

THE FOUR MAJOR ENEMIES

Here is a story about a man by the name of Mark Yarnell. It will help you to understand what it takes to make it in the exciting industry of network marketing. All too often, people will give up their hopes and dreams for their future because they don't know about, or perhaps do not understand, the four major enemies that **everyone** will face as they build their network marketing business. In the case of Mark Yarnell, he was told about, and understood he would have to face and conquer the four major enemies if he was to succeed in this business. Here is his story...

Mark was a minister in a small town in Texas. He was heading into bankruptcy and about to lose his car and home. One day, Mark discovered network marketing/multi-level marketing. Fortunately, Mark had a wise sponsor that gave him this promise followed with some great advice. "This business can set you financially free in one to three years," Mark was told. However, Mark was also told about the price he must pay for his success. "To succeed, you will have to face and conquer, the four major enemies." Mark told his sponsor it was a deal!

Doing as he was told, Mark quickly made a list of names of 200 people he new that he would invite to his home to watch a video. Using the telephone, Mark called every name on his list. Out of 200 calls, **80** said **NO**; I'm not interested in that.

Mark encountered **ENEMY #1: REJECTION!** Mark thought, no problem! My sponsor warned me about that! I have 120 people that are going to come over.

Out of the 120 people that said they would come over to watch a video, guess what? **50** didn't show up! Mark had just encountered **ENEMY #2: DECEPTION!** Again Mark thought no problem! My sponsor warned me about that too! I still have 70 people that have now watched the video. I'll have lots of people that will be ready to build this business, now that they have seen this fantastic opportunity!

Guess what happened next? **57** of the 70 people that watched the presentation, still were not interested in the fantastic opportunity Mark was showing them. Mark encountered **ENEMY #3: APATHY!** Again, this did not phase Mark. His sponsor told him this was part of the process. Mark was excited because, 13 people did join and now he had 13 new business builders. Or did he?

As Mark began to follow-up with his new recruits, he discovered that one-by-one, for various reasons, his new business builders were not building! One-by one, his business builders dropped out. Mark had finally encountered **ENEMY #4: ATTRITION!** Guess what? Mark was prepared by his sponsor for this enemy as well.

From his 13 business builders, Mark had 1 **serious** business builder. Mark went to work with this person and taught him how to build this business. **Mark led by example**. Mark showed his serious builder how to use the duplicable tools and yes, Mark taught his builder about the four major enemies.

This one serious business builder went on to build a huge organization of sales leaders and Mark Yarnell was paid over **\$50,000 a month** in leadership bonuses on this single organization!

Here is the lesson from this amazing success story: **Your success is directly related to the degree to which you are willing to work to find others like yourself who are committed to succeed.**

Mark Yarnell's odds were 1 out of 200! Were those good odds? **ABSOLUTELY!** Chances are, your odds will be better than that. This is a fantastic business in an exciting industry that offers fantastic rewards for being successful. To succeed, you must be willing to face and conquer **THE FOUR MAJOR ENEMIES**. The good news is... **YOU CAN DO IT! IT'S YOUR DECISION!**