

The “Hype vs. Passion” Influence: Why People Get Bamboozled Into Home Based Businesses or MLM And How To Avoid It

- Selena Brown

Be cautious not to allow your decisions to be influenced by so-called people with the newest, innovative, business opportunity. The techniques used to bamboozle you into these overnight successes are the same ones that leave you confused and thinking poorly about the industry as a whole.

I remember when I joined my very first MLM. I was fresh meat and really wanted to support my good friend. I wanted to be in control of my own financial outlook, but had no experience and didn't realize at the time, how much of a commitment I was intended to give to the business. I was bamboozled. As I continued to follow the “idea” of making money in MLM, it became apparent to me that I was heading nowhere. The hype had gotten to me, persuaded me to pay this fee, and now I was in some business that I had no interest in. So, what did I do after 6 months of paying a monthly fee to keep my friend happy, I quit. It became obvious to me that I loved what MLM had to offer, but I had to learn the difference between the “Hype vs. Passion” Influence.

The “Hype vs. Passion Influence” happens to hundreds of people everyday. They see Post-Launch businesses and big named professionals talking about their new business, so the foundation of choosing the right one becomes very confusing for the average person. This is HYPE, which lasts for so long before the person realizes that they don't have the will-power to make it work. On the other hand, those who have done their research, saw the need of the product or service, developed an interest in not only how much money they could make, but how they could help the people they would service. This is PASSION.

It wasn't until a couple years later, that I realized how important choosing the right business was FOR ME. I wanted to learn how to be a better marketer, the marketing tools needed, and how to be a leader for the team I was building. It became my endless PASSION to be the best and although many days I worked with minimal success, I kept pushing because I had finally found the passion for me.

So, how do you avoid the “Hype vs. Passion Influence”? First, do your due-diligence. Know your niche and market of interest. If you are not into make-ups and creams, don't settle for the hype. Be wise and realistic, steer clear of those opportunities. If you are a person who would rather work from home in your pajamas than dress up in a suit and do house parties, then look for the opportunities that allow you to set your own rules from home on your computer and phone. Also LISTEN! This is a quality that many people lack when they first get started. If what you see is not matching up with what is being said, then I would run. If you listen carefully, you will know who is best to work with versus who is all hype. This is shown in the way they posture themselves over the phone, on a video, or even in person. You know the gut feeling you get when you are supposed to avoid something or take that leap. Follow that intuition. We have it for a reason.

As a Team Leader and Boot Camp Trainer on the Freedom at Home Team (<http://FreedomAtHomeTeamUSA.info>), it is my personal obligation and standard to speak with every potential prospect about their Passions, Goals, and Whys before they join me in business. On the Freedom at Home Team, we call it the Interview Process. If I am interviewing someone, there is no need for me to force anything because I am in the driver's seat. That is my time to screen the person to see if they will fit within my particular team because their future success or failure starts with the very first words that come out of my mouth.

Stop being bamboozled, wasting money, and time. Start talking to the right people that share your passions and watch your business success flourish.

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