

# THE “GETTING IN AT THE BEGINNING” MYTH

- **Failure rate of new MLM companies is over 93%\***
- **Lack of mature business and support systems**
- **No financial advantage**

\*[MLM Startup Guide](#) by Rod Cook, MBA, Editor, MLM Insider

An example of how this works: Member B, starting much later than Member A, but benefitting from a better developed marketing plan, improved sales aids and an enhanced product line, builds a larger business within the overall organization (represented in teal) than Member A.

It is a common misconception that all members receive compensation on all activity that follows below them. This is not mathematically possible—if it were true, there would eventually be no income remaining for new members.

