

Part 1 - Recruiting

The concept of recruiting in the home business industry became a driving force when companies started offering what they called “Quick-Start” bonuses to distributors that brought in new distributors. In many situations these “Quick-Start” bonuses are more than the distributor would earn off the volume the new distributor produced over 9-12 months. The bottom line is that this bonus structure puts the emphasis on constantly recruiting new members, as it was more profitable to recruit new members each month than to build a team of successful people that were selling the product.

This open the door for companies to start home business opportunities without a real product or a product that had no real world value. Ultimately it was a thinly disguised way to avoid the Anti-Pyramid Laws and other Federal and State Home Business Laws.

Note – this concept doesn’t really pass the home business laws, it just convinces the average distributor they are legal long enough to get them to join the company. Unfortunately this happens time and time again, and people fall for the same tired business model over and over, and wonder why they never experience true sustainable income and a viable business.

Want Proof? Check out the video, “Dead Network Marketing Companies Don’t Lie” ([Click Here](#)).

Currently, over 90% of all Network Marketing companies run a “Self-Consumption Pyramid Scheme” where the customers are the distributors on autoship.

These companies have two endings:

- 1.They fail because they can’t recruit enough new distributors.
- 2.They get shut down by the Government.

Presently, the Network Marketing Industry has turned into a “Recruit or Fail” Industry and this is a very troubling situation because...

1. Studies show that over 95% of people in the Home Business Industry do not like to recruit.
- 2.The FTC reports 99.6% of distributors in recruitment driven Network Marketing Programs lose money.

Basically, no one likes to recruit but the industry is a recruit or fail industry and if you do recruit someone they have a 99.6% chance of losing money.

That is a pretty bleak picture but it does explain why tens of thousands of network marketing companies fail in the first 5 years.

The bottom line is that recruiting is based on “*What can this do for me*”. This mentality brings people into “*a system that is proven to fail*” and doesn’t put any priority on helping your “*recruits succeed*”.

That is the antithesis of RTPR’s Team Building Approach. – ([Click here for Part 2](#))