



Tip Sheet Thirteen: The Future of MLM

Every Network Marketer in the World today has an important role to play in the development of our Industry.

If we're committed to having our own profitable MLM Business then we must be apart of our future...

That's the choice we all have to make... to continue to think about ourselves as Marketers of other peoples' MLM Products... or to think of ourselves as Stakeholders with a primary objective of making money using the MLM Model.

The choices we all make today, including how we view MLM... and how we want to improve MLM for the future will determine the future of our Industry.

More importantly, the choices we make today will dictate if online Network Marketing continues to be a 'rat race' for most or it becomes the vehicle for a lot more success.

So what will the future of MLM/Network Marketing hold for tomorrow?

What will the future hold for millions of home based entrepreneurs?

One thing's for sure... if MLM continues as it is... and remains as it is today... a place where many struggle to make any money... then it won't be around for long!

However, we don't want this to happen, nor do we think it likely to happen!

That's because the MLM Industry is made up of wonderful people... and there must and will be a MLM epiphany... an awakening; when MLM becomes more than just another marketing arm for business!

When people or more importantly Distributors everywhere choose to come together...

But that's not all!

For a start, there are likely to be fewer numbers of prime business opportunities, and these will become a staple part of every ones income portfolio.

Both the MLM Home Office as well as Distributors will evolve, with much of it due to the economic pressures which are so prevalent in Society today. However, part of this will come from the fact that people will no longer view themselves as just Distributors of a Business that distributes via a network marketing channel.



In fact, many Network Marketers will begin to think differently about their role as Distributors; and become more aware of their own capabilities and importance in the Business. Indeed, distribution will be less of an issue as the numbers of consumers rise.

This awareness will foster a time when Network Marketers start to understand the collective power they have; and that by smarter collaboration between each other over and above pure advertising, they will be able to create more sustainable networks and higher incomes.

These changes will become a necessity as MLM becomes far more important to the wealth of millions of individuals' and Society in general; especially as higher prices and lower disposable incomes continue to damage many households.

In turn, Home Offices and technology will change to make the entire experience for 'Distributors' easier and more profitable. And the Compensation Plan will evolve to support the fact that MLM is becoming mainstream... coming of age. Change from the Home Office perspective will also be important in order to keep their Distributors loyal and to ensure that they are the ones who the new mainstream Distributors will come to..

Because Network Marketers are more aware of their role and the performance of individual Home Business Opportunities; it's likely that network marketers will begin to pool their resources proactively across fewer primary MLM opportunities. This will foster a change in the way people market themselves and there will be less competition. Marketing and advertising will become secondary to the process of distribution, consumption and wealth generation of these major opportunities.

Advertising for leads will become far less prevalent online and marketing for leads will not be as it is today. Another reason for this will be that MLM Distributors and other interested parties will flock to MLM Social Networks. The best of these new MLM Societies will have supportive tools, performance benchmarking and other resources to help support collaboration and business growth to their Members.

The Logistics, Distribution and Back Office functions will also improve a lot also, with more automation and transparency. It will be easier also to create the right shape downline, so that everyone is automatically positioned to earn an income, albeit still one that is based on some personal effort.

There will be a second tier of more specialist MLM opportunities which allow entrepreneurs to make additional income over and above a staple residual income. This will also allow entrepreneurialism in the Supply Market over and above the usual marketing hype and get rich quick messages so prevalent today.



Not surprisingly, there will be a 'popular uprising' of people who are sick and tired of the scams, lies, hype and general inefficiencies which exist across the MLM Industry today. And people everywhere will want to put behind them the business building practices and processes of yesterday, which deliver minimal benefit.

The new breed of MLM Distributor will expect more from the Industry and their Home Office. They'll not be satisfied in spending \$50 a month with a return of \$0 or just a few dollars... and they'll be looking for ways to earn more with far less effort. Home Offices that cannot support the new MLM Distributor will simply vanish.

In addition MLM and Home Office Performance Benchmarking and Performance Transparency will become the norm; and no different to other business performance benchmarking.

Quite probably, the collaborative mindset outlined in the MLM Friends Platinum Club (a leading Solution for change and MLM business performance improvement); is likely to become a keystone for the prevailing mindset and expectations of people everywhere.

It's still too early to tell which MLM businesses will survive to become the foundation of an economy, where MLM is embraced by the majority of people; and where our trading culture is further developed to provide more wealth to everyone.

In the future, wealth won't just be a preserve of the few heavy hitters... nor will the job be the only highlight for the majority of people throughout their lives...

MLM will engender more Teamwork across a new Society driven by MLM entrepreneurship and wealth generation.

The future of MLM will come about because change is needed; change isn't a luxury, and those people who recognise and support the new MLM of the future are likely to do very well for them-selves indeed!

With over 30 million Network Marketers involved in hundreds of MLM opportunities today; and millions more going online looking for ways to make money on the Internet, the time for MLM innovation and change is upon us all now.

It's important to recognise that nothing stays the same; including MLM, and what we behold to be true today will not be so tomorrow.

So what now?

Change cannot happen unless we desire it. In other words if MLM isn't working for you today, you need to do something about it.



That's partly what the MLM Friends Platinum Club is about... a vehicle for change... a vehicle whereby new information and new ways of doing things can come to the fore.

It's in all of our power to put the waste and inefficiency of online Network Marketing behind us.

So if that's how you feel... if you think it's time to improve the way we all 'make money' come and have and see what the MLM Friends Platinum Club could do for you?

It'll only take you a few minutes to sign up:

<http://www.mlm-friends.com/friends/index.php?mode=join>

Thank you and see you soon!



About the Author



Bob Thompson is the Founder of the MLM Friends Platinum Club - an amazing new Private Members Club for Network Marketers, one that provides a collaborative environment to select and promote MLM, Network Marketing and Matrix type business opportunities with like-minded home based entrepreneurs.

His Network Marketing experience spans over 17 years; and he's been an Online Instructor for a US Marketing Company too.

But that's not all; Bob is also a senior Procurement Executive with a lot of experience transforming Corporate Procurement across EMEA; he has also developed from scratch a Procurement Consultancy which successfully sold into the UK Public Sector. Bob has used a combination of Technology, Processes, Resources and leading edge thinking to create Procurement integration and improvement within the Corporate Environment providing significant multi-million \$ commercial value.

It's from this unique background, that Bob has identified a 'no-nonsense' way to help Network Marketers throughout the World find, invest and collaborate in the best Home Business Opportunities for faster and bigger residual income checks.

Bob understands that MLM today is not just about marketing and advertising. Indeed, he goes on to say that "poor choices when investing in new online MLM opportunities is more likely to kill your business before you've even started marketing it."

His new Private MLM Club, the MLM Friends Platinum Club is jam packed with web tools and advice to get Network Marketers everywhere collaborating together in the best opportunities so that everyone earns more.

Bob is a Full Corporate Member of the Chartered Institute of Purchasing and Supply and Institute of Logistics.

Links:

MLM Friends Platinum Club: <http://www.mlm-friends.com>