

It  
Must  
Be a  
Cold Day  
in Hell...  
Right?

*After sixty years of probably the most pitiful waste of human talent, resource, emotion, and initiative... finally... FINALLY, the network marketing business is turning around!*

**F**or those enlightened souls who have always loved the concept of network marketing, but who have been consistently traumatized by the stupidity of the egotistical, manipulative “sales training” that has caused this business to consistently score a more than 81 percent failure rate for six whole decades... your patience has been rewarded... your time has COME!

GONE is the need to hold “opportunity meetings” that have failed to work for most of the people, most of the time, in every company, and in every country around the world!

**REPLACED by intelligent discussion among interested parties at any venue that is comfortable for the parties wishing to talk with each other.**

GONE is the need to create a list of 100 people and call them repeatedly to tell them about your wonderful product, your

wonderful opportunity, your wonderful company, and your wonderful CEO!

REPLACED by open, authentic dialogue with people you meet during your day-to-day routine about topics that interest THEM, with the door always open to introduce your home-based-business venture to the discussion, IF and WHEN it is appropriate.

GONE is the notion that it is not only possible but necessary for you to create a business with a “duplicatable system,” where everyone faithfully follows the exact same method, the same script, and the same agenda.

REPLACED by the certainty that it is impossible to make everyone think the same, talk the same, or do the same.

**REPLACED with the knowing that network marketing is truly free enterprise, where everyone can create their business in any way they choose, without fear or contradiction of their upline, crossline, or company ideology.**

GONE is the falsehood that you have to be “serious about the business” to make any money.

REPLACED by the reality that if you are having fun and enjoying yourself with your business, your opportunity will shine like a beacon through the darkness and attract people to you, without having to hunt them down like they were your next meal!

GONE is the need to suffer any rejection and disappointment while building your business!

REPLACED by the understanding that if you don't try to

manipulate or trick people with outdated, outmoded sales techniques, and you dump the notions that “every no is closer to a yes... it’s a numbers game...” and “you must close the sale,” you can actually talk with people in an open, honest way so that there will be no reason for them to reject you!

GONE is the insane logic that you have to “get out of your comfort zone” to build a business.

REPLACED by the results that prove you don’t! You can do everything you want and grow an enormous networking business totally within your so-called “comfort zone.” In fact, the more you work “inside” your comfort zone, the stronger it builds and the faster it goes!

GONE is the requirement to say what someone else says and do what someone else does to be successful.

REPLACED by the knowledge that people don’t join your venture because of the product, the company, or the compensation plan—they join because of YOU!

**You ARE the most important asset of your business. It’s ALL about you!**

So, after a six-decade “pre-launch,” I feel that network marketing has finally arrived at a point where truth and common sense have prevailed!

People all over the world have at last discovered for themselves that there are NO secrets, NO magic methods, NO elusive leadership skills that you have to learn to create your own winning network marketing business.

Here is the key...

***He who looks outside dreams...***

## ***He who looks inside AWAKENS.***

**— Carl Jung**

The real solution is found within—just by being YOURSELF!

Just talking with people you meet in your OWN way and in your OWN style. Not trying to convince people about your product or opportunity, but by being genuinely interested and caring enough about the people who come into your life, to see if they are looking for answers to some of life's issues.

Maybe you have the answer for them with your product or opportunity. Maybe you don't. Let those who are looking decide.

If you live your life authentically, if you let your OWN common sense and your OWN intuition be your guide, you won't need any "MLM Expert" to teach you, train you, convince you, or persuade you about what works and what doesn't!

You will discover for yourself that authentic, intelligent network marketing is a wonderful adventure of self-discovery, where the level of satisfaction and fulfillment you receive in helping others is reflected in the size of your commission check!

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**Mike Lewis** has been a results oriented innovator in the Sales, Marketing, and Promotions arena, initially in Europe and more recently in the U.S. for close to twenty-five years. Primarily from an advertising background, Mike started his first entrepreneurial venture in the late 1970s as a small but profitable advertising and marketing company. Since then he has created and developed many businesses and built a strong reputation in the network marketing industry, largely through his marketing & management consultancy firm, Top Gun, which he formed in 1989.

To learn more about Mike and his unique offerings, visit his website: <http://AdventuresInNetworkMarketing.com>.