



## **Network Marketers Should Clean Up Their Act or Get Out of the Industry**

*Troy Rocavert, CEO of Network Marketing Business School spoke out about his growing concern for the network marketing industry at a conference in Sydney on Saturday night as they launched a new online resource which is set to clean up and help train people in the industry.*

Sydney, Australia, September 16, 2008 --(PR.com)-- Network Marketing Business School was officially launched to the public last night with a number of the industry's biggest earners attending the launch event to help promote the online resource that is tipped to become the industry's leading training website.

During his opening remarks Troy was quick to voice his concern about the misleading perception that the general population hold about the industry and that without introducing proper regulation the industry itself was to blame. "The way in which some network marketers choose to promote their business is coming back to bite all of us. They need to clean up their act or get out of the industry".

Through his collaboration with self proclaimed network marketing experts from around the globe, Troy and the team behind Network Marketing Business School have been working hard to create an online resource that promotes an ethical and attractive industry for entrepreneurs. While the website is not designed to replace company specific training, it does provide free guidance and support to existing network marketers and those looking at the industry for the first time.

When asked what prompted his team to dedicate such time to creating a valuable resource, Troy responded "Despite the fact network marketing is a marketing business, there has been an apparent lack of training in marketing principles throughout the industry and this resource should help to fill that void".

While Troy is quick to admit there are a number of companies that sell good training and support packages, up until now, to receive quality training in network marketing you have had to pay good money for it. Network Marketing Business School is an independent, non-company specific, online resource that can help everyone in the industry obtain free training and support. The website also allows everyone in the industry to contribute their knowledge and share industry experience.

Greg Pugh, a network marketing veteran, was just one of big names on the guest list who was happy to throw his support behind the project "Troy and his team have done an excellent job and everyone in the industry stems to benefit. It's good to see so much support from people representing different companies here tonight."

With the industry growing at such a fast rate, both in Australia and overseas, the general consensus at the party was that the timing of this online resource couldn't be better.

The website [www.network-marketing-business-school.com](http://www.network-marketing-business-school.com) is now available to the public and will continue to grow in the coming months as leaders in the industry continue to provide input on how to further assist network marketers develop their businesses.



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