

A  
 Chance to  
 Make  
 Money  
 Doing  
 Something  
 I Love

*The reason most folks stay in network marketing is they love something about it madly: they love the products, or they love making a difference, or they love having something of their own. These are the very reasons two-thirds of Americans want to start their own business*

“If drug dealers make so much money, why are they still living with their mothers?” was a question asked by the authors of *Freakonomics*, a top-selling economics book. The answer?

*“Except for the top cats, they don’t make much money. They have no choice but to live with their mothers.”*

If they don’t make much money, why do they do it?

We could ask the same question about our own industry. Although the potential for big money is real in network marketing, most network marketers, except for the top cats, don’t make much money.

Why, then, do so many continue doing it?

**The answer lies beyond the money...**

First, a few facts about real earnings:

When Excel Communications, a ten-year old network marketing company, went bankrupt in November of 2004, the corporation reported that as of October 2004, it had 106,426 U.S. representatives that were eligible to earn commissions that month. Of those, 64,967 actually earned commissions. Not bad.

“Not bad” until we learn that 63,733 (98%) of those reps earned \$100 or less that month. Only a small fraction of 1 percent—99 out of 63,700 reps—earned more than \$1,000 for the month.

According to the DSA (Direct Selling Association), there are some 13 million people in network marketing today. Of those, 85 percent are part-time, 80 percent are women, and like the Excel reps, most are making little money.

### **So, why do people stay with it?**

I've asked that question of many veteran networkers who weren't making much money. Here are some answers that represent many of the responses I've received:

*“Oh,” said Mary Z, “I love, love, love my products.”*

*“I just love knowing I am making a difference...”*

*“I've done work in corporate America, but I really always wanted to be my own boss and now I am...”*

*“It's improving me; I'm learning a lot about me.”*

*“I like helping people, and when someone uses my product and tells me what a difference it made in their lives, that feels really good.”*

Without folks like these, there would be no big bananas. A lot of people doing a little make the top cats good money—usually after many years of sticking to it themselves, as well as risking

their money, their relationships, and their self-esteem.

These few big bananas are showcased on stage or in three-way conversations with prospects, along with the evidence of their financial success—mansions, hot tubs, hotter cars, and a life of tropical vacations—much like the lottery winners on TV with their jackpot winnings.

Most prospects who are tantalized with big money and residual income will drop out when they don't see it happening. They're not losers; they're just not getting what they were promised.

A few stay, however. Why do these faithful keep going even though they're not making much money?

**The reasons turn out to be the same ones that another very large group of Americans has given for wanting to start their own business.**

A Yahoo survey done in May of 2005 found that two-thirds of Americans had entrepreneurial ambitions. However, only 3 percent said "getting rich" was the main reason they wanted to start a business.

According to the survey:

1. **Doing work that they really love** was the main reason for launching a business.
2. The second most popular reason: ***"To be my own boss."***

Perhaps many of the survey respondents were speaking after experiencing twenty-plus years of working at regular jobs "to pay the mortgage, pay for the kids' dentist, etc." or after observing their parents giving their best years to pay the bills.

Given the specter of a bill-driven life, many Americans are reversing their priorities.

**First is something they can love madly...  
something they care about. Money takes  
second place.**

We all need money, but don't we often take less if it means doing something we love?

Loving the doing of something, pursuing a challenge, and throwing oneself into a cause is what has motivated countless super successful people *when they started*. At first, they had no expectations of making big money. They were inspired to do their thing, and because they loved it, they stuck with it. The stories are everywhere: Steve Jobs, Julia Child, the three Google founders, Richard Branson, and many more. A favorite network marketing story of mine is how Sue Burdick went from making a few hundred dollars to \$15 million.

*You know, Kim, when I was first approached about this business, I had been looking for something of my own for a few years already. Back then, my husband was a carpenter, and I wanted to do something, too. I had started an aerobics studio, a hair salon, and then a dog-grooming kennel. They all went down the tubes, and we spent most of our savings.*

*One day, an acquaintance stopped by to show us a little water filter gizmo you could put on your sink—she said we could earn \$30 for each one we sold. Since my husband sometimes remodeled kitchens, and since we didn't especially like our drinking water that much, this seemed like a pretty good thing to try. We figured I could set up appointments, and if we sold one per week, we'd add \$150 to our monthly income. That sounded good to us. Well, you just cannot imagine our excitement when we*

*brought in an extra \$150 that first month. Five sales!*

*A few months later, it got to almost \$500 a month and we thought, "This is it! We've died and gone to heaven." I started setting up appointments for myself to show the units too. We were so giddy that our friends asked us what was going on. My husband told a couple of the guys—a plumber he worked with and another contractor—and they decided to do it too. We were just so tickled to see a little income from some of THEIR sales, as well....*

*It's been nineteen years now, and so much has happened with our business. We've earned \$15 million over these past years, and we still find it hard to believe....*

*Oh, and let me tell you something, Kim. If the guy who came to our house that first time had told us we'd be earning \$10K a month, we would NEVER have signed up. We'd have thrown him out for taking us for fools. We've never been much for telling big stories—we believed a couple of hundred dollars was reasonable to expect, and so we did it. It just grew from there. Some days, we still can't believe it.*

**Love first seems to be the key to long-term success—because it ensures that you stick with it.**

According to a 900-page academic book, *The Cambridge Handbook of Expertise and Expert Performance*, loving the thing you do is the first predictor of becoming good at it.

The three conclusions from this massive study are:

**1. The trait we call talent is highly overrated.**

Expert performers—whether in music or surgery, ballet or

computer programming—are nearly always made, not born.

## **2. Practice does make perfect.**

Michael Jordan, Ben Hogan, and Mozart practiced more than anyone else.

## **3. When it comes to choosing a life path, you should do what you love—because if you don't love it, you are unlikely to work hard enough to get very good.**

The authors added, “Most people naturally don't like to do things they aren't ‘good’ at. So they often give up, telling themselves they simply don't possess the talent for math or skiing or the violin.”

But the truth, they wrote, is this: “What they really lack is the desire to be good and to undertake the deliberate practice that would make them better.”

**Loving something madly fuels the desire to be good at it, which, in turn motivates practice, which is essential for success.**

Joseph Campbell was right when he told us, “Follow your bliss.”

## **So what does all this have to do with network marketers?**

The reason most folks stay in network marketing is this: They love something about it madly. Either they love the product, or they love making a difference, or they love having something of their own—the very things that the Yahoo survey found were the reasons that two-thirds of Americans want to start their own business.

So let's change our recruiting mantra. Let's go beyond the

money. Let's appeal to deeper yearnings. Let's be in tune with the two-thirds of Americans who want to be entrepreneurs. Let's look for people who are looking beyond the money—people who are looking first for something to love.

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