

5 Deadly Mistakes

**99% Of ALL Networkers
Make Building
An Online Business!**

**and
How To
Avoid Them!**

**FREE
DOWNLOAD**

**Learn The Secrets To Making
Money Online Starting Today!**

Special Report!

(Important Before Getting Started)

Richard Petrillo here...

Recently you requested this life-changing report on how to avoid the 5 deadly mistakes 99% of All networkers make when starting their online or home business. I know you'll enjoy it - Print it out if you like, but be sure and read it cover to cover.

Afterwards, you'll probably have some questions on how you can apply this into your business. Do NOT sit there and try to figure everything out by yourself, there will be plenty of small details you will overlook that can seriously affect your success. Because of this, I am offering every reader the opportunity to speak with me personally about what they have learned and how to apply it into their business. To book your free consultation simply **call me at 480-447-5948**.

Remember - There is a lot of noise out there regarding the Network Marketing Industry. "I'm here to help you get the information and understanding of what it really takes to build a successful online business.

Enjoy!

To your massive success,

A handwritten signature in black ink that reads "Richard Petrillo". The signature is written in a cursive style with a large, sweeping flourish over the word "Richard".

“Finally! You Can Discover The Truth About Network Marketing - How To Avoid The 5 Deadly Mistakes And Truly Learn How To Succeed With Your Home Business, And How To Sponsor Dozens Of Motivated Partners Into Your Organization Every Week Without Fail”

“Please! Take This Information And Put It To Work - See The Results - And Heed The Warnings So You Not Only Save Thousands Of Dollars By Avoiding The Scams And Rip-Offs In This Industry...

But, Also Learn How To Generate A Significant Income, **Regardless** If People Say **NO** To Joining Your Team... Starting Today!”

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Dear Friend and Fellow Networker,

First off, thank you for requesting my special report on how to avoid the 5 deadly mistakes 99% of **ALL** networkers make...

I have no idea how you found this information. Perhaps a friend who cares enough about your success emailed it to you. Maybe you requested it from one of my websites. I don't know your story, or how you got started in network marketing.

However, the fact that you're reading this right now tells me something very important about you.

And that is...

You Have Something Most People Do Not.

Something *Very Special*.

And that something is a burning desire to succeed.

Sure, nobody wants to fail in any endeavor they take on, but you've taken a big first step by downloading this report. Follow it closely and it has the potential to absolutely change your life, if you put it to good use.

Notice I said "potential" - **because this first step is not enough**. I'm willing to bet that at this moment, you are not where you'd like to be in your business.

Well, truth be told, **it's not your fault** that you haven't reached the level of success you have always dreamt about. It has **very little** to do with the product or service that you market. and...

It's Far Bigger Than What You Might Be Thinking

I can guarantee your upline isn't talking about it either. It's one of the secrets I'll be sharing with you in just a moment.

For me, once I learned this secret, everything in my business and life changed! Prior to understanding the importance and implementing this one secret, I was lucky if I could sponsor 2 or 3 reps every 6 months. Let alone every week.

Have you ever wondered why one person can start in a network marketing business and become successful almost over night, (with what seems like very little effort). While another person can begin at the same time, in the same business, and struggle to enroll even one person?

How Does This Happen?

Simple - It's the biggest key to your success, without it, you won't last three months in this business.

Are you ready for it?

The secret ingredients are: **Posture & Positioning!**

Once you master these two things, you'll never have to worry about money again. It doesn't matter what company or business you are in.

If you understand **Posture** and know how to **Position** yourself, you can create massive organizations and generate unlimited income.

When I first started out in this business I got caught up in all the excitement of how I was going to be making tens of thousands of dollars every month, quickly no less...

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I was convinced my one and only product, a magical juice, was something everyone had to have, and it was going to cure the world!

The company meetings made it sound so easy to build this business.

There was a fast start bonus for recruiting, another bonus for anyone your team member recruited, (and their new team member recruited) car bonuses, travel bonuses, heck, there were bonuses on top of bonuses...

The so called “leaders” in the company teach you to build a list of your 100 closest friends and family members from a “memory jogger” list they have you to make. You know, this includes everyone from your banker to the UPS delivery person, to your neighbor the school teacher.

(Granted this may work okay for building a customer base, **if** you’ve got a great product, approach them the right way, and actually go out and do it)

Sound familiar so far?

Well, getting back to my approach. I went crazy and burned just about every warm lead I had in about 2 weeks!

In this business it’s called “Throwing Up” on people. It’s the fastest way to kill your credibility and will ensure you sponsor very few people.

It will also get you into the NFL (No Friends Left) hall of fame faster than a speeding bullet. Jeez, when I think back to those days, I would have avoided my calls too!

Your Positioning Is All Wrong

Again, this goes back to **its not your fault**. It’s what your upline is teaching you...

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Trying to get your friends and family to *“Do You A Favor”, or putting flyers on every car you walk by, hosting parties and doing home meetings, saying as little as possible about your business and trying to get your list of warm contacts to a local meeting so the “real” experts can present the opportunity.*

Well, That’s the real problem.

Stop and think about that for a moment - what kind of impression does that leave with your potential business associates?

Does that make YOU look like a leader?

Absolutely Not!

They are teaching you to position the company instead of yourself. You become a puppet for their business, not your own. If you learn only one thing from this report, remember this.

People join people, they don’t join a business! People are attracted to leaders, period!

STOP and read that last sentence again because it’s imperative you understand that. *“People join people, not a business. They are attracted to leaders!”.*

Before I grasped the concept of “Posture & Positioning” I followed what the company and my upline was teaching me. I busted my butt and spent a few thousand dollars on things like drop cards, signs, and even buying second rate leads. I was running all over town from one lunch appointment to the next begging my warm market to join my business.

I’m embarrassed to say, that after my first year in the business, I had very little to show for it.

Little is an understatement!

I had recruited all of 4 people into my business. That's one person ever three months! Talk about pathetic.

So What Went Wrong?

I wasn't leading, I was following... Following a system my upline had taught me to do.

Those are the results you will get when chasing after friends and family and recruiting people with the attitude of... "Do Me A Favor"

It ends up, two of the four people quit around the 3 month mark and the third person lasted almost 6 months. Can you say frustrating?

The huge downline team I was going to build ended up with just two of us.

Something Had To Change

You see, I was determined to make this work. The thought of failing wasn't even a possibility. I'm not a quitter so that wasn't an option either.

The concept of building a residual income is very real. I know plenty of people who have done incredibly well because of the direct sales industry.

So what was my problem?

Say Hello To The 4 Fastest Ways To Lose Boat Loads Of Money & Kill Your Reputation Almost Overnight!

1. Positioning & Posture
2. Not Having Qualified People to Talk With
3. Leading With Your Business Opportunity
4. Working Home Meetings & Parties

1. Positioning & Posture

We have talked briefly about this already so, if you are serious about building your network marketing business online, you **MUST** read the book that started it all off for me. This man went from “Dead Broke” waiting tables, to creating several Multi-Million dollar businesses by the time he was 26. You can [learn more here!](#)

2. Not Having Qualified People to Talk With

This is a major problem for anyone new to network marketing.

Why?

Because 9 times out of 10 people are taught to approach their friends and family first about their business opportunity. **Result...** 99.9% of the time your friends and family will say **no** because they could care less about starting a business with you.

It's a colossal waste of time, your morale and feelings **WILL** get hurt, and it's the best way to kill your posture and positioning overnight.

Simple Solution - Don't Do It!

Once you learn how to attract even a small percentage of the millions of people who are actively seeking what you have to offer, your business will grow ten fold. They are out there looking, your mission is to have them find you! (keep reading...)

3. Leading With Your Business Opportunity

Picture this: Your best friend, sister, or brother calls you out of the blue and starts rambling about this great biz opportunity, how wonderful the products are, how you have to “get in on it” before its too late.

They go on and on about how much money the two of you are going to make...

You've heard this before right?

Sadly, this is the standard operating procedure that most companies teach. Again, it is a big mistake and in terms of positioning, it's deadly!

When you position yourself in this manner, the number one question you'll be asked time and time again is... *"How much money have you made?"*

That's a pretty difficult question to answer when first starting out. Zero isn't a very convincing number. Of course, after you are making a six-figure yearly income, it's a whole different ballgame if you want to lead with your business opportunity. Results speak volumes. Until that happens, don't try and lead with your opportunity.

4. Working Home Meetings & Parties

I don't know about you but when I started out throwing home parties, well, I am here to tell you, it sucks having no one show up!

I think about all the money spent on ordering enough products to sample, the food and appetizers, refreshments etc. For what, maybe one or two people? Often times nobody would show. That will not only kill your wallet but your enthusiasm too.

We live in different times now, people are far too busy to run all over town to attend a party when they know you're just going to pitch them on your products and opportunity.

The truth hurts doesn't it? Look, I know I just burst your bubble but, you just discovered the quickest way people lose money in this industry. I hope you were paying attention and not just skimming through this section. Now that I just saved you a whole bunch of time and money, here are...

“The Secrets To Earning A 5-Figure Recurring Monthly Income

How To Make Money Even When People Say **NO To Your Joining Your Team**

How To Tap Into 5 Different Billion Dollar Industries With One Hand Tied Behind Your Back!”

Hard to Believe Isn't It?

Sounds Almost Impossible Right?

Well, pay close attention, I'm about to open Pandora's Box and show you how...

In order to create a 5 or 6 figure monthly income there are three tools you need to master that will place you in a **power of positioning**.

You can use posture and positioning in person and should whenever possible. But... If you're going to create the kind of money in one month that most people work year round for, you need to leverage technology!

The trick is to target the people that are looking for what you have to offer, and to do it 24/7.

The 3 Tools Are:

The Telephone

The Internet

The Written Word

Let's dive in...

The Telephone

Is the 800 lb. gorilla in your business.

What do I mean exactly?

If you're like most people, picking up the telephone and calling your leads is the most frightening thing you can think of, and you normally avoid it at all cost.

Listen to me... If that's you, there are only 2 options.

1. Either You Get Over It And Learn To Leverage The Telephone

OR

2. You Get Out - because you will never make the kind of money you've always dreamt about in your network marketing business.

Once you learn to use the telephone correctly, you'll find it is the most powerful positioning tool in your tool box which offers a tremendous amount of leverage. This is a people business and you can't avoid talking to people! Not if you ever want to make any money, it just won't happen.

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The key to success when using the telephone is to have a script in place. Trying to “Wing It” with your prospects is dangerous and will only lead to you losing positioning and looking like an amateur.

Keep your script short and sweet and stay in control of the conversation. Memorize it! You’ve got something they need, they’ve already shown interest in your offer, don’t lose them by rambling on. Always make an offer on the benefits of what you are providing, this way you can sort through the list of who is interested, and who are not.

Remember, it’s all about Posture and Positioning, the second you give one of those up, the conversation is over.

Also, it’s never a good idea to send your prospect to a replicated company website. Instead, send them to a teleconference call and engage them there.

Creating this kind of structure will also allow you to design a system that your downline can plug into. Duplication is the key when it comes to building any network marketing or mlm business.

Leveraging Your Time

I’m sure you’ve heard the saying, “*Work Smarter, Not Harder*” right? That’s what the telephone will do for you. You can reach more people in less time, prospecting is about sorting. I would hope you’re not out to recruit just anyone. In my business, I’m only looking for a few good people to work with. I can train them to duplicate this same system, and when you go about your business with that mindset, you’ll be amazed at how quickly it builds. Not to mention there will be a lot less attrition happening in your organization.

The telephone allows you to reach 10 times the number of people in the same amount of time, working from the comfort of home.

The Internet

My favorite way of building any business.

Let's face it, that's how you found me, right? There is no better way to reach thousands, or even millions of people - and you can do it while you're sleeping. (It's a lot easier than you might be thinking).

The best part is, with the internet, you are no longer held to just your local market. You can reach people from all over the world who are interested in what you have to offer.

One Word of Caution...

How well do you know your companies rules and regulations? There are a lot of companies out there that will forbid you to advertise, unless they approve of every little thing you do. (personally I would never join a company with those rules).

The big lesson to learn from that is:

Branding - In order to get around those kind of rules, you must learn to **brand yourself** as a leader!

Here's why...

Imagine if Joe Blow is a distributor of XYZ company who offers a product that helps reduce joint and arthritis pain... Joe goes out and puts a website together or runs an ad that says:

"Hey, this is Joe Blow and I represent XYZ corporation. They are a great company that is changing lives. We have a product that cures joint pain and even arthritis! Lets get together for a presentation."

Ouch! This is not good!

As bad as that might sound, you'd be surprised how many people put that kind of stuff on a website or in an ad. It happens all the time. It's no wonder so many network marketing companies have such strict rules in their policies and procedures.

If Joe was a teammate of mine, hopefully we would have had the chance to discuss his ad copy prior to running it. If so, it would read more like...

"Hi I'm Joe Blow, I provide people with powerful information that has been shown to dramatically reduce joint pain and even arthritis pain. If you are suffering with either of these symptoms and would like to learn how you could drastically reduce the pain you are living with on a daily basis, then give me a call for a free needs-analysis report."

This Changes Everything!

Number one, Joe isn't speaking for his company or making some insane claim that his product will cure anything... He is speaking in his own name. He's using words like "*has been shown to dramatically reduce*" - this makes a huge difference. It protects both you and the company from being sued.

Secondly, at this stage in the game, prospects could give a rip about how great your company is. All they are thinking about at this point is -

"What's in it for me"

Another important tip is, by Joe giving a free "needs-analysis report" he is enticing them with a very compelling reason to take action. Everyone loves free and there isn't a networking company out there that wouldn't allow you to make this kind of offer. As long as you're not mentioning the company or making any false promises, you're good to go.

I could dedicate several books on the subject of [Branding](#), and to be honest, if you want to be super successful, branding YOU is the best approach to take.

But, getting back on topic here - the Internet, remember?

There are several ways to leverage the internet to generate leads for your network marketing business. I can only cover a few in this special report.

Free or Paid Traffic - (There really is no such thing as “Free” traffic. You will either pay for traffic with your time, or money)

3 Basic Ways to Generate Traffic:

Social Media - “Web 2.0”

SEO - “organic traffic”

PPC - “Paid Traffic”

Let’s start with **Social Media** (or commonly called Web2.0). It is by no means the fastest way to generate traffic, but one of the most effective.

There are many strategies when it comes to using Social Media. Websites like Facebook, YouTube, MySpace, (believe it or not, myspace is still valid) Twitter, Pinterest, Squidoo, Blogger, and many others.

The trick with using social media is to build relationships and provide value. Often times, by **providing great content and value up front**, it will lead people directly to you, and the relationship then begins to build.

There is a very different marketing strategy involved when it comes to social media.

I’m Going to Let You in On Another Little Secret...

Twitter has been my greatest means for generating **FREE** traffic! Creating a Twitter following will take some time, but... once you have a decent amount

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of followers, you can direct them anywhere. In this case, to your website. I have created 4 different Twitter accounts which now have a total following of over 108,823 people. Targeted people that I can talk to on a daily basis.

Currently I receive over 900 website visitors monthly thanks to Twitter. I suggest setting up a couple of Twitter accounts today so you can start building a following.

If you'd like to learn how to set up your account properly and start generating massive amounts of free leads, I have written an eBook called [Twitter Traffic Frenzy](#). It will take you from A to Z, including the secret weapon I use to build a large following quickly.

Earlier we talked about “Branding” YOU as a leader.

The best way to brand yourself is by blogging. This ties in with the Twitter strategy mentioned above. (*I hope you were paying attention*)

By freely sharing your knowledge with others, it will put you in the position as a leader. (Positioning & Posture)

You don't have to create your own blog, (*although owning your own site is always best*) there are many platforms you can use. Sites like Blogger, and Squidoo are just a couple I would look into.

Next, start creating quality content that can help people solve a problem within your niche.

Here's the big Twitter secret... Once you have created some articles on your blog that offer pure value which will help others solve their problems... You can then start tweeting about and (directing) people to your articles.

If your articles are written well and have a **STRONG CALL TO ACTION**, you can generate free leads 24/7. I take you through the whole process in [Twitter Traffic Frenzy](#). Check it out if you're interested in generating leads using this method.

SEO - Search Engine Optimization - Organic Search Results

This is another very powerful way to generate **free** traffic and generate leads.

SEO does require special technical skills. If you understand how the search engines work, how to do proper keyword research, what the search engine bots or web crawlers are looking for, then you can kill your competition by ranking on the top of the search engines.

Finally, the third way to drive traffic and generate leads is by using **PPC**, (pay per click) advertising.

This is the quickest way to get exposure and drive massive amounts of traffic to your offer. The best part is, its highly targeted traffic. These are people who are actively seeking you out.

If you're going to take the route of PPC then there are steps you need to know so you can buy your traffic at wholesale prices. Paying full price on Google Adwords can suck your bank account dry in a hurry!

There is definitely an art to using these tools.

But the good news is...

“So Few Networkers Know How To Leverage These Three Tools Together --- But Together This Is What Gives Those Who Do Know, A Truly Unfair Advantage”

Okay, so we've discussed the importance of traffic, generating leads, and touched on how to drive traffic. But traffic is just part of the equation. Traffic without our next subject is almost useless...

The Written Word

You see, it makes absolutely no difference how many visitors you get to your website if the words on your site are not clear. Copywriting is a true art, a skill that can be learned, but does take time.

Copywriters are some of the highest paid people on earth. For good reason too! A great copywriter will take your reader down a guided path, one that will ultimately result in them pulling out their wallet to buy whatever you are offering.

David Garfinkel is a famous copywriter that is paid over **\$100,000** for writing a single sales message for his clients. Sure, that's a lot of money but, his clients are willing to pay that price because his sales letters generate millions of dollars.

David has put together books and courses on not only copywriting, but how to put together squeeze page copy that converts, sales page copy, (which is much more involved than a squeeze page), autoresponders, up-sells and more.

Anyone serious about building their business using the internet would do well to check out what [David Garfinkel](#) teaches. **Copy is King!** You best learn what makes people open their wallets and pull out their credit card, otherwise you will be wasting a lot of time and money!!!

Moving forward, this is where the rubber meets the road!

Once You Learn...

“How To Make Money Even When People Say **NO To Your Joining Your Team”**

It's game over.

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If you've been involved in network marketing for any length of time, I'm sure it has become painfully obvious that a high percentage of the people you talk with, aren't interested in joining your team..

They already have a business which they haven't been able to build. They aren't looking for another one. They are looking for help and answers.

Statistics show that 95% of the people who get started in this business, quit after 3 to 5 months.

So, rather than go out there marketing YOUR business opportunity to every Tom, Dick & Harry within a 3 foot radius... (like your upline teaches)

You need to be offering solutions to their problems. People will only buy from someone they KNOW, LIKE, and TRUST.

By offering a solution first, you “Position” yourself as a leader, you start to build not only trust, but a relationship.

Ask yourself, what does every networker need help doing?
(this includes you).

Recruiting customers and business partners, right?

This Is What ALL Top Networkers Do To Build A Massive Downline!

Instead of leading with your business opportunity, provide a **system** and a complete **solution** to those who are looking for help. (and believe me, there are more people looking for solutions, than are looking for a biz op)

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It is far easier to start up a conversation with someone you don't know, if all you're looking to do is to provide them with a way to solve their #1 problem.

“How to get more customers and distributors to join their business.”

Remember this: People Hate To Be Sold! They will buy when they are ready to buy, not because you are ready to sell...

The trick to network marketing is to be able to profit from the 95% of the people who were never going to join your business in the first place.

Once you learn how to attract people in your niche who are looking for a solution to their problems, you're on your way.

And the sky's the limit!

What if you could make \$20, \$50, \$100 or even \$200 dollars a day/week, or more, from a percentage of those people that say NO to joining your team?

Do you think that could help fund some of your efforts in building and advertising your own business?

YOU BET IT CAN!

Not only will you be making money by helping others succeed, you have built up a **mountain of trust** with these people who now have a proven track record by becoming “**Buyers**”...

A buyers list is more valuable then anything else in business.

These are the people you wanted to work with from the beginning.

Not some family member or friend that was sick and tired of hearing you beg them to join your business so they finally signed up. You know, the

ones who do nothing and then quit 3 months later because they never made a dime.

This Is What I Call Backend Recruiting

Now that you've built this relationship and buyers list, you can steadily drip information to them via your autoresponders. Continue to give them bits of valuable information that will help them with their home business.

Through your constant communication, you will be able to recruit a certain percentage of these followers into your primary business.

Don't lose sight of the fact that network marketing is a business of sorting! You're not out to recruit everyone, you decide who you want to work with.

If you were to pick 5 people you'd like to take a vacation with...
People you respect and admire, who would they be?

Those are the people you should be looking to recruit.

Avoiding These **5 Deadly Mistakes** in your network marketing business and implementing the strategies discussed here, can take you from zero to earning a six-figure income in less than 12 months. It can also take a six-figure earner and turn them into a seven-figure earner.

If you have struggled up to this point in your network marketing business, or you just need some guidance on how to apply the power of positioning and posture in your own business, **then I have an offer that could be of great benefit to you.**

Are You Ready To Make The Changes Necessary To Succeed?

Starting Today?

If so, then I have something special for you.

I offer a free 50 minute consultation on how to absolutely explode your business. I can only cram so many strategies into one report. I can tell you this; after that 50 minutes, you will know all you need to know to start making your dreams and goals a reality.

You know, there are a lot of people who “wish” they could put 10, 20, or even 30 people per month into their downlines - but there aren't many people willing to do what it takes to make that a reality.

IF you are committed to making that dream a reality, then I recommend you book your free 50 minute consultation right now!

You can do so by send in a request to Richard@RichardPetrillo.com or, call me immediately at 1-480-447-5948. If you miss me and it goes to voicemail, just be sure to leave the following details:

1. Your name
2. Your phone number
3. The business you are marketing
4. The level you are looking to take your business
5. The biggest challenge that is holding you back

I will get back to you within 48 hours.

I do hope you've enjoyed the information in this report. At this point, you should have a very clear picture of what it will take if you truly want to be successful in your business.

How To Avoid The 5 Deadly Mistakes **Special Report**

One last thing - If you enjoyed this report, please take 30 seconds and drop me an email. If you didn't like it, send that feedback too. I am always striving to provide more value to those who are giving it their all to succeed working from home.

To Your Massive Success!



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Follow me on [Twitter](#)

P.S. - If you want to learn how to dramatically increase your business cash-flow and add reps into your downline faster than you ever thought possible, I suggest you book your **Free** consultation right now by calling - 480-447-5948