

Occasionally I'll hear a smart, well-intentioned person share an assumption that is far from reality...

Here are some examples - and a gentle separation of truth from fiction...

Myth #1: The market is saturated

Reality: The market is "softened", but far from saturated. AdvoCare recently did a survey that found approximately *only 15% of people have even heard the word "AdvoCare"*.

Myth #2: People at "the top" make all the money

Reality: I've always wondered what "the top" is. When we signed up I guess we were on "the bottom"? "Top" or "bottom" is a choice or state of mind. From day 1, we had a business mindset and saw ourselves as "the top" of our organization, just as you're the top or leader of your organization. Because most people use AdvoCare products without intent to build a business, *there is no "bottom"*.

Myth #3: You've got to get in early on the "ground floor"

Reality: AdvoCare was founded in 1993; we enrolled in 2004. The first wave of "Hall of Fame" leaders was already established, so were we late to the party? Nah. Their journeys inspired and paved the way for us (they're the ones who had it tough). Our journey was unique to us just as yours is to you. The most important timing is whether it's the right timing for a given individual, rather than the company's timing. 5 & 10 Years from now, they'll be saying today's new folks "got in early". *Of the top 3% of 2015 earners, 59% began in 2012 or later.*

Myth #4: Real opportunities shouldn't require an investment

Reality: Our friend owns a car lot; I'm pretty sure he has to buy the cars before he sells them. Want to own a Subway? You'll buy your bread & meat before you sell your first sandwich. *This isn't a "job" with a salary, it's an opportunity to own a business with a very low point of entry* that even offers a 1 year satisfaction guarantee - making safe an already minimal investment.

Myth #5: It's a pyramid scheme

Reality: We're the opposite of a pyramid; corporate hierarchies model a pyramid. "Schemes" are illegal, and don't involve the sale of a real product. What makes AdvoCare so legit is that many people purchase our great products without a business interest. *Our products have real, proven value in the marketplace - that establishes legitimacy.*

Myth #6: It won't last

Reality: Our 23 year history says differently. And what job or company is guaranteed to be here tomorrow or next year? Nothing anywhere is perfectly secure. Our chances are as good as anyone's. What we all have is right now, and we can take our engagement and income up right now. The pace of bringing on business oriented teammates will ebb and flow over time, but *a business based on legitimate product demand and sales is as solid as a rock.*