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## ANSWERING COMMON OBJECTIONS

*Obstacles are what you see  
when you take your eyes off your goal.*

— ANONYMOUS

MLM offers so many benefits and is one of the best ways for some dreams to ever be realised. It sounds too good to be true and so we subject the MLM business opportunity to intense scrutiny, looking for a scam. When, like a financial plan, this business opportunity represents our security and lifeline, it is assessed with even greater caution. The following objections relate to typical financial planning issues — choice of vehicle, education, career planning, running a business, opportunity cost, market saturation and product quality.

### OBJECTIONS ARE HIDDEN QUESTIONS

Objections should not be taken as distrust of you, the messenger, but seen positively as hidden questions that just need to be clarified before a decision can be made. In societies which highly value education and facts, it is just a habit to check and get as much information as possible. People who intend to take something seriously and who, once they start, will run hard without