

The New Normal

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First there was the dream: Everyone gets to become an overnight Millionaire! For those that didn't strike gold quickly, some sort of "free downline" was their going away prize. Then the nightmare: Will anyone ever actually enroll with me and when do I start to earn any money?

The new normal is getting back to the basics as fast as you can.

The new normal is about forgetting everything you have learned between the on-line gold rush of 1999 to 2002. Step one is to forget the mantra that faster is better. Because if you care to run the math, faster opt-ins and fast and instant (money) downline networks never showed a profit.

No, faster isn't better. But it is a trap.

Step two is even simpler to shake off, no, money is never free and who ever said it was, was probably in the business of charging you \$19.95 to use their site that promised that the Dinosaur would show up.

Step three? Leadership without experience. It can't happen. Experience---surprise!---is required.

In the new normal of our society, things will take longer and in fact, if riches are to be acquired, patience will be, as it always has been, a bonafide virtue.

But forget riches and the dream of fast money was just that, a dream. Now it's back to basics. Hard work, slower growth and putting relationships back into the mix.

If you think you can create a F/T income, a long term F/T income, in this business, by simply stringing some auto-responder letters together and buying some weekly spam, I will ask you one simple defining question, "is that working?"

Be honest. Did that work?

In the olden days of a few years back, people in network marketing were not building a business. Back then, it was more like buying a lottery ticket; much akin to some sort of buying a spot in a weekend football office pool.

The problem was that after the music stopped, there were only a few chairs left for the tens of thousands of people. "Buy more leads" the clever MLM site entrepreneurs roared while others on top of the spiraling food chain yelled, "throw more mud against the walls Fella's, throw more mud---work with a bigger number!"

Great. Just another chance to give those thought Gurus another \$189 dollars.

[wincing] That's on top of their \$19.95 per month site usage fee.

Another example of faux marketing (leadership?) was telling the part-timer to go fulltime as fast as possible.

But remember what we are talking about here, the hype of the internet was about erasing time, everything is fast and anyone back in the old days with an idea, could get Millions and Millions of IPO money—and the backers lined up for the fizzle.

Translated over and into our industry, it was still (and often still is), about something for nothing, fast money, instant downlines and zero regard for logical relationships with the actual end user—the consumer.

Let's get this straight. Customer service is not about having a weekly conference call.

Neither is sending an e-blast to your list.

In the new normal, buyers of your network marketing program will insist upon stepby- step play books and a committed upline leadership camp.

Why will they insist on that? Because NOT having that support failed them in the past.

Key point: If you're selling a "pay day" and that pay day doesn't come you are lining up scads of people just waiting to exhale, "it never paid off, it didn't work, I quit!"

And that's what the internet slammers were selling. An instant pay day.

Meanwhile, what works, is selling the experience, the personal development, the products and the allure of a long term customer base that can relate to serious residual income. Ala, Amway, Mary Kay, Avon and all of those other Billion dollar models that have stuck to their guns over the years.

Not only that, but nail this one down too, the '90's are over and the mania that was sold back then will never return. Not in our life time anyway.

Back then, the "cool" line sounded like this, "what's your exit plan?" and then there was something like, "the key is to build a list." I confess. I was one of those guys.

Today, it's not about an exit plan and more about "why am I here?"

It's about "the rest of your life" and not about "what's my exit plan."

It's been widely said that the internet changed the face of time. The thinking was that everything changes in days and weeks, instead of years.

Not true.

What happened, was more like a hormonal reaction (to the internet) or a knee jerk response to something big---like the internet. Which in turn lowered the standards of us all.

There was so much urgency--back then--to capitalize on everything, that standards such as due diligence, leadership and true sponsoring methods became relaxed. Things moved so fast that even dumb ideas and gimmick web-sites were successful.

But those days couldn't last.

Why? Because you can only get over on people for so long.

Remember what happened to John Gotti?

Bad things eventually go away.

Another bad thing is spam and government is already looking to make it illegal. [see Business Week Magazine, April 21 page 32]

That too will eventually go away and if you think “buying leads” and loading them into an auto-responder is anyway to build a business, think again.

Because that little charade too---will have its ugly head cut off.

In the old normal, it was about marketing urgency rather than customer value.

In the new normal, it will be about creating extreme customer loyalty and about looking for leadership that can stick around longer than an e-mail blast.

In the old normal, everything was free. And that was okay because those silly investors were paying for everything.

Now, in the new normal, everyone will have to pay as they go.

The free ride is over. So is the money game.

Long live the days of good old fashioned business.

Belly to belly and a commitment to the company, its people and to its customers.

In the new normal, the optimum offer (sales speak) will be not what you offer as much as what you leave out.

In the new normal, less will be more and offering people fast money and a free downline will reverberate to a tarnished reputation and an empty pile.

We use the internet not as a business, but as a tool.

We need to have e-mail leads available to us, but that’s not the business, people and our leadership to those people is the business.

We need the “systems,” but not if it’s at the expense of people.

When you promise things to people that can not be delivered it’s wrong.

And the old normal was just that, an idea and a promise that certainly could not be delivered.

Judgment day is now upon us and Millions of agonized Networkers who have stuck in this business are now looking for the next big thing. What they were promised last time around didn’t work and what they will buy now is longevity, leadership and a core decision to work with them---but not at their expense.

The new normal is about business after the bubble and beyond the bust. It’s about where we have arrived and where we will most likely stay.

The new normal calls for a steadfast approach to business that reinforces the cardinal rules of honesty, integrity and authenticity.

Welcome to the NEW NORMAL.

We'll be here for a while, so why not learn how to play to win!

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