

## The 3 Fatal Flaws of Network Marketing

Network Marketing is a business, and just like any business, communication is the lifeline. Duplication is the key to growth in Network Marketing and, training is the key to duplication.

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Fatal— and that's the absolute truth.

People can kill their business instantly, or watch it die a slow death as a result of failing to carry out one or more of these three simple principles and practices in their business.

Sounds pretty serious, doesn't it?

***Here's the good news. They are easy to solve, once you recognize what is absent in your process.***

Can it be this simple to pinpoint exactly what is slowing your Team's performance?

It may seem obvious, yet many Leaders are failing in one, two or all three.

Let's examine the **3 Fatal Flaws** in any Network Marketing businesses.

### **Flaw # 1. COMMUNICATION**

Network Marketing is a business, and just like any business, communication is the lifeline. Can you imagine what would happen to a business— let's say a dentist office— if there was

little to no communication among the team of people that work in that office? What if they didn't talk to each other? What if they had no agreed time that they would all show up for work? What if they didn't send out the post card reminders to their patients encouraging them to schedule their next appointment? What if they didn't do their reminder calls? How long would the business owner (the dentist) likely remain in business?

In Network Marketing, as well, communication is critical to your success.

- ***Regular communication with your Members/Customers is vital.***
- ***Regular communication with your Distributors is vital.***
- ***Regular communication with your Leaders (upline and downline) is critical.***

How often do you communicate with your Members/Customers? Every month? Hardly ever? Never?

How often do you communicate with your Distributors? Every week? Maybe once a month? Less than that?

How often do you communicate with your Leaders? Several times a week? A couple of times each month? Less than that?

Successful teams, businesses, organizations, etc., are built and maintained with great communication. If your communication is poor, you have a fatal flaw in your business. Recruiting new people is the lifeblood of your business. With poor or no communication, people will lose interest and quietly fade away.

## **Flaw # 2. DUPLICATION**

Duplication is the key to growth in network marketing.

***We are similar to a franchising business. When you are in the franchising business, you can only have growth by developing new franchises— duplicating your own business over and over.***

In order to duplicate yourself, you must have a process you follow and a system you use that others can duplicate. If you do not, you will remain on the Direct Sales side of the business... just you and your business. You will not be on the franchising side, the MLM side of the business, where the true financial freedom and time-freedom reside.

You can make SOME money without duplication. A person may get to the 1st or 2nd rung on the compensation ladder, but, to get to the top and stay there, you have to have a duplicatable process. Everyone on the team must be able to do what you did. And they must be able to teach what you did.

If you are not experiencing duplication in your business, then you must take responsibility to communicate with other leaders who have learned how to duplicate and build an organization. Then, create a process, which works for you and your team, based on what has made others successful. Over time, it will become your own.

### **FLAW # 3. TRAINING**

Training is the key to duplication in network marketing. New people must be trained on how to build a successful business, because they don't know how instinctively. You can not say to a new business builder— 'Just go out and do it, you'll figure it out as you go.'

Clear, simple, basic training is the key to success.

***To be effective, training must be written and communicated to each new recruit.***

A brand new business builder can begin receiving his/her training and can also be training their new recruits at the same time. Having training available is not the issue. Doing it and providing it is.

Remember, any one of these three FLAWS can be FATAL to your business. Don't make the mistake of thinking that you can be good at two of the three areas and be weak or poor at another.

The GOOD NEWS is that good **communication** has never been easier to provide than it is today.

The GOOD NEWS is that we can create **duplication** by developing a simple process that everyone can do.

The GOOD NEWS is that **training** tools are easy to develop and disseminate using today's Internet tools.

The BEST NEWS is that the 3 fatal flaws are easy to avoid when you know what they are and what to do!

**COMMUNICATE... DUPLICATE ... TRAIN**

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