



**Tip Sheet Three: Review Your Home MLM Business**

Use this simple Q & A Sheet to review your Home Based MLM Business

**Q1: When did you start your MLM Business? (Or when are you thinking of starting?)**

**A1: Day \_\_\_\_\_ Month \_\_\_\_\_ Year \_\_\_\_\_**

**If you cannot remember, please just add the year.**

**Q2: Realistically, how much money do you want to make each month (as a minimum) once your MLM business is established?**

**A2: \_\_\_\_\_**

**Q3: In terms of timescale, when do you think your MLM Business will become established enough to enable you to earn the amount in Q2?**

**A3: \_\_\_\_\_ Weeks    Months    Years**

**(Please circle appropriate answer)**

Example:

You started MLM on 15 April 2007

You want to earn at least \$1000 a month once your business is established

You want to be earning your minimum in 10 months



### **Current State of your MLM Business**

Please complete. At this end of this Section you'll be able to understand your current state as well as those areas that you're happy with and those which you're not. This area will be further explored later on.

**Q4: What is the name of your (current) primary MLM Opportunity?**

**A4:** \_\_\_\_\_

**Q5: How many different MLM or Matrix type business opportunities have you previously joined?**

**A5:** \_\_\_\_\_

**(Please write the number above)**

**Q6: How much money did you earn last calendar month from MLM?**

**A6:** \_\_\_\_\_

**Q7: What is the shortfall between what you earned last month (Q6) and what you want you earn (Q2)?**

**A7:** \_\_\_\_\_



**Q8: How much do you spend on advertising and products each month?**

**A8: \_\_\_\_\_**

**Q9: If you are unhappy with your MLM Business, why do you think this is?  
What areas of your business do you think can be improved?**

**A9: Please complete as free text:**

**Q10: What areas of your business are you happy with?**

**A10: Please complete as free text:**



## Understanding Your Downline & Prospect Requirements

Clearly, we cannot make our MLM Business successful unless we fill our downline with motivated and committed people who want to be with us for the long term.

And there's clearly no point in repeatedly having to refill empty downline positions because your people constantly leave or if your MLM Business fails to deliver... so:

**Q11: How many people do you currently have in your first level downline?**

**A11:** \_\_\_\_\_

**(Please write the number above)**

**Q12: How many people do you need in your first level to meet your compensation plan requirements?**

**A12:** \_\_\_\_\_

**(Please write the number above)**

**Q13: What is the shortfall between Q11 and Q12?**

**A13:** \_\_\_\_\_

**(Please write the number above)**



**Q14: How many people have left your downline?**

**A14:** \_\_\_\_\_

**(Please write the number above)**

Downline attrition is a major problem across the Industry... if you're having a problem with downline attrition, why do you think this is?

**Q15: Why do you think some/all of your downline have left you?**

**A15: Please complete as free text:**

If you're business is suffering from downline attrition, how can you minimise or remove the problem?

**Q16: How will you minimise or remove the problem of downline attrition in your business?**

**A16: Please complete as free text:**



## Sponsors

Sponsors should play a major part in the life of every Network Marketer... they get you into a Business and they should be there to help and support.

Yet sadly, very often they don't...

**Q17: Do you think your Sponsor is providing you with a good service?**

**A17:    Yes    No    Not Sure**

**(Please circle appropriate answer)**

**Q18: Roughly, how much time does your Sponsor spend with you a week, either on the phone or face to face?**

**A18: \_\_\_\_\_ Weeks    Months    Years**

**(Please circle appropriate answer)**

**Q19: If your Sponsor is not providing you with sufficient support and help, to grow your business, why do you think this is?**

**A19: Please complete as free text:**



**Q20: If you could arrange it, how would you like your Sponsor to treat you and help you?**

**A20: Please complete as free text:**

**Q21: As a Sponsor yourself; how will you be helping your Prospects and Downline in the future?**

**A21: Please complete as free text:**



### Decision Point

**Q22: Do you feel you are promoting the right MLM Business?**

**A22: Yes No**

**(Please circle appropriate answer)**

**Q23: Taking into account all of your costs, are you making a profit or a loss?**

**A23: Profit Loss**

**(Please circle appropriate answer)**

**Q24: Do you feel let down by your Sponsor?**

**A24: Yes No**

**(Please circle appropriate answer)**

If you've answered 'Loss' to Q23, then it's possibly time to look to join an alternative MLM Opportunity... if you've making a loss for over 6 months then I would definitely be looking to change!

And if you've answered 'Yes' to Q24, then you may need to contact your Home Office and ask to be switched to a more accommodating Sponsor. If you're Home office is unable to support your request then maybe you need to look to promote another opportunity.

Bottom line is this... if you're not making the money you want... if you're not getting the support you need, then; look for better options and other people to help you.

**Q25: Do you want to search for and sign up to a different MLM Business?**

**A25: Yes No**

**(Please circle appropriate answer)**



The MLM Friends Platinum Club has over 500 MLM Opportunities listed in our Directory. These are segmented in 45 different Industry Verticals e.g. Health & Nutrition.

**Q26: If you've decided to look for an alternative Home Business, write down everything you would like it to be?**

**A26: Please complete as free text:**



Thank you for taking the time to review your current MLM Business.

We hope this has given you some food for thought!

This document is yours to keep... why not use it to plan your next steps?

Need help?

Then consider joining our new Private MLM Club?

[http://www.mlm-friends.com/friends/index.php?mode=join&ref\\_id=284](http://www.mlm-friends.com/friends/index.php?mode=join&ref_id=284)

Thank you!



## About Bob Thompson



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.

He lives in the UK with his wife and two young boys.