

The 8 Lies

Of Home Business Network
Marketing, MLM,
and Direct Sales
Network Marketing

Confessions of a 7 Figure Earner

An Expose' of Truth
Ignore at YOUR Peril





The Renaissance Has Begun!

Read this Report ONLY if you can handle the truth!

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**Which one of these 8 LIES will
Doom You to Failure in Your Home
Business
IF you Believe them ...**

**... And Why One Closely Guarded Solution, Proven to Produce
Huge Results has been
openly Banned by a Few Home Business Opportunity
Companies... For **Everyone**
Except the Top Income Earners.**

Confessions of a Top Income Earner ...

This report contains harsh reality and certain truth as exposed by one of the top income earners of the last 8 years in Home Based Direct Sales Network Marketing. A documented multiple 7 figure earner, this author, went from being a newbie in the industry to banking over \$1,000,000 within 13 months from getting started with NO PRIOR EXPERIENCE in this industry, yet with 18 years experience in high end corporate America. This Expose' is an "insider's" confession of what he experienced and learned as an insider and top earner.

FORWARD

In the next 7 days, 30,000 – 50,000 people will get started in a Home Business with a Networking or Leverage building opportunity. In the next 7 days, 28,000 - \$46,000 will quit their home business, walking away with their spirit wrecked, homes dashed, and bank accounts empty.

When I got started in the industry in December 2004, I was totally naïve and totally determined to make at least \$250,000 in my first year in home business. I had earned that kind of income before as a small business owner for 18 years. I had left the traditional business world at the advice of doctors after undergoing half a dozen spine surgeries in a 3 year span.

It took me 7 weeks, multiple thousands of dollars, and some seriously focused work to break through to cash flow, yet I did it in a big way. The ride to 7 Figures included huge distractions too. Displacement because of Hurricane Katrina was quite a distraction; however, I just kept my nose down and focus high.

Along the way to building those huge results, I had signed up hundreds of people in a \$1,300 minimum price point opportunity. In spite of huge efforts to assist my customers to have success, including hosting over 20 hours of private training webinars, personal coaching and live training events, I finally accepted that there were reasons bigger than just lack of skill sets effecting the results of my customers.

I always accepted why people got started, and that was to make money. Regardless of what opportunity you are involved in, it's "the money" that people will be attracted to the most, way more than the product. That being the case, making money IS the product.

After 2 years in that first opportunity, reality really struck me. For the first time in my life I was operating a business that sported an 80% - 90% customer turnover rate per year. (No wonder I was working so hard).

So when I left that company in pursuit of "the ultimate" opportunity for my customers, I began a 2 year journey where I got to experience some of the really negative parts of the industry.

My biggest periods of success for myself and others came when I was providing excellence training on top of what the company(s) would provide. This is what actually got me into trouble with a couple of them; much to my amazement.

It only seemed logical that having more, happier customers, who were experiencing results, was a good thing. I learned many shocking things during this period, and formed some conclusions. And these conclusions and admissions, detailed in this report, may just save you thousands of dollars and much heartache. This report may just keep you from being part of the 95% failure statistic.

Before you *dive right in and start reading* this important body of work, know this. While making huge dollars is fantastic, at the end of the day, **HOW** you make that money matters. As I matured in the industry, my criteria for choosing and opportunity changed drastically. Instead of just looking at how I could make serious money, what became most important to me was whether others could do the same.

Even though my intention was never to create casualties from my efforts, it happened none the less. I attempted to mitigate that damage by providing rarely if ever before seen support and training for my customers. There were so many other factors though that adversely affected many of them, and they are detailed here.

Who Should Read This E-book?

- Anyone who has been involved in a Home Based Business.
- Anyone who is considering getting started in a Home Based Business; be it Network Marketing, MLM, Direct Sales, or other.
- Anyone who wants a way to create prosperity in their lives yet simply has not found the solution.
- Anyone who has had a less than optimal result in Network Marketing, MLM, or Direct Sales Network Marketing.

Strap on your equipment, turn your BS detector on High, and prepare yourself to learn what you need to know to make it big in an industry that has historically been based on failure.

Your gut is yelling at you, common sense seems out the window, yet you know you must find another way to generate income ...

You just know it don't you? Something is amiss with the Home Business Industry. It didn't take you long to figure out actually. All you had to do is surf the web, listen to a few opportunity presentations and experience a "3-way squeeze" close call to become confused and suspicious about what they are NOT telling you.

They make it sound so easy don't they? They make it sound like everyone is making money using a simple "System", yet something inside you says "there's more to this".

And while you may *become excited* about the prospects of making more money and actually creating your designer life, the kind of life you really want; your gut is telling you that something is not completely right.

It is well known that hundreds of thousands of average people like you and *like me* seek a better life by looking to the home business marketplace for a solution. What is not as well known is that only 10% or less of these people actually get started and open a home based business. Of the 10% who do get started, less than 10% of those individuals ever make any money with their home based business.

The reasons for this lack of success are many. However, when this author surveyed the marketplace, I found that the #1 reason people failed was what they perceived as lack of adequate training and support and/or a misrepresentation of what true startup costs were going to be.

While it is well known that these opportunity companies provide training and support, where does this gap between perception and reality come from?

The gap is in the **truth** (or lack thereof)!

Let me be perfectly clear right now. I love the home business industry because it has changed my life forever in many positive ways. I am one of the very few... I am someone who has made it big in the industry; an Industry Top Earner, having made multiple 7 figures since December 2004.

My success was nearly instant for a few important reasons. The most important reason I succeeded quickly was because I did not buy into all of the non-sense surrounding the industry. I operated my home business like a business. I used the blueprint and strategies that are outlined herein.

What you are about to learn may **shock you**. While you continue to experience many “ah ha” moments as revelation after revelation of truth is served up for you, you will naturally begin to understand what it was that made you so queasy, or perhaps why you did not find the success you were seeking in the first place.

Know this. The home business industry has much to offer including massive prosperity. If it did not hold this possibility, no one would ever get started. Yet, current industry norms are stuck in a time warp of nostalgic approaches to success, as many of yesterday’s successful home business builders are today’s opportunity company owners.

And while these company owners are, in the vast majority of cases, very capable at building great products, compensation structures, and companies, their approach to sales, marketing, and business building is behind the times.

The history of the successes in the Home Business industry pale in comparison to the damage left behind; the 95%+ of individuals who funded the incomes of the top earners, yet who did not get what they were seeking.

Sadly, because of this reality, statistically you are more likely to end up in the 95% than you are in the 5%... UNLESS... You...

Don't fall Victim to these Eight (8) Lies.

Instead, read the rest of this report and digest its contents as it will unlock what is really available to you to create a life by design. When you *have the closely guarded insider information* of how Top Earners *like me*, became and remain Top Earners, you will begin to *feel certain* and *feel relieved* that there is a definitive solution for your success.

And as you are soon to learn (and be shocked by), this kind of success has nothing to do with a SYSTEM either, other than to try to make you think that what Top Earners do is a “walk in the park” (presumably so you will more easily part with your dollars).

Skeptical? Good, you should be... read on!

The 8 Big Lies

Have you ever listened to a teleconference presentation or visited a web site that advanced any of these ideas? ...

Lie #1 – It's easy to make a 6 figure income working from home

There is nothing “easy” about earning a 6 figure income. Those who are fortunate enough to generate this level of income working for someone else know that a 6 figure income via a corporate paycheck comes with a price, a huge personal price.

When a company pays you a salary north of 6 figures, you will become an indentured servant, and your employer will expect much from you to justify this level of pay. What's worse is that it could all be gone in a moment. When it comes to making cuts in an organization, the biggest dollars make the most impact, and are thus scrutinized more closely (and released more easily when company results are down).

Even more difficult than earning a 6 figure paycheck from a company, is building a traditional business that will pay you 6 figures in the short term. Aside from the obvious challenges of building a traditional business such as adequate capitalization, large loans from banks (and credit cards), and employees to manage (just to name a few); the first 3 years in any new traditional business can be down right dicey. And the bottom line is that as the owner, YOU GET PAID LAST!

That said, that you would believe it to be “easy” to make a 6 figure income in home based free enterprise could only come from ignorance (ignorance-ium use), excessive “hope” (hope-ium use), or otherwise wishful thinking (dream-ium abuse).

Less than 3% of all home business operators generate a 6 figure income. And those that are able to do so because they build their business with tenacity, passion, and discipline (the same traits required in all business ownership).

That the number of successful home based entrepreneurs is this low is not an indictment of the nature of the opportunity, but more of an indictment of who is the target of the advertising and sales process.

Stop and think about who would believe that they could make a 6 figure income after spending a little bit of time on a company’s website, listening to a presentation call or two, and having a couple of conversations with a representative.

The people who say yes after such limited due diligence fall into 2 categories: (1) Those who believe they can succeed because they have before and (2) those who don’t know any better yet have a dream of an abundant life.

(1) A very small percentage of individuals who start home businesses are people who have already produced 6 figure results in their lives, and thus believe they can generate this level of income using any vehicle. They know that creating 6 figure results requires focus and effort, and they actually understand what "focus and effort" really is.

These people can be decisive and believe they can make that kind of income because they have before. They are few and far between, and are already members of the 5% club, at least mentally and emotionally.

(2) However, the vast majority of those who sign up in a home business, are those who have not made 6 figures before, and are looking for the "easiest" way they can find to make that kind of income. This group of people (90%-95% of the total) doesn't really understand what hard work, focused effort, and tenacious perseverance truly means, even if you spell it out for them.

These individuals have the furthest to go from a personal growth, business intelligence, and tactical action development perspective. The good news for this demographic is that this industry provides exactly that... on the cheap compared with other educational channels.

With today's technology, making a 6 figure income has never been easier because you can leverage your time and resources more than ever before. However, producing a sustainable 6 figure annual income from home requires discipline and determination; even though the technology has made it easier (more on the "how to" of this later).

The downside of today's technology is that it's now easier to convince the uninformed or unwitting individual, that it is simple and easy to have the dream life. **"Just plug in' to our simple system and cash will flood your bank account"**. (Wouldn't that be nice ... if it were true?)

Lie #2 – All you need is our SIMPLE SYSTEM, just plug in and riches are yours.

Modern industrial automation has proven, systems **are** duplicate-able, people are not. We all know that in the corporate world much capital is expended to upgrade systems of all sorts in the quest to reduce employee costs, improve productivity, and enhance quality.

When you look at any company though, where do you find the weakest link? You find it wherever PEOPLE interface with the system. In productivity utopia, there would be no need for people, as people are imperfect. Systems would take over and there would be no need for us humans. (That's a scary thought.)

In home based free enterprise, it is the entrepreneur (person) who makes 100% of the difference between success and failure. If that were not the case then everyone who ever used a "simple system" for their home based business would be wealthy. In fact, if those systems were so good, then, just like in corporate utopia, you would not need people.

Here's where the idea breaks down into a lie.

Rule #1 in any leverage building home business opportunity (or leveraged income opportunity [LIO]), is that you "monetize" your activity by selling products or services to people. You have to sell products to make the activity legal as these Home Business Opportunities are not legal "franchises" subject to franchising laws.

These products are almost ALL targeted at consumers, to be consumed. So if you took the people out of the equation because of "the simple system", you could make no money. You must have people involved to sell products to.

In other words, non franchised LIOs are nothing more than Product Chain Distribution Programs. They are designed to move a product for the host or sponsoring company. Product sales are the only way the particular opportunity provider gets paid (at least in compliant companies).

Rule #2 is that your products are really not your products. Ask yourself, when you review home business programs, are you seeking to buy products, OR are you seeking to make money? That's right! Why else would you start a business other than to make money?

So while the LIO companies talk about their products, the ones you purchase to "monetize" the distribution chain, what they really want you to do is market the opportunity. And to make it appear easy to you, they bring the idea of a SYSTEM into the conversation.

They want you to believe that reselling their products is easy with their simple system. Understand the underlying intellectual dishonesty of the typical pitch: "Buy our great products, and use our great simple system to promote the products to others", thus creating opportunity for yourself to make a profit.

Opportunity for what? Opportunity to make money, or opportunity to sell the products? In all LIOs, the **real product is selling the opportunity to make money**. That's the only way you will build any residual or leveraged income. Be clear on this.

Attracting other people to your opportunity is RECRUITING, plain and simple. There's nothing wrong with recruiting as long as you understand that that is what you will be doing. If you were to start a traditional business, one that requires employees, I have news for you. You would have to "recruit" those people into becoming employees, so the idea of recruiting is not bad.

As we'll explore a little later in this report, when you *learn to exploit LIO vehicles with proper strategy*, they become quite profitable indeed.

The bottom line is that there is NO SIMPLE SYSTEM that will make you rich. Accept it. Consider yourself now informed; and yet, don't be discouraged. The answer is actually better than a system alone.

Motivating Factors for LIO Companies...

So why would a home business opportunity company tell you less than the whole truth regarding the system? Because it's not a blatant lie to say that you use their system to make money. You do actually use their "sales process" (otherwise known as "the system" in LIO home based free enterprise). However, what they refer to as "the System" is incomplete. "The System" is really a sub-system, the hub of marketing that particular income vehicle. There is much more to your success equation than the "Simple System". (you already knew that inside... in your gut... didn't you?)

As LIO companies are really in the business of selling products, they naturally want more and more buyers (that's you), to buy their products in the name of opportunity. Unfortunately these companies feel like if they tell you the whole truth, you will become afraid and not get started and buy their products.

As this report will soon reveal, this is an unfortunate line of thinking at best as most people can detect the omissions from the presentation and conversations with representatives. Since most "would be" home based entrepreneurs have spend time working for corporations and observing the nature and complexity of being in business, these people have a hard time believing that their home business is going to be as simple and easy as these companies would like to suggest it is.

The great news is that, **the truth will set you free**. When you *learn* to manage the reality of how to make money with your home business **strategically**, it becomes far easier to *see your success happening*, and then make it happen. You will *feel comfortable* and assured as the missing pieces, the parts of running your business successfully, that these companies won't reveal to you, becomes available to you here and now. Read on!

Lie #3 – The Products Sell Themselves... everyone will want them... it's a no-brainer.

As you review various opportunities, you will probably come across a business that promotes a product that you like. When you find that product, you will probably say to yourself that everyone is going to want this and it will sell itself because it sold you.

Complicating this thought process is the fact that the particular marketer or company you review will more often than not make the claim that the "product(s) sell themselves".

Here's the truth... the products or opportunity will sell itself to those who impale themselves on the products/opportunity. In other words, when the very few find the product that they are looking for, and that happens to be the one(s) you are marketing, the sale will be easy and you will think that the product(s) sold itself.

The products do not sell themselves to the vast majority of your prospects (leads). Only a few people, a very small percentage (1%-4%) will actually be interested in your product(s) themselves. If the particular opportunity has a strong compensation plan, you may expand that number slightly, because there will be a few people who will not care about the product you "monetize" your opportunity with, they will be focused on the income potential of your particular business (the profit potential or ROI AND how marketable the opportunity is).

The cold harsh truth is that the only people who will be automatically sold by your products are those who are pre-disposed to your particular product in the first place. And a large number of these people will believe wrongfully that what they are marketing is the "product(s)" of your company.

Further complicating this is the drone of "product, product, product" from the company selling the products. Understand this... the company HAS to talk about its products in order to be compliant with the law. And as previously stated selling these products, no matter how good or how bad they are, is how they get paid.

As previously stated, the real product of any LIO is the opportunity to build income itself; and the products you monetize your business with (distribute in the product distribution chain) will appeal to fewer people than will be attracted to the income power of your opportunity, provided the income potential exists.

As will be discussed later in this report, understanding what your true product is (opportunity), will make you a more effective opportunity marketer. We'll be talking about Profit Potential and ROI, exactly as if you were buying or starting any kind of business or making ANY kind of investment... because you are.

The bottom line for a greater percentage of your prospects is the income earning capability of your opportunity; and if you want to have sustained duplication in your business, you will need other marketers in your organization who understand how the "product(s)" fit in.

When I look at a particular opportunity I first study the income power in the compensation plan. Then I evaluate the company itself (leaders, history, SOLVENCY). And finally I look at the products to see if they fit strategically with my own brand and my own belief systems. You cannot represent a product with integrity that YOU do not feel brings material in important service to others (more on this later).

Lie #4 – Our Totally Automated System will build your business for you ...

Beware of the age old scam disguised as the Make Money Doing Nothing proposal ...

Almost all LIO companies offer a System; an over simplified operating procedure with some technology in the center. Over the last few years, the Internet has ushered in wave after wave of "super systems" that purport to make you successful by themselves.

You have seen these advertisements. They are the websites with guys (or gals) standing in front of their expensive sports cars or sitting by the pool telling you how this system has made them rich. All you have to do is buy one of these systems and you will be rich too.

The dead giveaway that you are looking at such a system are claims like NO SELLING, NO CALLING ANYONE, or MAKE MONEY WHILE YOU SLEEP. These advertisements and systems are designed to catch the attention of the weakest "would be entrepreneur" out there. The person who is lazy, has read way too many stories of instant riches on the Internet, and wants their piece of that action, without putting forth the effort to create it.

This con appeals to the "would be" buyer in many ways. For leaders or people who don't mind making their own results happen, they appeal to your sense of doing good for others. The lie is ... "take the human factors out" and prosperity will happen for everyone (of course after paying thousands to get the system).

It sounds compassionate doesn't it? (And it's supposed to.) However, it has been PROVEN not to work because the very individuals, who are unwilling to do the personal contact work, also lack the personal maturity and business intelligence to take the action to drive traffic to make such a system work.

Think of this idea as a "[Wealth By Proxy](#)" [WBP] proposition. Since this author has been in the home business industry since late 2004, I have observed no less than 2 dozen "systems" being offered as an opportunity. These systems are designed to "replicate" themselves by purporting that you get someone else to buy the system (and some products from an LIO company). Of course... this is AFTER buying a system first yourself (forking over you hard earned cash).

And it's supposed to be easy money. Just drive traffic, someone else will make your sales, and you will live happily ever after. Right? ... **WRONG!**

I have watched the same deception reincarnated in 2005, 2006, 2007, and in 2008 with the same outcome every time; over saturation, disenfranchised customers, and ultimately, regulatory intervention. Either the market collapsed or the government shut each and every one of these down in less than a year.

Sure, the people who build and provide these "turnkey marketing systems" make a ton of money, as do a few of the "insiders" who have position in the LIO because of advanced knowledge. Everyone else who signs up is simply giving their money to them. In 100% of the cases, the Top Earner who claims their WBP SYSTEM made them wealthy knows that it was the tons of hard work that made their own success happen, not the system itself.

These types of opportunities are also called G.U.M.P. hunts. G.U.M.P. stands for Good Unsuspecting Money People. The very nature of these highly unethical enterprises focuses to targeting unsuspecting people with the lie preying on those with dreams of instant or easy wealth.

And even worse still, their real intent is to manipulate your emotional fears or "laziness" by saying "someone else" is going to make you rich; or "someone else" is going to make your phone calls for you so they can experience the rejection instead of you, or "someone else" is going to build your business for you. Not, Not, and NOT!

The bottom line is simple on this one. **If it sounds too good to be true, it's NOT true.** As they say when researching corruption, **just follow the money.** When you do the research, you will find these types of schemes funnel the vast majority of the cash flow to very few people. And the system provider? They make as much as \$300 a MONTH for such systems that generally promote the creator, further building their list, and padding their wealth, all on your dime. Getting the picture?

Fraud is a big word. However, let's face it, when the goal is to deceive, and getting paid as the result of that deception, that's the very essence of fraud. Stay away from these schemes, or run the risk of legal action at worst and a soiled reputation at best. Oh and yes, you will probably lose money too.

In many cases these projects began with good intentions. Leaders typically have to watch so many of their customers fail because they don't have the skills that the leader does. So, some of these leaders have tried to solve the problem by removing the human factors from the success equation (actually wrongfully thinking that they can).

Of course we want everyone to make money. In most cases though the new entrepreneur is unwilling to put in the work, personal development, and focus required to succeed.

So what begins as good intentions ends in greed as the leaders (the marketers who already have the skills), use the Make Money Doing Nothing (MMDN) Proposition or WBP (Wealth by Proxy) SYSTEM to suck in those without the skills. In this author's opinion, this is intellectually dishonest at best, and down right fraud at worst.

The harsh truth is that many individuals fail in Home Based Business because they do not possess the people skills and the marketing skills to succeed. However, if you outsource that activity, how will you ever build those skills? Just realize that once you have developed those skills, you are set for life anyway, so why put off the inevitable.

Yes, these schemes sound tempting; "easy money", "hands off wealth", "auto pilot income", "get rich while on vacation". However, expect to be doing something else within a few months should you be seduced by this particular lie. Also expect to be short some of your hard earned cash.

There is no strategic value in defrauding customers. Long term stable passive income happens when you have happy customers, not disenfranchised customers. That rule applies to ANY Business.

How an industry has survived with over 95% customer attrition is beyond my comprehension. Yet it has survived, and even thrived, because it is still the best shot the masses have at creating a life of choice.

Lie #5 – This is not Sales or Selling. There is No Selling Required. All we do is introduce or share the opportunity with others.

Whenever I hear or read these words I am reminded of my childhood days, and what the teachers would do in school when they wanted to distract us from something bad.

I clearly remember when Robert Kennedy was shot, I was in Kindergarten (don't ask me how I remember this, I just do). What I remember was the teachers sitting around singing "Kum Ba Yah" and "Patty Cake" at a time when the adults were clearly distracted. It was clear they were hiding something from us. And most of the kids, were just buying in.

When I got started in Network Marketing In December 2004, the main way I was able to justify getting started in a high-end LIO was that I would be sharpening my sales skills. I was under no delusion, even though the company marketing material was stating that the "system" was 98% automated and that there was "no selling", I knew otherwise.

I knew that in order to transact new commerce, you would have to sell something to someone. I knew I would have to engage in Sales and Selling Activity. I knew that meant I was going to be speaking with people I did not know, and getting rejected. I knew it was a numbers game, so I just attacked it.

No, I did not consider it to be hard or difficult as I had been selling all of my life (the #1 sales person in any business is the OWNER). Yes, I was accustomed to rejection. It was all part of the success process. I also felt like it would be easy for others to duplicate this process and activity.

As it turns out, I was one of the very few who entered this industry with such thoughts and skills.

What I have determined is that most people get stuck on the selling, partly because either they did not expect to have to sell anything (and I spoke to many people who said "if I have to sell anything I'm not interested"); or because they lack the skills and emotional intelligence to handle the rejection part that is inevitable with any and ALL sales processes.

The bottom line is that YES, all Home Business requires selling and YES all business ownership requires selling, and YES recruiting others is a form of sales, a very high end form at that.

OK, so now you know that I'm not going to back end you with some proposition that purports to remove this from the success equation. You can not.

Is Selling Worth Learning How To Do? Absolutely it is! In fact, "sales" is the most noble highest paid profession on the planet bar none. Just look at any corporation. Who are the highest paid people after the executives? That's right, the sales force. What is it that enables an entrepreneur to build a business... any business? Their ability to "sell" their product, service, and/or concept to the marketplace. Period ... End of Story!

In Today's Home Business market, the Internet has changed the game dramatically in the last 10 years. This is the exact reason why most LIO owners and their worn out ways are obsolete. Learning how to build relationships and/or learning relationship selling is critical, because even if you have an abundance of leads coming from your Internet advertising, networking is a contact sport. Those that are good at forging relationships convert the most sales.

Unless you are marketing to people that know you, you must learn how to quickly build rapport with strangers. The truth is for most new entrepreneurs, learning how to conduct relationship selling is actually the easiest thing to teach and learn, provided the new entrepreneur has an unshakable belief in what they are selling.

HERE is where these lies make it difficult if not nearly impossible for a person with high integrity to sell their opportunity (which is most people by the way).

The problem is that because these companies are stating mistruths by suggesting that there is little or no selling and then having YOU go out and conduct SALES ACTIVITY creates an instant and severe credibility problem.

For example, every time I get a phone call from someone marketing one of the several MMDN or WBP Systems (the wealth by proxy "automated systems covered above"); I quickly point out to them the inherent "dishonesty" of their system with just a few words ...

"If your system truly worked, and there was no selling required, WHY are we on the phone right now!"

I'm pretty good at sales and relationship building, and I can categorically tell you that I would have major trouble selling something that claims that you don't have to sell anything. It's Pure Nonsense.

If you are at this point in this report, and this truth left you stunned and/or afraid then you have to stop and ask yourself a couple of important questions.

- 1) **Are You Coach able?** Can you put your ego aside, and truly learn from others through feedback, and even non-constructive criticism?
- 2) **Do You Have a Burning Desire or Need?** How bad do you really want to have a life with more choice, and even a life you completely design?
- 3) **Can you be Bigger than your FEAR?** The essence of this question continues from #2 above, and simply has you acknowledge that your fear/ego based response to leaving your comfort zone may feel scary. However, can you be bigger than that fear, and do the things that are at first uncomfortable, even scary, until they become comfortable and normal?

If your answers are **ANYTHING BUT** YES, YES, and YES to those 3 questions, then perhaps you are NOT ready for entrepreneurialism ... YET.

I believe in my heart that ANYONE who is willing to grow and learn new skills and apply them CAN and WILL have the success they want in ANY business (or JOB for that matter).

I can also say this... I got what I expected from this industry... I became a MASTER at selling and then teaching how to do it. And I'm a high tech, computer Geek by trade. If there was a way to do this without having to sell (and experience rejection) I would have found it.

Sorry though. It's simply a fact... a fact you must come to terms with right now... that success in Home Based Free Enterprise requires people, relationship building, and YES at least some selling skills.

The GREAT NEWS is that you can become a master at relationship building in this industry relatively easily. And once you have become this master, the world will be your oyster.

As you are about to discover with Home Business 2.0, selling is easy when what you are selling is TRUTH.

Lie #6 – All of the training you will ever need is provided by the company FREE ... Anyone can do this!

WOW, free training! It sounds so good to suggest that you will receive a doctorate level education in entrepreneurial success all for FREE. While most LIO companies in the marketplace provide training on how to use their simple system, most of your training and education will come through trial and error; or baptism by blow torch.

Unless the company in question offers a pure training and business resource product line, no LIO company can provide you all the training you will need to be successful. The suggestion that your up line "mentor" is going to teach you everything that the company doesn't teach you is also unrealistic at best. Here's why.

Why the LIO Company Can't Adequately Train You...

LIO companies provide training via teleconferences, webinars, and live events. When you look at the training schedule and realize that at best you have 1-2 hours a day of training available, you will also quickly realize that it will take a long time to learn even the basics. That's why the LIO companies have to sell you the idea of a simple system and a simple business because they cannot (and don't) teach anything more comprehensive than that.

There are many reasons why this is the case. However, the biggest reason is who they rely on for this training. Most companies rely on either the owners or the top earners to provide training. When the owners provide training, they are selling the simple system for the reasons previously stated. When the top earners provide the training they HAVE TO provide the training that the company owners want.

It is very unusual that a company would allow a top earner to actually provide detail training because their lie about simplicity would be exposed. It is also very unusual for top earners to give out their secrets, particularly their marketing secrets to all members of the LIO Company, as they will experience no financial gain from said training (and breed competition in their niche).

Sure, when you listen to these trainings you may feel like you are getting the whole picture; however, you will quickly learn that you are only getting pieces. Even though these pieces are important, in most cases, by the time you assimilate enough of these pieces together to make sense, too much time has passed, and you have probably either gone broke buying leads that aren't any good, and wasted your time (and your emotional capital) getting beat up on the phone; or lost interest as your "unprofitable" business seems like an endless deep pit.

However, the real problem with company provided training is TIME. Stop and think about the jobs you have had, and how for the first days, weeks, and even months you were in 8 hour per day training. You trained until you were competent at the job, and did nothing else until at least minimum competence was attained.

When the company is only providing 1-2 hours a day of training, most of which is community and mindset (dream-ium, hype-ium, and hope-ium) related training otherwise known as the **Cool Aid fountain**, it takes weeks and months to learn the basics. And since you are not provided a detailed set of instructions, you are left relying on your mentor and your own initiative to learn what is required.

Compounding this challenge is that your up line is telling you to start buying leads and get on the phone. So while you are the most vulnerable and least skilled at your business, you are putting your newfound excitement on the line and quickly realize the "simple system" that requires no selling is not true. You also realize that what you are doing is far beyond "sharing" or being a "traffic cop" as your prospects expect you to have at least a basic level of competence.

Should you not break into immediate success, it will become increasingly difficult to recover. The norm in this situation is that you would then change opportunities, thinking that "that didn't work", maybe this will. And you start over, with more often than not, the same results.

When you study the Network Marketing and/or MLM industries you quickly see that the #1 reason for the high rate of attrition is lack of results. New associates just don't know what to do or how to do it, and they are fed the instructions, nugget by nugget. This is why you will hear many stories of how a person spent 3-8 years in the industry unable to make money, before they did finally break through. Sure, determined people eventually always succeed. However, there is a better way as we will reveal a little later in this report because who wants to wait 3-8 years to start having life changing income.

Why your up line mentor can't adequately train you.

As you learn more and more about exploiting LIOs you will quickly see that leverage is created by building a sales force (organization). This activity is commonly known as recruiting. When marketing LIOs what you are selling is the opportunity itself, and recruiting people into your organization.

The fact that all marketing and sales is a numbers game places enormous pressure on your time and resources. This is also the same challenge that your sponsor is faced with. Once they have recruited you, they are on to their next recruit. You see, they have to make a living in the business too, and since you probably won't be producing any passive or residual income for some time, they have to focus on making their next sale.

What can be worse is that in some pay plans, once you are qualified, you technically become a competitor of your sponsor. So why would they tell you all of their marketing secrets if you can turn around and use them to compete with them? They won't.

So just understand when you hear that a company provides all of the training you require, be certain that at best it will take months to actually assimilate this training in 1 hour per day nuggets, and at worse will be completely inadequate to the point of frustration and discouragement.

Also understand that when your mentor or would be mentor tells you they are going to help you, know that their first order of business is their own, leaving very little time for you. It's just a reality.

Those that take responsibility for their own learning, skill set development, and personal development, are the individuals that succeed at a much higher percentage.

Lie #7 – Just keep doing the activity and plugging into "The System" and you will succeed.

Almost every person you will encounter has either had a bad experience with an LIO business or knows someone who has. That being the truth, and considering the statistics for attrition, it is fair to say that most people have had BAD experiences with LIO businesses.

These bad experiences boil down to expectations that have been built on hype, unrealistic, and/or false claims. When you sell your solution as overly simplistic, and people buy into it, be prepared to deal with disenfranchised customers once those customers wake up to the reality, as many will be disillusioned and unhappy. The holy grail of any business is repeat business, and that does not happen with unhappy customers.

In most cases what you will be directed to do in your LIO business is a process that by itself does not work. And as you realize this truth, it becomes difficult to continue to promote that the system does work as advertised because the vast majority of people have real integrity and ethics.

This explains why, as a coach, I frequently hear an entrepreneur say "if I am having this much trouble making money, how am I supposed to tell people that what I am doing is easy or that the system works?"

The typical customer will realize within 30 – 90 days or sooner that there is far more to the business than was disclosed up front. So just imagine what a difference it would make to not lose these 30 – 90 days trying to make something work that does not? (Keep reading)

In most LIO businesses, top earners are reluctant to reveal their secrets and compromise their own niche. Because of this reluctance, way too many of them will steer you into a direction that is different than what they themselves are doing to generate or acquire leads.

Even should you buy leads from your sponsor, it is the marketer who generates those leads that benefits the most from them, either as a reseller of leads or as a provider of an attractive value added component to their own sales proposition.

This is not a universal truth of course. However, this reality makes it very important that you choose the right mentor and sponsor to work with. If the particular sponsor you are speaking with suggests that you just buy leads and call them, beware.

Buying leads is probably the only play you will have when you are new and have no direct advertising in place; however, [building your own direct marketing presence](#) is critical to long term success.

Should your “would be” sponsor suggest otherwise... **RUN AWAY!** What is the most likely scenario is that this sponsor will continue to direct you to buy the leads that they claim to use themselves; and they will also tell you to keep doing the thing that is not producing results. They will say things like “[if you do it long enough it will start working for you](#)”.

There is a little truth in that statement; however, be prepared to learn what you don't know about marketing and salesmanship in order to achieve the success you desire.

So expect to *improve yourself* through education and focused effort in order to have success. There is no substitute for personal and professional development matched with determined effort and commitment, and anyone who would suggest otherwise; that success is "easy" with their simple system... is not telling you the truth.

Lie #8 – If you are not having results, you must not have enough Belief!

This is perhaps the harshest of the lies because it is an attack on your core values and belief systems. Be prepared to be directed to the "Cool Aid*" fountain for more belief.

"Belief" is something that increases as you experience RESULTS. As I routinely teach my students and coaching clients, this industry has you focused on believing in the wrong things. The LIO Company wants you to believe in their products and opportunity, when in fact what you must first believe in is yourself, your ability to execute, and that what you are involved in, what you are selling, has the stated value and credibility.

And the core measure of credibility is that you are experiencing the financial results that you wanted and expected when you got started. After all, you were told that the business could produce that income ... right? Know for sure that you have been or will be given the most optimal scenario for producing income possible.

Don't Drink the Cool Aid*

LIO companies serve up heaping portions of "Cool Aid*" for you to consume. This "Cool Aid*" is designed to close your mind to all other possibilities, and have you become a horse with blinders on when it comes to their products and opportunity. This approach works for a few people, as long as they keep drinking the "Cool Aid*".

In most companies, if you are not a Cool Aid Drinker, you are not welcome. You will be tagged as a "non-believer" and detrimental to the synergy of the whole. Does this sound eerily cultish to you?

Socialized Commercialism never worked anywhere it was tried over the long haul. It is actually the antithesis of free enterprise. As with Communism, "some 'people' are more equal than others ..." (as was stated in *Animal Farm*); which means the leaders and top earners will have a different set of rules to follow, than the rest. Remember, the company is in the business of selling products, and those that sell the most get preferential treatment. This is absolute fact.

*I know the correct spelling for "Cool Aid" is "Kool Aid". "Kool Aid" is a trademarked term; however, my choice to use "Cool Aid" stems for the read reason it is served to you in the LIO context. And that is to make you "cool" with the company.

Once you wake of from the trance of the cool aid (which usually happens when you run out of credit or simply realize that "it" isn't working), it becomes increasingly difficult to market the particular LIO.

The truth is that there is nothing wrong with your belief system(s). When you think back to what you were told (when you were still a prospect), you quickly realize that the reality has been something very different from "the pitch".

Top Income Earners know all of this stuff. They know the lies they are perpetrating by and large. Huge income is intoxicating, especially when it comes easy. Once you have the marketing in place and learn the pitch, you too can make a staggering income. However, if you like who you see when you look in the mirror, and integrity is important to you, there are certain business models (and companies) you will avoid.

I was told early on in this industry, don't fall in love with a company; fall in love with the industry. At the time I didn't recognize the power in that statement. However, I can say that after several bad experiences, I'm sure glad I remembered that piece of advice.

If these 8 lies are true, why get started with any LIO?

OMG you might be saying to yourself. Why would I even get involved with any LIOs? There are compelling reasons to get started in this industry as you will discover when you continue reading this report.

However, it is most important that you come to this arena informed and knowing what you must DO in order to succeed. Here's where you begin to learn why having a strategic approach to your success is so important. When you understand the true strategic success blueprint, and execute it, **you will reach your goals.**

Yes, that is a bold statement. However, in this author's observation, 100% of the people who take their home business very seriously attain life changing results. Taking your home business very seriously means running it as if you had just borrowed \$1,000,000 to launch it; operating your business with a sense of urgency. The motto of ALL successful

And relax... because you are about to discover a first of its kind solution that will neutralize these 8 lies and the associated issues by replacing the guesswork and information shortage with comprehensive strategic truth; the exact right step by step success plan.

When you know exactly what to do, when you know exactly what to expect, when you know HOW to execute, it becomes far easier to have the success you desire. And when you have the success you desire, it becomes far easier to multiply that success as you introduce others to this sure fire success strategy. **Welcome to Home Business 2.0.**

CONCLUSIONS

This author has experienced massive prosperity in the home based business arena with leveraged income model businesses. This success came from “zigging where everyone else zagged”, from working away from the box.

Much to my amazement, I discovered that telling the truth about success, and providing new entrepreneurs with the blueprint for success, plus the ongoing support to assist them along the way, produced never before seen rapid results.

The stereotypical view of the industry comes from individuals (marketers) and companies not showing you all the cards regarding success, and this has more to do with the fear that you cannot handle the truth. Those who can not handle the truth about success, or follow a plan, and take responsibility for their own results do NOT belong in free enterprise. Unfortunately, far too many LIO providers want to grab your money first, and then have you sink or swim, once you realize that what you heard in the beginning was not the complete truth.

Remember entrepreneurial success is about solving problems for people. Never lose sight of that, no matter what you choose to do. This industry, however, when approached from a high integrity strategic perspective can produce skyscraper results. The kind of money dreams are made of.

The bottom line is that it's not all bad, and you really have nothing to fear once you understand what to believe and what is required to be successful. Don't believe everything you hear. Do your due diligence, and be honest with yourself regarding your skills set, available capital, and risk tolerance.

I had encountered far too many people who, after enrolling and paying anywhere from \$1,500 - \$20,000+ to get started with a high price point LIO, who were afraid or resistant to spending adequate dollars on advertising. I heard no less than 30 people say something like ... "when I see IT working I'll invest in buying leads or advertising".

I was always stunned by that response because IT will NEVER work unless you are willing to invest in advertising and/or lead acquisition BEFORE you experience results. How can you get customers without having any potential customers to market your opportunity, products, and/or services to?

Leveraged Income Producing (LIO) home business programs are a great way to build that life changing income that you always wanted, without all of the hassles of creating your own products, shipping your own products, and being responsible for every aspect of your business. These companies make that part of the business equation simple for you. Meaning you can focus on what every business owner should focus on, building your business.

Spectacular income results will happen when you do the following...

Don't believe the lies and half truths...

- That making 6 figures is easy.
- That a simple system will bring you massive prosperity.
- The products sell themselves, everyone will want them, and our products are the best.
- That "make money doing nothing" marketing systems are legitimate.

- That all the training you will ever need is provided FREE of charge.
- That you should just keep plugging away doing the same thing (and expecting a different outcome).
- If you are not having the results you want then you don't have enough belief.

Do get Part 2 of this report and read it because in that report you will learn ...

- That there is a strategy that when followed will produce whatever income you desire.
- That the “simple system” is merely a “sub-system”, a small component of your total strategic success equation.
- What is the most important foundation to develop when you first open your Home Business?
- What the Home Business 2.0 program and strategy can do for you.
- What to do to have the strategy now.

Before you get Part 2 of "The 8 Lies" report, take a few minutes to digest the information you just read. Yes we know it is a lot; however, the decision you are contemplating deserves your time and focus. **Don't be a victim and *just sign up impulsively*** or you will regret it. Your money is replaceable, your time is not. Get Part 2 of the report, become a FREE member of Home Business 2.0, and decide for yourself.

What can you expect from the Home Business 2.0 Solution and Program?

- A never before seen way to **Earn While You Learn**.
- Core Entrepreneurial Development Training that integrates all components of success in today's environment in a unique yet proven way.
- Detailed education in the mechanics of Entrepreneurialism applied to the Home Based LIO industry.
- Business strategy training for Single or Multi-channeling LIOs.
- Training in no nonsense marketing of LIOs.
- Business plan with metrics, projections, and modeling spreadsheets.
- Ongoing training in the language and deployment of HB 2.0.
- A detailed, step by step guide to launching and growing your Home Business for maximum results.
- A completely new way of exploiting LIOs.
- Reviews and Profiles of existing LIOs.
- Ongoing solutions that are HB 2.0 compliant.
- Marketing Resources for HB 2.0 branding.
- A unique and profitable Affiliate Program so you can participate in active AND passive residual income.
- A universal core training platform for you and your new customers.
- A common Authenticity Marketing platform which will make you stand out in a crowd.
- An approach so real and transparent that you will feel really good representing the opportunity and Entrepreneurial Development product line to everyone.

Face it, we live in tough times ... uncertain times. The old Job, Career, Retirement model is broken forever as Globalization has forever changed the marketplace. LIO Entrepreneurialism is, for the masses, the only way to actually create the kind of income it takes to have a life and retirement that you truly deserve. Yes, you probably already know this, and that's why you are here. Make your next decision count. Make it the right one.

We believe that, when you do thorough due diligence, you will **Choose Home Business 2.0** as your starting point. After all, you went to school to become knowledgeable, and in some cases highly trained in specific fields. It only makes total sense that you would do the same before you risk major money starting a business. And it even makes MORE sense that you will make money by being a student, and following the Home Business 2.0 plan.

When Should You *Take Action to Learn More ... Now!*

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