

Ignoring the Rejection Rocket

— by Lisa Ryan

Do you remember the first time you witnessed your company's presentation? Did you get so excited that you felt like you were going to EXPLODE with enthusiasm. Did you think, "Wow, I can't WAIT to show my friends this amazing product! We're going to GET RICH and have a TON OF FUN together!"

So, then what happened? You went out, armed with just enough information to be dangerous, and you started showing the plan. And your friends weren't impressed. Actually not only were they not interested in what you had to say, they actually LAUGHED at you and your naivete in pursuing such a huge scam.

At this point, you have a choice. Do you continue with what your heart is telling you is the right and perfect place for you to be, or do you listen to those outside forces and quit? As Mark and Rene Reid Yarnell state in chapter one of their book, *Your First Year in Network Marketing*, "rejection causes more people to fail in MLM than any other factor, and often they fail literally before they ever begin because their approach is from the head, not from the heart."

For me, this was by far the most difficult thing to get over. When I joined my company, I had the vision of my friends and I traveling and enjoying life on the beaches of the world. I saw us laughing and spending time together, and creating the life of our dreams. Unfortunately, they did not share my vision at all. Of course, people tend to reject what they don't take time to understand. And, instead of taking the time to learn more about an amazing product and opportunity, they chose to reject it outright. Bummer. But as we all know, "Some will, Some won't, So What" - NEXT!

With all that being said, what can you do to overcome this HUGE hurdle in your MLM career? (Well, besides reading this book?) When you enroll a new distributor, it is UP TO YOU to prepare them for what they are going to encounter. Don't take this responsibility lightly! Make your resolve strong and make your distributors PROMISE that they will heed your advice. Let them know exactly how harsh some of the reactions they will experience. Prepare them for it. Keep in mind, your new distributors will still believe down to the depths of their souls that they are different. After all, they will feel they are strong enough to avoid the negative influences. They have all the belief they need and THEIR friends and family will see the opportunity in the same light they do. (Blah, blah, blah).

You MUST make them commit to you that they will absolutely NOT share this opportunity with ANYONE until they have been properly trained as to how to share this information with others. Not only do they need to know how to present the information properly, they need to know how to deal with the variety of reactions that they may experience. Prepare them well, and you've set a strong foundation for their ultimate success.

Remind them that as hurtful as it can be, rejection is not personal. In this book, the Yarnell's compare rejection to a waitress in a coffee shop. When she is pouring coffee, she may be told "no thanks" by some, and "I have plenty" by others. She does not take this personally, those customers just don't want coffee. If she asks enough people, she is bound to find someone that wants what she has to offer. The same is true of an MLM business. Increasing the number of people your distributors talk to will decrease the impact of the rejection they are getting.

Finally, rejection can be turned into positive motivation. One of my friends actually has what he calls a "Turf List." This is the list of people whose lawn he is going to "turf" once he gets the free car that his company offers. Ok, maybe this isn't the most positive method of creating momentum in your business, but it works for him.

Rejection hurts. It really does. But how you handle it, and the way you train your distributors to handle it, can make all the difference between a life-time of success and happiness or the pain of the status quo.

With 20+ years of sales, marketing, and training experience, Lisa Ryan has discovered the value of network and on-line marketing. She is having fun building a high performing team of positive, focused friends. Her goal is to inspire people that they too can create the life of their wildest dreams, as she is creating hers.