



Tip Sheet Sixteen: **MLM Home Office Business Building Guidelines**

Every MLM Home Office has its own ideas on how you should be promoting their MLM Business.

Many have hired the best copywriters or top sponsors to create the processes and documentation for their Distributors.

In addition most provide Distributor Sites which you can promote.

When you distil these processes down, they are all fairly similar:

- Sign up
- Buy/use/consume the product (note there will be Country specific restrictions on first order quantities)
- Sign up to autoship (many expect their Distributors to buy a certain quantity, but you should never buy beyond ones means)
- Believe in the product (only if it provides real benefit and value for money, however this doesn't mean everything needs to be cheap)
- Promote the product

When you analyse these processes, you'll not be surprised to find the following:

- You are responsible for your own 'Due Diligence' – in other words it's up to you to ensure you're making the right signup decision
- You have discretion where to advertise and build your Business – in other words you have the sole responsibility to find, sponsor and nurture prospects

Put another way, regardless of which MLM Business you choose to sign up to, you ultimately define your Business Strategy.

If you get your Business Strategy wrong then your Business will not be around for long.

Clearly, if more than 95% of Network Marketers are not making any money, then it's pretty clear that most have got their Business Strategy wrong, even though they're following the usual Home Guidelines as shown above.

Go into the detail of what a correct Business Strategy is and you'll find the following:

- More robust MLM Opportunity selection
- Better understanding of collaboration and how to achieve it
- Adherence to Company Guidelines



Many Home Offices put a lot of effort in the third reason... 'adherence to Company Guidelines...'

Remember:

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But we all know that many Distributors never adhere to the above.

But ever thought why...?

Actually, it's a bit of a chicken and egg scenario... which comes first?

The 'Strategy' or the 'Adherence to Home Office Guidelines'?

Clearly if the Strategy is wrong then few will be interested in cementing themselves to Home Office Guidelines...

And if no one is adhering to Company Guidelines, i.e. signing up to autoship and/or buying product in a timely manner then clearly there is no individual or collective strategy that everyone can see value in and build on.

When you boil MLM down today, it really is many people not earning money looking to sponsor others who want to make money.

It's no wonder that MLM doesn't work when the majority of people have been provided with little more than a Distributor mentality and 'closed shop' strategy where everyone just signs up to one of the 500 different MLM opportunities out there and then promotes it like mad!

It's clear this process is flawed and simply doesn't work from a Distributor point of view because so few people can make their Business profitable.

From a Home Office point of view, this process works fine, and that is proven by the fact that the Industry turns over billions of dollars annually across many, many Countries!



Analyse the challenges we all face some more and you'll realise that if there was a proper selection process combined with a real collaborative strategy between Network Marketers, then the potential for real downline growth is immense.

And this would happen even with an imperfect Industry, when you take into consideration the fact that humans are a finite resource, meaning there aren't enough people to optimise everyone's downline.

Having the right individual and collective strategy combined with an adherence to Home Guidelines, remember:

- Sign up
- Buy/use/consume the product (note there will be Country specific restrictions on first order quantities)
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These are the real keys to MLM success.

STRATEGY + RIGHT BUSINESS + COLLABORATION = MASSIVE SUCCESS

In a nutshell this is what the MLM Friends Club is really all about... ensuring Distributors make the right Business Decisions, select the Right Opportunities and then enable a market that can follow their lead.

Only if individual Distributors see the failures of the current 'system' can we move forward and start to collaborate together for enhanced profits.

We cannot ever hope to reduce downline attrition or expect people to sign up to autoship or buy product at the appropriate time, unless and until we can change the wider Business Methodology and Strategy that goes hand in hand with our Home Office Business Building Guidelines.

The MLM Friends Platinum Club is the catalyst to achieve extraordinary collaboration and results for the most ordinary Distributor who has neither the time nor the money to spend thousands of dollars advertising or many hours away from the Family.

Ultimately, it's up to all of us to understand the strengths and weaknesses of our Industry before we can capitalise on it, especially in today's highly competitive and fragmented market.



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>