Beware of the Wolves in Sheep’s Clothing

Copyright 2010 – Tony Escobar

Network marketing is a business that attracts many of the “mom and pop” entrepreneurs or should I say greenies and newbies. They come into the business with a dream of becoming successful. Well that’s what my wife Randi and I did. We were greenies or newbies. We were attracted to the business and we did what most other greenies and newbies do.

The first thing we did was go to Barnes and Noble and bought 26 books on the subject of network marketing. I can remember sitting at a table with a hot chocolate and an English muffin glancing at those books we had just bought. It only took me 30 minutes before I looked at my wife and said, “Honey if this business was built and is sustained by women, why are there only four of these books written by women – there is something wrong with this picture?” My wife respond with four words, “That’s strange isn’t it?”

Well, I took the books home and I read six of them cover to cover and before I could finish the 6th book I remember throwing it across the room. I was absolutely frustrated because all the books read the same. It was though one writer was copying the other. At the time we had enrolled in a company that specializes in internal cleansing and all we wanted to do was learn how to do the business. I did not join this company at the same time my wife did, I joined a few weeks later because I was skeptical and apprehensive and I was pretty darned upset at all the “stuff” I was reading. I told my wife, I said honey I want to talk to some of these authors that wrote these books. It took me 10 days and I was able to track down 12 of the 26 authors. I am not going to say how I was able to get to talk to them because I was rather crafty but what I found out shocked me.

I found out that of the 12 authors that I talked to only 3 had experienced any financial success in network marketing, in fact, they quit the business to write how to books. I soon came to the conclusion that all twelve authors that I got a hold of and the fourteen that I couldn’t get a hold of were in the same boat – FAILURES AT THE BUSINESS!

Today we see millions of newbies in the networking marketing business starving for how to knowledge. There are literally thousands of trainers, coaches,
mentors, authors and seminar speakers that have tried the business and have miserably failed. Most of these people are sweet and wonderful and can offer you the world as they exaggerate about their experiences in the industry. The fact is most of them indeed failed but they have developed wonderful skills to entice you to their seminars and trainings. They have also developed skills to get you to give them your credit cards for future events. I have seen divorces and depression as a result of distributors paying out a small fortune to these “wolves in sheep’s clothing.”

How can you learn how to build a successful network marketing business from someone that tried the business and quit.

You never fail until you quit – Do you want to be taught by a quitter or a failure or do you want to be taught by a winner, someone highly successful.

Do your homework, do your due diligence before engaging a coach, a trainer or even a training program. If you have a heart problem, don’t you want the best heart doctor you can find.

I am very serious here. I have known of thousands of distributors that have attended various seminars and trainings and they have spent thousands of dollars, they have even walked on red hot coals and climbed 50 foot poles but guess what? I can count on two hands the number of distributors whose network marketing incomes increased measurably.

I hope you all get my message here.

IF YOU WANT TO LEARN HOW TO MASTER THE BUSINESS OF NETWORK MARKETING – JUST GET OUT THERE AND DO IT AND YOU WILL SOON LEARN HOW! – TONY ESCOBAR