

My  
Passion  
for  
Network  
Marketing

*Bonding is what atoms and people are driven to do. That's what makes us passionate and vitally alive. Professional networkers are bonding with others for a living, while most other people are laboring in alienation.*

I find myself more passionate about network marketing today, in 2007, than ever before, but my reasons may surprise you.

No point in trotting out the age-old advantages of working at home, no boss and time freedom, because those are so obvious.

No point in rehashing the wonder of logarithmic growth, passive residual income, or any other subject that most first graders already know about our profession.

To be fair, those are all significant advantages over most industries, but they no longer excite me.

**What floats my boat is the ability to rescue people from their bondage to electronic focus splitters and introduce them to the magic of human contact.**

To understand my passion for network marketing, you must understand my roots. My early years were filled with human interaction, wonderful neighbors, creative childhood games, and outdoor functions. None of the parents in our neighborhood in Springfield, Missouri locked their doors at night, and everyone's home was always open to everyone else. Everything was human, and reality was real, not virtual.

Everybody knew everybody else on a first name basis, and although there were a few who had pen pals, communications were face-to-face and verbally demonstrative. I grew up in a community of wonderful human interaction devoid of pedophilia, kidnappings, guns, or digital isolation. Mine was a world of bonding at the deepest level.

Call me old-fashioned, but I find myself sailing towards the autumn of life missing many things that meant so much in my early years.

Pushing buttons on video games doesn't do it for me. Sending e-mails brings me no fulfillment. I don't like cubicles that separate people, and I'm not impressed with celebrities who became heroes because they inherited money or starred in a couple of movies.

Simply put, I'm passionate about our industry because it's good, old-fashioned, word-of-mouth selling. It's people helping people and big business without lawyers or huge malpractice premiums.

**I believe network marketing is more than just the last bastion of true capitalism. I believe it's the last field in which people actually win by building relationships and engaging in human interaction at its most desirable level.**

I was horrified recently to learn that a huge US company had slipped so far into the cesspool of digital inhumanity that they had actually terminated several hundred loyal employees by e-mail. Horrified, but not surprised, given the direction of corporate insanity now commonplace outside our industry.

In networking, my associates are also my friends. I want them to succeed, and when they do, we both win. I care about the success of all who choose to enter our field no matter which company they choose, because they are kindred spirits. I would go so far as to suggest that should our industry ever go away, it would be a bleak day for all of capitalism.

Until such time, I will remain passionate and committed to a wonderful industry from which anyone with the motivation to do so may rise to levels of greatness so long as they can make friends, keep their word, and care sincerely about the success of others.

**I think that the greatest attribute of network marketing is that it allows an increasingly alienated population to rediscover the wonder of actual human connection.**

Of necessity, those who tend to succeed in our industry are ultimately forced to return to their human roots and bond with other human beings. Believe it or not, like atoms themselves, we humans are bonding entities. There are only about one hundred kinds of atoms in the entire universe, yet there are gazillions of life forms, masses, and minerals. Put a few atoms together and, *poof*, you have water. Put a bunch of those together and, *poof*, you have an ocean. The more they bond, the greater their diversity.

We the people are neurologically hardwired to crave bonding and operate in synergistic ways. While many industries are

oriented towards alienation and separation, our industry relies on human contact.

Karl Marx may have been delusional, but he did advance one concept that seems to be happening. His grand socialistic plan was a flop, and capitalism is brilliant. However, he suggested that if we capitalists were not careful, we would evolve into an alienation of labor followed by the labor of alienation.

Enter the electronic focus splitter (EFS). Today, most people communicate, work and play on digital devices, alone and alienated from others. EFSs come in many forms, including cell phones, computers, televisions, iPods, and DVD players.

Consider the first one: the cell phone. A guy can be sitting in a restaurant, about to propose to his beloved, when his cell phone rings and immediately his focus is shifted from his future wife to someone else. Or let's get more serious. Every sixteen minutes, another cell phone-related traffic fatality occurs in North America. Some driver is focused on guiding a three-ton piece of metal at 60 MPH, and his cell phone rings. He swerves while reaching for it and takes out a family of four.

EFSs are brilliant technological innovations often misused by society. A handful of companies earn billions by luring people into their constant usage with the mistaken notion that focus on any intended goal is secondary to engaging in digital conversations or observation.

**I'm passionate about network marketing because I can help people wean themselves from allowing EFSs to rule their lives.**

Mindless net-surfing and overuse of cell phones serve no purpose to an individual who sells products and recruits people through relationships based on human dialogue and personal

word-of-mouth interaction.

**While most people are laboring in alienation in front of little phosphorous screens or dangerously talking to others while driving, professional networkers are bonding with others.**

And bonding is what atoms and people are driven to do. It's what makes us passionate and vitally alive.

I don't own a cell phone. I can't turn on a computer, and I still prefer my blackberries with cream and sugar. I'm from the old school of baby boomer Midwesterners who still believe in launching business with a handshake and doing one's best to create a win/win in every endeavor. Sideways smiles don't impress me, but I like a good hug.

I'm very passionate about network marketing—more so than ever. As more and more people decide to stop laboring in front of technology, alienating themselves from the one thing that drives both atoms and people, we offer them a wonderful profession based on human interaction and real bonding.

Sure, there's big money in networking, but I'm more passionate about relationships than the monthly income. Take four billion dollars to the moon, live alone in a lead-lined igloo with nothing but a computer and iPod, and see how fulfilling life can really be for the wealthy. I rest my case.

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