

## MLM Critical Success Factors

Club2020 provides an extraordinary entrepreneurial opportunity, which has enabled ordinary people all over the world to create a fantastic lifestyle that they truly care about. In fact, making money and achieving your dreams in Club2020 is simple and easy and so anyone can be successful if he or she wants to. The following critical success factors will make a big difference in your success:

### 1. **Edify Your Sponsors**

Club2020 is indeed an opportunity for a lifetime and you should be grateful to the person who brings you into this business. You may be smart. You may have already achieved tremendous success in your current career. You may be in a leadership position that influences the lives and careers of many others. Yet if you want to be successful, it is of utmost importance that you maintain a healthy ego. You need to understand that MLM is a business of duplication - what matters most is not what you can do, but rather whether your downline can duplicate what you do. But duplication starts with you. Hence, you must first of all be willing to edify and duplicate your sponsors so that your downline will be willing to edify and duplicate you. Your downline will do what you do, not what you preach. Besides, oftentimes you will find it difficult to be a prophet in your own hometown. As your relatives and friends know you very well, they may not be ready to believe what you say especially before you have developed any initial success in this business. So the best thing you can do under these circumstances is to edify your sponsors and then bring your prospect to your sponsors. This is leverage and this is the essence of the ABC principle.

### 2. **Be Teachable**

MLM is a new business paradigm, which is fundamentally different from the corporate world. So if you want to build this business in the shortest possible timeframe, you must be teachable - be willing to unlearn what you have learned in the corporate world so that you can learn to do this business in the most effective way. Your sponsors have been in this business longer than you are and they have learned the methods, strategies and techniques that work best in this business. They are more than willing to work with you and teach you everything they know. So learn from them and profit from their experience.

### 3. **Follow The System**

MLM is essentially about duplication. But without a standardized, duplicable system, nothing gets duplicated. And without duplication, you will not be able to achieve residual income and create the kind of lifestyle that you truly desire. Therefore, your number one task is to learn and master the system as quickly as possible and then teach your business associates to do likewise. Over the years, your sponsors have learned what works and what doesn't. They have created an effective system based on that experience. So the wisest thing to do is simply follow the system. Don't ever try to reinvent the wheel - improve on it only if you can.

### 4. **Be Accountable**

MLM is a relationship business and trust is the foundation that sustains all forms of human relationships. In order to create trusting relationships, you must be accountable. You must be truthful to yourself, your business associates and your customers. When you bring in new people, you must work with them and follow through. When you promise to attend an event, you are there and right on time. Accountability also means that you understand that this is your own business and so you take full responsibility for your own success.

5. **A Genuine Desire To Help Others**

This business is about people helping people. You get ahead by helping others to grow. The more people you help to become successful, the more successful you will be. Unlike the corporate world, there is equal opportunity for everyone to achieve the highest level of success. There is no limit as to the number of people who can reach the highest rank. Hence success is definite when you focus on helping others to be successful.