

Do You Want to Attract MLM Professionals or MLM Junkies into Your Direct Selling Company?

©2016

The answer here is somewhat “tongue and cheek” and should be taken with a “grain of salt.” This question is often asked of people who are starting network marketing companies. The majority, if not all of them, respond as wanting to recruit MLM professionals to their companies. An industry observer once commented wryly that too often, “junkies” and “professionals” are merely flip sides of the same coin. Said the commentator, “A MLM junkie is someone who will raid your distributors and take them to another company, while a MLM professional is someone who leaves their current company, raids their distributors, and brings them to *your* company!” Therefore, it depends on which hat you are wearing that day – if you’re the company that benefits — as to whether these kinds of consultants are “professionals” or “MLM junkies.”

In all seriousness, the above comment too often has more than a kernel of truth.

Companies that pay people to bring recruits with them to the new company are not conducting good business strategy. They will often claim to bring thousands, only bring a few, and still get their money. Unfortunately, this happens time and again and it is not an ethical way to do business.

If you are interested in attending the *Starting and Running the Successful MLM Company* conference visit our [conference page](#), view our [speaker list](#), or [get more details](#). All executives/owners of direct selling companies are welcome to attend. Call 800-231-2162 to register.

Our next *Starting and Running the Successful MLM Company* Conference takes place February 25 & 26, 2016 in Las Vegas. View our [conference flyer and speaker](#) list online. Participate in our [Innovation Campaign](#) for your chance to receive TWO FREE TICKETS to attend our next conference.

If you’re reading this blog post and the conference dates above have passed, check our [website](#) for the current conference dates.

Sign up for the [MLM News Global newsletter](#) for top headlines, news stories, scam alerts, videos, articles, and more information on the network marketing industry.

View the blog post here: <http://www.mlmattonney.com/blog/2016/01/08/do-you-want-to-attract-mlm-professionals-or-mlm-junkies-into-your-direct-selling-company/>