



# **The Circus Elephant In The Room**

MLM, Networking Marketing, HBB, and The MMA  
Masters of Mind Alliance Project

By: Michaelson Williams



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## MLM, Networking Marketing, HBB, and the MMA Masters of Mind Alliance Project

You've heard of "the elephant in the room" so now let's talk about "The Circus Elephant in The Room". The outrageous side of MLM and Network Marketing where every business opportunity seems to be presented as if it's a show in a three ringed circus. The internet is jam-packed with advertisements of "get rich quick" opportunities and flashy ads spilling over with images of money as its sale tactic. The focus on *greed* is extremely disproportionate to the number of people who will actually create wealth while in the MLM, Network Marketing, and HBB-Home Based Business arena.<sup>1</sup>The presenters of these *grand* business opportunities perform as if there is a limited supply of audience members under the MLM tent. The HBB home based business community is growing exponentially and yet the attitude is as if there are only a few million people on the entire planet willing to join the ranks.

How do you as a business differentiate yourself from everyone else in the "Big Top" circus performance of the HBB home based business industry? Well I think you tear the tent down completely and allow transparency to let people see the inner-workings. Let people see what's going on behind the scene so they can make knowable decisions about where they want to invest their time and money. The Masters of Mind Alliance ("MMA") does not attempt to appeal to the flashing images of "riches", advertisements. We believe human greed mechanisms by money, or "bling" in the boarder line misleading. Basic things are not a strong enough working towards their true may be. The MMA abstains basic human desires. We also psychology tells us that these motivator to keep a person try to eliminate feelings of crisis thinking about "True Success".



not attempt to appeal to the flashing images of "riches", advertisements. We believe boarder line misleading. Basic things are not a strong enough working towards their true may be. The MMA abstains basic human desires. We also or urgency when it comes to In other words, we do not want people to be focused on greed and miss the larger picture associated with the Masters of Mind Alliance Project, overall success and happiness plan. There is no definite timeline related to a person's "True Success" so why be stressed about the journey.

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<sup>1</sup> The Masters of Mind Alliance looks at "riches" and "wealth" as two completely different aspects of the life journey, "riches" being what a man can accumulate in his life. On the other hand, "wealth" is something entirely different, as we believe it to be and consist of the complete wholeness of the human being. Our entire business model rest on these principles and are transferred to every partner, student, and client.

What we do know is that the chances of success are greatly diminished if a person is focused on the “money” as opposed to their dream. “True Success” is more like cultivating a garden which must feed you long-term instead of for only one day. The MMA Project creates and cultivates a “True Success” mindset that can never be stolen from a person by means of hasty decision making driven by greed. Therefore, the Masters of Mind Alliance Project need not lure you to our program with fake promises of becoming “rich”. We build minds which are capable of writing their own ticket when it comes to financial stability and freedom. We at the MMA call this creating “True Success”, not “riches”. “True Success” is not a short-term feat, but instead a lifetime achievement. The MMA operates in a manner in which each enrollee can appreciate the time we invest in helping them achieve “True Success”. Therefore, we leave the flashy gimmicks and greed-marketing to the other guys.



In closing, transparency of business products, services or ideas should be in my opinion best practice for an honest operation. Transparency leaves out the guesswork for new invitees and this helps to eliminate some of the fears of getting into the MLM and Network Marketing arena. The network marketer should seek to introduce invitees, clients, partners, family and friends **not** to the “greatest ***show*** on earth” but instead to the “**Greatest Value**” on Earth. This will create a win/win for everyone involved and the dishonest companies will move their “gipsy tents” to the next town over and then eventually out of existence altogether. Running a business should be a pleasurable experience which includes hard work and satisfaction of what is accomplished on a daily bases. Moreover, the HBB home based business, network marketing, and MLM experience should not include fear that everyone in this industry is out to grab the last penny you own.

My Very Best Wishes

Michaelson Williams

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