



THE **FO**RENSIC NETWORKER

The Last Word In Direct Sales Mastery



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8 Categories of MLM Distributorship

Let's face it, you are in the MLM profession because you are interested in furthering certain areas of your life, whether that be financial, quality of life, more time, less stress or simply looking for a change. I congratulate you for choosing the MLM profession as the vehicle to get you there. The one question that I hear from almost every distributor is "where am I headed in this business?" Jokingly, I always say that MLM is the only thing in life that makes one wish to fast forward their lives a few years. You know what I am talking about, have you ever asked yourself if I could only see three years down the road to see where I am going to be in this business?

Now you can! What if I tell you that I have a crystal ball in the palm of my hands that you could look into and see exactly where you are headed in your MLM/direct sales home business, would that excite you? Today I am going to share with you that crystal ball I call **The Eight Categories of MLM Distributorship**.

I firmly believe that this chapter is the most important, most candid and most accurate home business assessment ever released by anyone at anytime. One of the main issues of our beloved industry that is seriously hampering our work force progress and success is the lack of flow of important and accurate information from "leadership" to the troops. I have always categorized the competency of the top 1% industry millionaires as 2/3 (66%) being NOT qualified to pass along advice regarding success in our industry. Obviously they do and that has duplicated for the past 60+ years of our industry. Our work force *simply doesn't know what they don't know* hence the slogan of Forensic Networker is "**what you do know will hurt you**". I say that because most feel they already know the keys to success and when they don't get the success they were expecting they simply blame the company they were with or the industry as a whole. Had they known that their DMO (daily method of operation) was wrong they would have made the changes necessary for successes or if they didn't they would at least not slander their company or the industry as a whole. If the industry simply adapts this chapter and seriously implements it with every Direct Sales Company the reputation of our industry would eventually be amongst the most regarded industries even beyond Franchising. So read this chapter at least once a year and assess your performance and your MO (method of operation) to see where your efforts are taking you in your business in 3- 5 years.

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My friend Mark Yarnell says, "Direct Sales is the last bastion of the free enterprise". I believe that whole-heartedly. Working from home in Direct Sales is the *last chance* for the average person to accomplish something extraordinary and hit a financial home run. Direct Sales simple systems have allowed hundreds of thousands to escape poverty and mediocrity and thousands more to become wealthy.

"Direct Sales is the last bastion of the free enterprise"

Ironically, the very SAME amazing attributes that make our MLM industry so special are also its downfall, i.e. low financial investment and time commitment. Since the majority of our MLM work force is comprised of "**inexperienced** business people" who have never operated a business before we must be with the success factors of our business. One issue that is evident in every company is that some people are lured in to our profession under false pretences and promises by their uneducated and unqualified sponsors. I believe the deception and embellishment has really hurt the MLM profession. Our industry is under constant assault and has been bruised and battered by the same work force it is trying to help.

Since 1990, I have had the opportunity to reach over 100,000 distributors. During this time period, I have identified MLM distributors as falling into 8 distinct categories. Unfortunately, the first 5 categories count for the vast majority of the work force that will never realize their financial promises in their respective MLM venture. This industry is under constant assault and has been bruised and battered by the same work force it is trying to help.

The 8 categories of MLM distributorships are as follows:

1. The Lotto Group

These are the members that come to business presentations, get seduced by the hype, buy an enrolment package and then disappear. In some cases these people get involved based on the false promises of their sponsors, “sign up, and I will build it for you”. These investors didn't buy a business and pursue the MLM profession; they bought a home business lottery to see if their MLM numbers would come up.

If this is you, you are NOT in the MLM profession and you will not succeed, so enjoy your products.

2. Weekend Wonder Group

This group is an interesting one. These people usually come to their first meeting in designer suits, looking and speaking confidently. They see this profession as “easy” and they don't feel any need to educate themselves or attend any trainings. They come in fast, bringing in a whole bunch of people, sometimes even generating a few large cheques for themselves right away. A few weeks to a few months later when they don't see the duplication they expected or were promised they quit or simply move to another company and leave behind them many casualties.

This group comes into the industry with the attitude that they are going to make a million even if it takes them all weekend. If this is you, you are NOT in the MLM profession and you will not succeed, so enjoy your products.

3. Slave Driver

This group is rare but does exist. These individuals are the investors who come in and expect the up-line to build an entire business for them. This group is not satisfied with just help and support they receive and expect the up-line to keep creating welfare cheques for them. These people are not shy to ask their up-lines to place “one or two hot shots” in their legs to get them going”.

If this is you, you are NOT in the MLM profession and you will not succeed, so enjoy your products.

4. Social Group

The social group generally is nice, friendly people and they comprise a large percentage of the MLM workforce. Their primary reason for being involved in MLM is not money. They love making friends first; making money is secondary. They are also extremely

helpful in event planning and coordination and they often volunteer their time to sit at the registration table as well as taking on other tasks. They are at every meeting and training but never bring any prospects with them.

If this is you, you are an important part of the team and are highly liked and respected however; you will not reach financial significance, so enjoy your new found friends & your products.

5. Some Time Group

This group is the largest segment of the MLM work force. They call themselves PART-TIME but they are NOT, they are really "Sometimers". There is a distinct difference. SOMETIMERS allow their business venture to take a back seat to all their other competing commitments. They simply conduct their business when they can and as long as they can around all their other life commitments. They don't have a Plan of Action or precise business plan, nor are they building their business on a consistent basis. They simply do it when convenient or when the opportunity presents itself.

You cannot socialize your MLM business. If your Promise is for your home business to eventually release you from your JOB, financial stress or even traditional business, then you must treat it with the utmost respect. Doing a mini presentation in the elevator or having a chat in the hallway is not showing respect for your business which is your absolute best financial freedom option.

6. Part-Time Group

This group, as opposed to the Sometimers, do all the right things and have a real opportunity to reach most, if not all of their financial promises. Some from the PART-TIME group will go on to become "PART-TIME SERIOUS" or even "FULL-TIME". This group is not in a rush and is committed to most of the MLM success principles. However, there are two key weaknesses that the PART-TIME group possesses that separate them from the top two most successful groups:

1. They have not committed to become a trainer for their team and only rely on the company systems and the up-line to provide all their team support.
2. They have not built "LIKE & TRUST" with their key leaders mainly because they have not utilized their home to provide support or to spend quality one on one time with their leaders.

If this is you, you are on the right track; but stretch yourself a bit more by hosting weekly events in your home. Also make a habit of treating your leaders for a quick latte at a

nice location and other "LIKE & TRUST" building activities outside the normal business functions.

**Objective is to shift as many
SOME-TIMERS to PART-TIMERS as possible.**

7. PART-TIME SERIOUS group

This is the select group that you always hear about, that "went from 0 - \$10,000/month in 12 months "PART-TIME". These stories are true and every company has them, but let's put the facts on the table. This special group may be termed "PART-TIME" but they really have two Full-Time commitments.

- First is their Full-Time JOB or business that takes 40 + hours a week
- Second is their MLM business that also takes 25+ hours a week.

This special group is totally motivated to build their MLM business and replace their Full-Time JOB or traditional business as soon as possible. They live, sleep their MLM Business and they are what we call E&E (excited and exhausted) until they reach their financial promises. It takes commitment to be able to keep on track for the 12 to 18 months that it will take to achieve the initial five-figure monthly income promise. I am here to tell you that "it's not easy, but it is simple and definitely worth it". The vast majority of the PART-TIME SERIOUS group will end up FULL-TIME within two years. They work the business consistently and not in spurts, they use all the existing company tools, and if the company does not have sufficient support and training tools they will create them to support their team. Just like pro athletes on practice days, the PART-TIME SERIOUS group are never too busy or too tired, they show up as they are supposed to and get down to business day after day.

(The only exception to this is when leaders from other MLM companies switch and bring with them other qualified MLM'ers who fall in to PART-TIME, PART-TIME SERIOUS or FULL-TIME categories. In this case, the leader can succeed rapidly without investing the commitment and the efforts that it would normally be necessary for everyone else. Let's not let these exceptions detract you from what it takes for an average person to achieve similar results).

8. The FULL-TIME group

The FULL-TIME group shares many similarities with the PART-TIME SERIOUS group.

Most FULL-TIME distributors started as PART-TIME or PART-TIME SERIOUS on their way to FULL-TIME. However, there is one serious danger that FULL-TIME distributors

face which sometimes can lead to financial turmoil. The industry's common teaching is to "work your MLM business on a PART-TIME basis until you can replace your Full-Time income (JOB or traditional business), then quit your Full-Time income and build your MLM business FULL-TIME". That sounds great and it is the objective of millions of MLM'ers. The danger here is that until the Forensic Networkers program was introduced no one was providing these ambitious MLM'ers with a full time business plan.

The distributors are told to continue to work their PART-TIME business plan by simply doing more of the same. I have seen over and over again distributors who started PART-TIME and quickly replace their FULL-TIME income with their company's PART-TIME business plan and quit their jobs. When that happens the newfound freedom will sidetrack their focus as they start to enjoy the fun things in their lives. Some even fall back into the "SOMETIME group" category. When they finally decide to get back to work they become very confused because they don't know what to do. The reason for the confusion is that working MLM part time is totally different business from doing it part time. PART-TIME members can get away with doing little since they have a Full-Time income with their JOB. Regardless of their success, the PART-TIMER feels good about any effort they put towards their business since it is over and above their Full-Time job commitments. The distributors in their team also see them as "committed" within the platform of a PART-TIME distributor. The distributor's work habits are created during the Part-Time phase, but once the platform changes to FULL-TIME, the lingering PART-TIME habits create confusion and frustration. The routine plan is no longer a fit for them and a new comprehensive Full-Time plan is required to sustain and increase the momentum of their business.

The danger was that until the FORENSIC NETWORKER[®] program no one was providing these ambitious MLM'ers with a FULL-TIME MLM business plan.

The cause of the confusion is twofold:

1. The candidate list;

When the distributor is PART-TIME they have access to plenty of prospects that they meet every day at their job or while commuting. This constant contact with friends and associates makes it much easier to invite people out as guests to meetings. Normally this should not be a problem for FULL-TIME distributors who have proper candidate lists of 250+ names and growing, but since most distributors don't, this becomes a major problem after they have gone Full-Time.

2. The motivation;

The driving force of most Part-Time distributors is to go Full-Time in their MLM businesses, to get time freedom and spend more time with their families. In fact, once you are a Full-Time MLM'er you are in fact, "retired" regardless of how hard you are working your business plan. The reason for this is once you have the choice to work when you want and with whom you want, then that is retirement. This driving force is what motivates PART-TIMERS to make phone calls, conduct tours, travel, and invest in their businesses. Once distributors go FULL-TIME, this driving force is no longer there and members tend to take their foot off the gas because they have achieved their main promise of time freedom. When this occurs the following course of events will follow:



(Confusion sets in which leads to de-motivation, leads to lack of massive action, which then leads to income loss, which ultimately leads to financial crisis.)

FORENSIC NETWORKER® DMO business plan is a lifesaver for FULL-TIME MLM'ers enabling them to successfully operate their home-based businesses year after year.

Notes:

Currently I fall in to the category/categories of:

My results thus are:

Changes/enhancements I need to make to fully realize my financial promises:

X

Signature