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Network Marketer Tells the “Whole Truth and Nothing but The Truth” About MLM or Multi-Level Marketing

March 2006 – Glen Allen, VA. Author Lou Abbott lets the world know the real truth about network marketing, otherwise known as Multilevel Marketing – “MLM - The Whole Truth” (1-4116-7748-X, Trade paperback, 86 pp, 8.5 x 11, \$39.00).

Lou Abbott gives a thorough, yet concise, special report about the MLM industry. This book offers helpful insight for those either considering becoming involved, or who are already in the business of, network marketing. Based on years of experience in the field of networking, the author has compiled “12 Critical Success Factors” that he feels must be followed in order to be successful in this industry. These 12 factors act as guiding principles when researching a network marketing company.

This special report shows how reliable, long-term, leveraged, residual income can be achieved. “Real products or services that people really want, offered at real prices in real markets, are the foundation of reliable, long-term, leveraged, residual income,” says Abbott.

“At last, someone has written about what to look for when selecting an MLM company. I wish I had read this book about \$20,000 ago,” says Brian Copper, Network Marketing Veteran. Tom Barrett, author of the books *Dare to Dream and Work to Win*, and *Success Happens*, says, “I have one problem with this report: It should have been written much sooner! It would have saved innumerable individuals from investing enormous amounts of energy, time and money in entrepreneurial endeavors that had little chance of succeeding.” “It's a bit odd and presumptuous of me to say this, but... I'm proud of you and your Report Lou Abbott. Thanks. I appreciate you!” said John Milton Fogg, who is the Founder and former Editor-in-Chief of the *Upline® Journal*, Founder, former Editor-in-Chief of *Network Marketing Lifestyles* magazine, and is a former Contributing Editor for *SUCCESS* magazine. Fogg is also the author of million copy best seller, *The Greatest Networker in the World*.

Abbott started his first Network Marketing business in 1995 with a small nutrition company. After experiencing only a small level of success in that first company, Abbott sponsored into a larger, more traditional type of MLM Company. He stayed with this company for six years before realizing that it wasn't the right vehicle to achieve “reliable, long-term, leveraged, residual income.” In 1999 he founded *CouragetoDream.com* which first offered training, support and lead generation sites for MLM distributors, and eventually offered replicated web sites, including the database-driven *Health Challenge Product Guide* and the *CTD Communicator* – an automated marketing and communications platform for MLM distributors. In 2000 he founded *MLMLeadsCenter.com* to provide business opportunity seeker and MLM leads to distributors throughout the direct selling industry.

For more information about “MLM – The Whole Truth” contact Lou Abbott at (804) 501-2840 or see www.MLM-theWholeTruth.com.