

# SPECIAL REPORT

Network Marketing Pro®



## SEVEN DEADLY SINS OF NETWORK MARKETING

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If you've been around the network marketing profession for any amount of time, you've probably heard about the things you need to avoid to build a strong business. I call them the Seven Deadly Sins of Network Marketing. Maybe you've engaged in some of these sins, without even knowing it. I've been involved in network marketing since 1988, and although I am no longer building a team, early on in my career, I engaged in almost all of the Seven Deadly Sins.

I know from experience if you're around long enough, you're going to be tempted to flirt with one or more of these practices. Sometimes it's because you're ambitious, and sometimes it's just because you don't know, when you're first starting out in a new profession. I hope this special report will help you steer clear of committing these sins. These are things that over time will have a negative impact on your business. I want you to become a network marketing professional. I want you to go to the top, to have a smooth career, and to build something and have it last for a long time.



# SEVEN DEADLY SINS OF NETWORK MARKETING



## 1 OVERINFLATING YOUR PRODUCT OR YOUR OPPORTUNITY—HYPING IT UP

You may be tempted to claim the product has “magical cures,” and use language that you shouldn’t use when it comes to what your product can do, or cannot do. Make sure you’re in alignment with what your company says you can claim when it comes to your product.

When you knowingly overinflate the product or opportunity just to get a customer or to sign up a distributor, it eats at you, and it also affects your credibility. When it comes to the opportunity, it’s very subtle how this happens. Usually it starts with just “kind of” exaggerating your income. You take your best month and you tell everybody that’s what you’re making all the time. Maybe you only made that for one month because of a special bonus or promotion. So in essence, you lie about your income. Or, somebody else tells a friend, in front of you, how much you’re making—and it’s more than what you’re making, and you don’t correct them. All of a sudden now you find yourself painted into a box where you’re living and promoting a false reality.

Maybe you qualified at one rank one month, but then you dropped down a couple of ranks, which is normal; it happens all the time and is nothing to be ashamed of. But you’re telling the world that because you qualified that one month at that rank, that you are earning more than you’re actually really earning.

Just understand this. Inside of network marketing, the truth is enough. There’s no need to exaggerate your success. There’s no need to exaggerate how quickly people in the organization become successful. There’s no need to exaggerate or take one person that had magical success and make them the entire story for the whole company. The truth is enough when it comes to the financial



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opportunity. The truth is enough when it comes to your products. When you engage in over-inflation and exaggeration, it has an impact on your organization, and people start saying, "Man, everybody is saying this but I know it's not true. Everybody's claiming that but I know it's not true. This person's saying they're making this amount of money, but I know it's not true." And once they have that knowledge, that untruth, and lies are being allowed within the culture, it starts to erode their self-esteem. The truth is enough.



## 2 INCONSISTENCY

I have struggled with this one my entire career in network marketing. I'm permanently retired from the field now, but when I was building as a distributor, it was one of the biggest problems for me.

Whether you're brand new or you're a more established leader, inconsistency will be one of your biggest detractors from success. You get all excited, go to a conference, and come home ready to tear up the world. Two weeks later you just disappear from your group for a week, then two and three weeks. Then you re-engage. "Hey, we're going to go after it this weekend." And you go after it for three days and then, boom, you're gone for two weeks.

Rather than putting in a consistent effort in the hours you have, you're hot and cold. When you do this, the team starts to lose faith in following their initiative. If you're inconsistent for long enough and you say, "Hey, everybody, let's go. Let's go tear it up!" don't be surprised if no one follows. They may be afraid that if they do and you don't follow through with your own commitment, they're going to be unhappy that they trusted you. Inconsistency will crush the efforts of any builder. Be consistent.



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## 3 NEGATIVITY

Negativity comes in many forms and it will crush an organization. You may have a negative posture, being kind of mopey, looking at the negative. Maybe you like to gossip, talk about other people and spread stories around. Or your company goes through changes and you don't handle it very well. You say things like, "Well, the company screwed up with this," or "my upline screwed up with that." So you talk negatively about other people. You talk negatively about your company if they're going through change, compensation plan, product—something changed and when you don't like it, you tell the world.

That negativity becomes part of your brand. People start knowing you as a negative person. But leaders can't stay in a negative state and still be a leader. It doesn't work. You become somebody that real leaders start to avoid, and that includes the people in your organization.

Even if you're right, it doesn't matter what happens in your organization. What matters is what you do with what happens, and how you respond to what happens. You have a choice to create a negative culture, a negative vibe, a negative posture, a negative mindset—or you can present a mindset that solves problems and creates opportunity. You can be negative or you can be positive. That's a choice.



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## 4 FOLLOWING "THE IDEA OF THE WEEK"

I'm sure you've seen it happen. A leader gets really excited about a new technique almost every week, and go a little crazy with it. They tell everybody in their organization, "Here's what we're going to do!" A week later they say, "No, we're not doing that anymore. Now we're going to do this." A week goes by, "That one's old now. Now we're going to do this technique." So be very careful with switching gears too often. Be very slow to change your system, your daily method of operation. It's really important that you provide some consistency within your organization when it comes to what you're asking them to do on a daily basis. Concepts remain the same. Strategies change all the time. Focus on concepts, come up with whatever the system is within your organization that works, and be very, very slow to make any changes, even if you have one week's worth of success. Really test things personally, and away from the group, before you pour it down into the organization and expect them all to follow. The idea of the week will start to erode everyone's confidence, and eventually they're not going to take action at all.

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## 5 SLEEPING AROUND

This is something you might not expect me to talk about, but I'm going to: Sleeping around within your opportunity, within your organization, within your company. I've seen it destroy more organizations than you can imagine. Particularly for leaders, there's a dynamic that gets dripped into the organization. Pretty soon, everybody in the organization knows, and is talking about it. Pretty soon everybody is pulling back and stops taking action, stops following that leader



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because of what happened within the organization. Just be aware of the impact that you will have when you do something like that. It's important to know these are the things that will really have an impact long-term in your organization.



## 6 STEALING DISTRIBUTORS

This is something else I struggled with when I was actively building. I'd be having a meeting in some area and a prospect would find their way into my meeting. And they would say, "Hey, nobody invited me. I just found this meeting and I'm looking for somebody to sponsor me. Can you be my sponsor? You know, I live in this town, you live in this town." And instead of saying, "No, somebody encouraged you to come to this meeting. You didn't just magically show up," I would rationalize and say, "Yeah, well, we are local, and people to have a choice." And I'd end up signing that person up. Somebody would find out and say, "I sent that person. You stole that person." I would feign surprise and say, "Oh, my gosh." I've seen this happen in many different forms.

Here are some ways this scenario plays out.

1. Somebody else brings a prospect and that prospect finds that they like you better than they like the person who invited them. And you have a choice whether to sign that person up or not. In my opinion, you should never sign that person up. If you didn't bring them to the party, you do not sign them up.....
2. Let's say you develop a great relationship with somebody within your company and they say, "Oh, I hate my upline, they don't give me any support, they don't help at all." And you go, "Well, maybe you sign up your spouse, maybe



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you sign up one of your kids, maybe you sign up somebody else, and I'll work with you that way." And you kind of circumvent the rules to be able to get that person's effort into your organization. Its impact within the group will be devastating. Trust me.

3. You find somebody who's happy in another company and you engage in an effort to make them unhappy about where they are. People make a decision to go from company to company, justifiably sometimes. Sometimes it's the right thing to do. My rule is, don't ever take somebody who's happy with another company and engage in conversation and effort to make them unhappy with it. Don't plant the seed of doubt in their minds that they're with the wrong company at the wrong time. Don't tell them if they come over with you, your company or opportunity will be amazing. That's not what we do inside of this profession. Sometimes it works if a leader is wildly unhappy or if they're leaving their company, or if they've left their company and they're in between companies, then fine. But if they're happy where they are, that's the rule. Don't make them unhappy with their situation in an effort to persuade them to come over into your organization.

If you do this, you're going to be dealing with reputation issues. People will view you as a pirate, a thief. They'll view you as somebody who lacks integrity. This is something I did early on in my career. I wanted to bring someone into my organization and I was prepared to do whatever I needed to do that. The whole "whatever it takes" is a very dangerous road to go down. Some "whatever it takes" scenarios are not worth it. So if you've got to steal from everybody else to get to the top, and you're prepared to do that, I promise you're not going to be happy with it. And you're also not going to be happy with the reputation you gain as a result of engaging in that behavior. So just understand, this is a Deadly Sin, and it will catch up with you. It will build a reputation for you that will start to repel people within your organization, and within your peer group inside of this profession.





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## 7 DISTRIBUTORS WHO BOUNCE FROM COMPANY TO COMPANY TO COMPANY

They are always looking for the situation where the grass is greener. They have lots of fun within an organization when there's lots of momentum and things are working great. But when it becomes work, when it becomes challenging and requires effort, when everything's not working magically, they pull up the roots they had planted and go plant them someplace else, because they're addicted to the adrenalin of the startup. I have many friends in the profession who can't resist. As soon as it gets hard, they say, "Well, this other company over here has some momentum." And they pick up camp and move over to that organization. I understand not everybody joins one company and stays with it for the rest of their career. That's fine. But I'm talking about a serial bouncer—someone who bounces from company to company to company to company to company to company. It's going to create problems for you.

I'm sad for the people who go from opportunity to opportunity because they're literally stealing from their future. They're stealing from their residual income. They're stealing from their reputation. And eventually a smaller and smaller group will follow you from the next to the next, and you'll find yourself out of the profession, at least until you're ready to come back in and just sink your teeth in and go to work. Understand this: every single company in network marketing is going to have problems, is going to go through a period of time when it doesn't have momentum. Every single company is going to have situations when they go through change and it's difficult. But moving to another company is not going to change that because the other company is going to have it too. It just might be at different times over the course of a career. Decide on the company and the product line that aligns with you and decide that you're going to go through your problems with them instead of looking for a situation where there are no problems, because that does not exist. So don't be a bouncer.





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So to recap these Seven Deadly Sins:

1. Overinflating your product or your opportunity. The truth is enough.
2. Inconsistency. Make sure that you're consistent. Consistency is the name of the game.
3. Negativity. Decide that you're not going to engage in negative talk, negative posture, or negative behavior. You're not going to gossip. You're not going to talk about somebody. You're going to be a positive force in the world. So be positive.
4. The idea of the week. Every single moment, having a new tactic, a new strategy. Lock in. Be consistent. Be stable within your organization when it comes to a method of operation that you're asking people to do.
5. Sleeping around. What you do outside your organization is one thing. What you do inside your organization is a completely different thing. And just understand this: there are no secrets. Everybody eventually knows everything, especially in network marketing. Word gets around. We're professionals at this. Word gets around and it's not worth the risk to your reputation. It's not worth the emotional impact within an organization. It's devastating.
6. Stealing distributors. Whether with good intentions or bad, just make a decision that if you didn't bring them to the party, you're not signing them up. And if they're happy with another company, decide you're not going to make them unhappy with their decision and the position that they find themselves in. You're going to be an ambassador, a friend. You're going to pat them on the back, send them on their way, and be a peer—not a predator.



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7. Bouncing from company to company. Decide to sink your roots deep. There may come a time where you have to make a move. But don't be that person who pulls up roots every couple of years and goes somewhere else. It robs from your future, and it also robs from your reputation.

So those are the Seven Deadly Sins, and also some suggestions on what you can do to reverse all of them, to build a strong culture, build a great organization, and build a great residual future. That's why we do what we do. If any of these made you feel defensive, those are for you. If there are people who are brand new to the profession who haven't experienced any of this yet, it's important to understand that these are the landmines, the things to avoid. We can improve our standards and practices around the world, because we have a gift.

As always, my wish for you is that you decide to become a network marketing professional. Decide to go pro. Because it is a stone cold fact that we have a better way. Now let's go tell the world.



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Eric Worre has been a leader in the Network Marketing Profession for over 28 years. Although he's now retired from being a distributor and focused exclusively on Network Marketing Pro®, his career has given him a broad range of experience. He's been a top field producer, building sales organizations totaling over 500,000 distributors in over 60 countries; the President of a \$200 million dollar Network Marketing company; a co-founder and president of his own company, TPN- The Peoples Network; and a high level marketing consultant to the Network Marketing Profession.

Eric has become an accomplished trainer and has conducted hundreds of live events around the world, teaching people how to become Network Marketing Professionals. He has shared the stage with virtually every major speaker in the Personal Development and Network Marketing space.

In 2009, Eric founded NetworkMarketingPro.com, the most-watched training site in the Network Marketing Profession. Since its inception, Network Marketing Pro® has provided over 1,400 free training videos and his training is now viewed by over 5 million people every single week.

In 2010, he created Go Pro Recruiting Mastery. An annual generic training event that has grown into the largest in Network Marketing history. Over 8,000 attended in 2015 and the next event in December 2016 has over 17,000 pre-registered.

In 2013, he released the International best-selling book "Go Pro – 7 Steps to Becoming a Network Marketing Professional", which has sold well over 1 million copies to date and has become a "must read" for anyone who is serious about building their network marketing business.

In 2014, he released the documentary style film "Rise Of The Entrepreneur" which helps to dispel many of the misconceptions related to Network Marketing.

In 2015, along with his wife Marina, he created a new annual event called "The Most Powerful Women In The World" which is already the world's largest generic Network Marketing event for women.

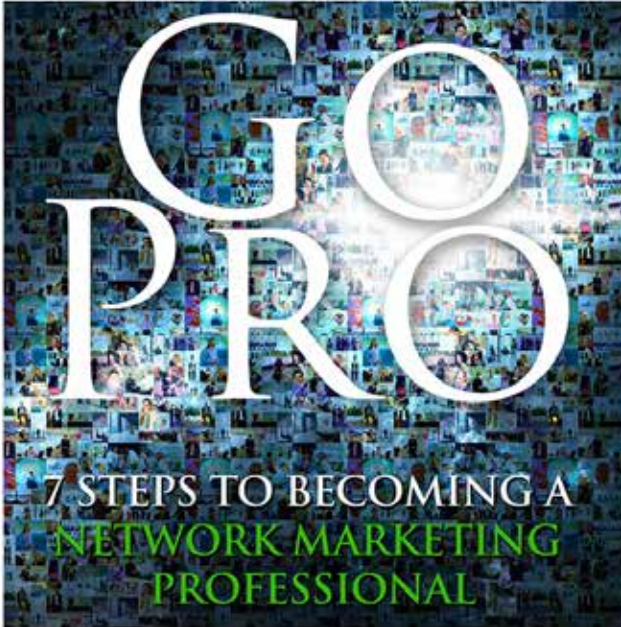
To date, the Network Marketing Pro community has grown to over a million leaders from over 100 countries around the world.

Eric is engaged in an effort to raise all ships and allow this profession to truly take its proper place in this world as "a better way", and is the most watched and most trusted resource for Network Marketing training and support. He lives in Las Vegas with his wife Marina. Together, they have five children and one grandson.



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