life. Regardless of your level of effort, be consistent. Every little bit helps.

If you ever want to look into the culture of network marketing, I can tell you that it has created more millionaires than any other industry. We may not be perfect, but we are better than a lot of other options. I'll also be the first to admit that the culture of network marketing is tarnished, but there are a lot of contributing factors. Those contributing factors are PEOPLE. When the 97% who continue to fail start to act and do what the 3% are doing, that high number can easily drop down below 50%. I truly hope I live long enough to see that day. The 97% is nothing more than a group of people who won't do what the 3% are willing to do. The 3% are not smarter or better, but they do their part and they take action. The 3% look for solutions while the 97% have excuses. The 97% focus on what holds them back while the 3% looks for solutions to get them over the things that hold them back.

We have to accept the fact that the network marketing industry is maxed out with people who are entitled, lazy, untrained, unfocused, undisciplined, selfish, greedy, uncommitted, won't stake their flag and so much more. They are the 97%. That's why we have a 97% failure rate. Nothing will change if nothing changes. The 3% who do make it are the complete opposite.

NETWORK Marketing 101

By Richard Wyche, on a Beach Near You...

We can't always use lack of education as a contributing factor to the 97% who continue to fail. I've been doing this for 30+ years and I can assure you I helped thousands of people with step-by-step actions required to build their business and they still didn't take action. That's not a knowledge issue, it's a lazy issue. It's a "I really don't want it" issue. It's an "I love the idea of making money, but I don't want to work for it" issue. I've helped thousands in my career, but I've also seen my fair share of really good quality people miss out simply because they wouldn't take action.

Okay... So, What Does Doing Your Part Mean?

It means taking personal responsibility for doing the activities necessary to grow your business. It means you clearly understand that you are the CEO of your business and you're 100% personally responsible for building your business. You are not an employee, so it's vital that you shift the mindset you've had for your entire life to the mindset of being a business OWNER.

Doing your part is about following the steps below and not altering any of them. You cannot half-ass your business or your efforts or you will have a half-ass business. Am I really saying anything you don't already know? What you know is important, but what you DO is more important.

If you really want to know what it's going to take for you to build a successful home based business, here are some *minimum* requirements. If any of these things can't be done, you need to seriously consider changing your ways or consider leaving the industry, because you're not ready. Being the CEO of a company is not for everyone. Some can and some will, but some never will.

1. **Be passionate:** Deep in your heart, you have to be passionate about the products or services. You don't have to be in love with all of them, but you have to love something enough to have a story. If you can't, find another opportunity. Your story is what's going to sell, not how much you earn.
2. **Have a Story:** Facts tell, but stories sell. You have to have a story. You need something that people can relate to, and that's *your* story. What did those products or services do to change your life? What was the impact these products or services had on you?
3. **Believe:** If you don't have a strong belief system, you'll never make it and anyone you speak to will see that and not follow you. Stand tall and speak with conviction and make it clear that you have staked your flag, that you're going to the top and that you're taking people with you. It doesn't matter who you are or where you come from, if you DO YOUR PART and follow the steps

NETWORK Marketing 101

By Richard Wyche, on a Beach Near You...

in this guide, you will be successful. It may not happen overnight, but it will happen. You just have to stick around long enough to enjoy what your labor will eventually provide.

4. **Commitment:** You can't be what we call a "tire kicker". You need to jump in with both feet and tell the world that you're all in and that nothing is going to get in your way. Be committed to helping people. Be committed to going Diamond, for example. Be committed to staying on Autoship. Be committed to talking to X number of people every week. Be committed to having X number of Zoom calls each week. Be committed to making contact with upline leaders and some of your downline leaders on a regular basis. Be committed to not just being with your company for 30 days. Be committed to the fact that you're in for the long haul, like 2-5 years. If you actually stick with something that long, your world will change in ways you never thought possible. 30 days in this company, two weeks in that company, two months in that company, and one week in that company isn't what I would call a pattern for success.
5. **Don't Be Scared:** What is there to be scared of? Are you afraid of living free or that someone might tell you "no"? Boo-hoo... Get over it and put your big boy or big girl pants on. Do what you have to do scared and keep doing it until it's not scary anymore.
6. **Be Patient:** Just like Rome wasn't built in a day, neither will your business. Chip away and make every week count. If your team is growing, the compound effect will take you to the Promised Land. Is it okay if you earn a little bit now, but a lot later? Is it okay to invest \$150.00 or so every month knowing that by the 12th month, you could be earning \$25,000.00 a month? Have you ever looked at what happens to a penny that doubles everyday for 31 days? That one penny will be worth over \$10.7 million. On day 15, that penny is only worth \$163.84, but as you can see, the compound effect and some patience turned a penny into \$10.7 million by day 31. The same will happen with your team. Two who get two who get two and so on, doesn't look big and doesn't pay out a lot in the beginning, but if you're patient and keep going, the two who get two who get two will turn into tens of thousands of people. Did you know that in a Binary, if every person would get their two people, and if it took one full month for each person to get their two, that by month 12 you would have an organization of 8,190 members? If they were all active on 100 points, for example, and you were being paid on the lesser leg, you would earn 10% on 409,500 points, which is \$40,950.00 per month by month 13. Was it worth it to stick it out for 12 months and duplicate the power of two to receive that kind of money? What if you quit like most because you didn't have the long-term vision? Be patient... and DO YOUR PART and everything will fall into place. This would only be one of many ways that your company will pay you. Don't overthink this.
7. **Have a 2-5 Year Plan:** The idea of "I'll hang out for a month and see how it goes" will not work. I can tell you exactly how it will go. Would you invest \$100,000.00 in a business with that mentality? Here's my \$100k check. I'll hang out and see how it goes. Seriously...?

NETWORK Marketing 101

By Richard Wyche, on a Beach Near You...

8. **Get Active:** Invest \$100.00 - \$150.00 every month to buy your company's products or services and never go inactive. You must become a product of the product and you must be active if you expect anything positive to come out of your business. How can you develop your story without having a personal experience with a product or service?
9. **Stay on Autoship:** Teams with the most people on Autoship will always earn the most money. How can anyone say they're serious about their company or that they're a product of the product if they don't maintain their Autoship? Priority #1 is to get your new people active and on Autoship. If anyone is not willing to do that, why are they there in the first place?
10. **Have Real Expectations:** Is it possible to earn \$10,000.00 a month in a short time? Yes, but it's going to require a lot of work. It's going to require you to invest 15-20 hours a week. If you want to earn \$250,000.00 a year, it's going to require a full-time effort, even though it's a fun full-time effort because you can work out of your home and travel the world to meet with your team leaders. If you don't put in the time or the work to earn \$500.00 a month, don't be mad or upset if you're not making \$500.00 a month or any money at all. You are in total control of your earnings. I assure you that you will get back exactly what you deserve to get back.
11. **Recruiting:** Yes, you have to recruit. Please don't listen to the nonsense of people who suggest you can earn a lot of money while not recruiting. That's crazy talk and that's what broke people will tell you. It doesn't matter what you're doing, you will never earn an income if you don't have a team below you. We are only as strong as our team.
12. **Focus:** Our minds are like a camera. What we focus on will develop and what we ignore will perish. It's sad that humans have an attention span less than that of a goldfish. Knowing that, let's try to do better at focusing on what we want and not allow distractions to steal our dreams.
13. **Chase Rank:** Any real company has a rank structure, so you want to make sure you're climbing the ladder and you should want to climb it fast. Hit the first rank ASAP. Find out what the requirements are and meet those requirements. Don't chase the money. Chase rank. If you make rank the money will follow. As you sponsor new people, focus on helping them hit the first rank. Help 2-3 hit rank and that will push you up in rank. Everyone wins.
14. **Follow a System:** If you think you're going to go out there and sponsor a bunch of people just because you made a few posts on social media, you're going to be unhappy with your results. You are going to live or die based on your ability to follow a proven system. Systems are there for a reason. They are proven and normally the steps are few. These systems are in place for a reason and you must follow them to the letter. If you choose to go rogue and do your own thing, don't expect favorable results. It doesn't matter what you know. What matters is what can be duplicated. If you're not following a system and teaching a system, I'm sorry, but you're wasting your time. Would you believe that out of all the steps in a successful system, creating a list of names is the easiest step? It's normally the first step that most people never get past. Crazy,

NETWORK Marketing 101

By Richard Wyche, on a Beach Near You...

huh? The easiest step out of a few, and most never make a list. I know some leaders who won't even talk to their new people unless they can present a list. In all seriousness, can someone really be taken seriously if they *refuse* to create a list of 100 names? This is one of those choices we make. Creating a list is an "I will" or an "I won't" moment. There's no way you can say that you can't.

15. **Duplication:** This is part of the Follow a System notes above. It doesn't matter what you know, it matters what can be duplicated. If you're following a system and teaching that same system, you will be successful. What makes what we do so amazing is the opportunity for duplication. Without duplication, you have nothing and a lot of unnecessary hard work ahead of you.
16. **Sponsor Properly:** Your job isn't to get as many people as you can to join you so you can pound your chest and tell the world you sponsored 10+ Personals. What matters is what you do with those 10+ people. Did you know that most people will never sponsor more than two people in their lifetime? It's not that they can't, they are just part of that 97% group and they quit too easily without ever applying themselves. Quitting is socially acceptable, so who cares? This industry is not about how many people you can sponsor, but how many people you can help grow and hit ranks. It doesn't matter what your Compensation Plan pays out, so if you chase the money, you won't have any money. What you need to do is chase rank, which I shared above. Chasing rank also applies to good sponsorship because we need to help push our personals up the ladder. If they don't advance, guess who else won't? As you sponsor new people, your only focus should be to help them hit rank. If your first rank is Bronze for example, do everything you can to hit the Bronze rank yourself and then as you sponsor new people, help get them to the rank of Bronze. Some will work with you and some won't. Help those who invite your help and do your best to encourage those who don't. I assure you that if you focus on making rank, the money will follow. Please don't get those things backwards. Help someone hit the first rank and bring home \$500.00 to \$1,00.00 a month and he/she will never leave.
17. **Be Servant Driven:** Don't make everything about you. People can see right through that. Focus on helping people identify and reach their dreams and your dreams will come true. If the people you're helping don't get what they want, I'm sorry to say, you will not get what you want. Everything we do is always about THEM. Please don't forget that.
18. **Stay engaged:** This is a big one because most people don't stay engaged. If you're in a Facebook Team Group, get engaged. Like posts that help you and offer some content that might help someone else. You don't have to be the group owner or an admin to make contributions. Find something that inspired you and share with your team. If you have team calls a few times a week, be on them. If your team is new and there is a team call every night, be on every call. I assure you that you will gain something from every call. Each call will have new speakers and new stories. Make the time to listen to them.

NETWORK Marketing 101

By Richard Wyche, on a Beach Near You...

19. **Follow Top Leaders:** Stop BSing your way through the system. Follow the leaders of your company who are successful. If you do what they do, you will be successful. If you can't recruit, find a leader who's good at recruiting and learn what he/she does. If you're scared to death to talk in front of people, call someone in your company who is a great speaker and get some tips. Who in your company is really good at mentoring and driving depth in the team? Make your contact and learn something.
20. **Stake Your Flag:** This can't be stressed enough. If you're out there trying to build multiple MLM opportunities, you're doomed. All you're doing is chasing your tail, chasing money, and never developing into anything. All you'll do is spend money and you will never be able to explain the ins and outs of even one of the opportunities. Then, when it's time for a team call, you won't be able to make it because it will overlap another opportunity call. Staking your flag requires a great level of focus and commitment. I know you may think it's a good idea to have multiple income streams, but that's not the case as an IBO in network marketing. Multiple streams of income is opening a traditional business, investing in real estate, stocks and maybe crypto. Trying to build a Melaleuca, Vasayo, NuSkin, and PURE business is not multiple streams of income. You will kill yourself and I assure you that you will never reach any level of leadership with any of them. Pick the company you love with the products you can get passionate about and STAKE YOUR FLAG. Do you see any top income earners building multiple MLM companies? Of course you don't, so why would you?
21. **Be Accountable:** Life is busy and life can get in the way, so have something like my GoGetter System working for you and helping you stay accountable. You can even find someone on the team that you really like, or even a stranger, and connect for the sole purpose of holding each other accountable. I know we are leaders of a Volunteer Army, but it can't hurt to have this person on our side, pushing us on days we don't feel like doing anything.
22. **Never QUIT:** One of the things I hate the most about our industry is that it's too easy to get in and it's too easy to get out. What's \$50.00 here and there just to quit when things get tough. Life is tough, so are you ready to quit life, too? Quitting is never the answer. Don't you think the top income earners in your company felt like quitting hundreds of times? Of course they did, but they didn't quit and because they didn't, they earn millions of dollars a year. You will too one day if you don't quit.

Tip: There is no such thing as "I can't" in the network marketing industry. 100% of everything we do is a *choice*, so you will have to make a choice to either do something or not do something. At no time ever will there be a situation when you can't do something.

I Can, I Can't, I Will or I Won't:

NETWORK Marketing 101

By Richard Wyche, on a Beach Near You...

I talk a lot in my Training Guides about choices because everything we do is a choice. There is nothing in network marketing that you can't do. That's right. If something can be done by one person, another person can do it, and that includes you.

1. Can you write down the names of 100-200 people you know without prejudging anyone? Of course you can, but will you?
2. Can you pick up a phone to share your opportunity with someone? Of course you can, but will you?
3. Are you able to learn more about your company if the information is presented to you enough? Of course you can, but will you?
4. Are you able to consume a product to create a testimonial? Of course you can, but will you?
5. Are you able to pick up the phone or meet with someone directly to invite them to an opportunity overview? Of course you can, but will you?
6. Can you personally sponsor 2-3 people in your first few weeks with the help of your Sponsor and with the help of a proven system? Of course you can, but will you?
7. If you were given a paint by the numbers drawing, and all you had to do was paint the right color on the right number, could you follow it? Of course you could, but will you?

No matter what it takes to become successful in network marketing, you can do it all. Have you ever heard the saying, *"if you want something bad enough, you'll find a way, but if you don't, you'll find excuses?"*

Anything that's given to you to do is and will always be something that you *can* do. The question is... *will* you do those things or not? 100% of everything asked of you will always come down to a *choice*. Will I do this or will I do that? There will never be a time where you can't do something. You will either do certain things or you won't. That means you will do the tasks required for you to be successful or you won't. See, it's always a personal choice. Have I hit that point enough yet?

Choose Your Pain:

Don't you find it painful to work more than 40 hours a week to help someone else fulfill their dreams? Mary, the CEO, has all the freedom in the world and can come and go as she wishes. She is able to do that because she was smart enough to start her own business and you can believe it's costing her more than \$100.00 to \$150.00 a month to keep the doors open.

NETWORK Marketing 101

By Richard Wyche, on a Beach Near You...

Don't you think she was scared to start her own business, but did it anyway? Don't you think some people tried to discourage her, but she did it anyway? Don't you think she was worried about how she could afford her new business, but did it anyway? Don't you think she was worried about how she could cater to others, her customer base, but did it anyway? Don't you think the thought of failure was on her mind, but she did it anyway? Don't you think she was often overwhelmed, but she did it anyway? Don't you think she had a WHY so large that nothing was going to stop her, and nothing did? How strong is your why?

Because she is following her dream, she gets freedom and you get to work for her. While she comes and goes as needed, travels as often as she wants and earns the highest income, you get to work for her. You get to spend 60 hours a week coming and going and you get your \$15.00 dollars or so an hour because Mary is going to pay you just enough to keep you, but not little enough that she will lose you. A \$15.00 per hour job = you are worth \$15.00 per hour to that company, not a dime more. Are you worth more than \$15.00 an hour? In some states, \$15.00 an hour is above average compared to the country's national average. In Florida, minimum wage is roughly \$8.00 an hour, so getting \$15.00 is huge.

Can you ever go to Mary and ask for a \$50,000.00 annual pay increase? You can, but I wish you luck. Doing what we do has no cap. You can make as little or as much as you like.

Doesn't it suck commuting back and forth to work every day or trying to get some personal time to take care of personal things? Mary can leave anytime she wants to get her car fixed to or check on her kids at daycare or to have a long lunch. Oh yeah, she's the CEO, so she has that right. You're an employee and you will be told when you can come and go and for how long.

Is building a business from home really so painful? Is having a few people who don't share your vision and tell you "NO" really so painful? Is it as painful as your 40 hour week job? Is having to pick up that 80 pound phone to invite someone to an overview call really as painful as that commute to work? Is being passionate about helping others and being rejected once in awhile as painful as being told when you can take a break, when you can have lunch and when you can go home?

Do you have a "Mary" story? When are you going to get serious and realize that working for someone else will never give you or your family the freedom you're after?

Having a job serves one purpose. That's to pay bills and put food on the table. If we didn't have bills, we wouldn't need a job. Working is Plan A for most people and that's okay. When you start your network marketing business, working from home, part time in your spare time, your job is still your Plan A until

NETWORK Marketing 101

By Richard Wyche, on a Beach Near You...

your home based business can provide for you so that it becomes your Plan A. Work your business until working for someone else becomes *optional*. It can take a few months or a few years, but trust me, if your network marketing opportunity can bring in \$5,000.00 a month, you have options and working will then become optional. Keep going and look forward to the day you can fire your boss and have the freedom you now deserve to have. You earned it.

Tip: If you have to beg someone to join you, you will have to beg them to work. It would be awesome if most people had a natural passion to be better, have more and to help others, but that's not always the case. Lots of people want a lot of things, but they don't want to work for those things.

Stop all the BS excuses you feed yourself and others who are trying to help you. It's BS that you can't afford to be active or create your list, or invite people to an overview of your opportunity. It's BS that you don't have time or that life is just too busy or that the timing isn't right. The timing will never be right and your life is never going to be less busy. I would have more respect for you if you just said, "It's not for me. I don't want to be a part of network marketing." That's technically the truth for most people and that's okay, because we don't want everyone.. We want the people who are looking for something and who want to be here.

Tip: Did you know that the average cost to start a McDonald's franchise is \$2.2 Million? Did you know that the average NET income for a McDonald's franchise owner is \$153k (*take home money*)? In my opportunity, for example, the average cost is \$150.00 a month. We can earn \$263k a year with just two Personals and we can work from the comforts of our home. Choose your pain. Would you rather have total freedom or would you rather have a business that takes 80+ hours a week of your time to manage? *It would take 15 years to break even.* Imagine how much profit you could earn in those same 15 years building your home based business with an overhead of just \$1,800.00 a year? Where else can you invest roughly \$38.00 a week and bring home tens of thousands to hundreds of thousands of dollars a week? You guessed it. There is no other place.

In network marketing, you can get to a point where you're earning millions of dollars and that money will continue with or without you. That's not really an option in the traditional world of business. CEO's of big corporations are at work every day and those CEO's are often the first ones in and the last to leave.

I hope you got something out of this guide and I truly pray that you will DO YOUR PART and make a difference. The only difference between the 97% and the 3% is willingness to DO THEIR PART. It's a *choice*.

NETWORK Marketing 101

By Richard Wyche, on a Beach Near You...

Be sure to review my free MLM training at www.RichardWyche.com. Read all you can, become an expert, and I'll see you on stage one day soon telling your story.

God Bless!!!