

## How The Internet Killed Mlm

Would it not be better to just work for a couple of years to build a lifetime of passive profits, and then pass it down to the grandchildren? Well, the MLM (Multi Level Marketing) industry has been based on this which sounds promising, but does it deliver?

This concept worked in the past, but it no longer works today.

But how do I make such a bold statement? Because around every six to nine months, a big group of people from one specific company get traded to another. There was an era when these individuals were known as MLM junkies, but now, the people above them in their program are in the same situation.

Shamelessly, network marketing has overdone the pre-launches, timing, and the next big thing. So, what is creating this urge?

It's all in the numbers. The amount of 'newbies' joining the network marketing industry is out of proportion to the amount of new companies being launched. If you wanted, you can open up your own network marketing company right now. The conflict is, there are only so many people to come around.

This now brings in the idea of the 'Pre Launch'. A company will use this as their chance to get networkers to promote this new company. It usually gives the networkers an advantage to help get the company off its feet while there are not many people involved, which lets them make more money.

Okay. So the networker is already advertising this new company and the company is now just fresh out of its pre launch. A new company start-up has just been announced and is promising the industry that their program will be the biggest thing to ever hit the market. Now there you have it, the cycle begins.

While this cycle continues, at least one new company will do a pre launch every six months. The people in the other network marketing companies race to the top, and the programs they leave, fail. You see, the competition is created so quickly.

Keep in mind that in the network marketing industry, people are the hot commodity, making you valuable to all of these companies.

## About the Author

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