



Tip Sheet Thirty-One: Want to Make Money and Considering Network Marketing?

Hello!

We all need to make extra money in today's highly uncertain times. On the one hand life is precarious, on the other, it's a great time for entrepreneurs to start new initiatives and ventures.

If you don't want to invest a lot of money or you haven't got a lot of time to spend building a business then you need to seriously consider what it is that you need to do to become successful.

Like everything in our World, Business is a process; so the key is to find something that you can do easily with others to make the money you want.

It's likely that setting up a traditional brick and mortar business and franchise is out of the question, so what now?

Mmm?

How about Network Marketing?

Network Marketing is a known and credible business model, taught at Harvard, which contributes billions of dollars to the GDP (Gross Domestic product) across more than 30 of the World's richest and most developed as well as up and coming Nations.

However, like every Venture, it worth getting to understand the pro's and con's of the Industry before you get involved; and it's worth understanding how to optimise the opportunity before you start.

But what is Network Marketing, also known as Multi Level Marketing?

What is Network Marketing?

So what is MLM?

Is it pyramid selling?

Is it legal?

Is it worth YOUR time and money investment?

Ask anyone what MLM is and they'll give you this stock answer...



MLM is a Business Model that allows you to set yourself up as a Distributor (i.e. a Sole Trader) and sell products and services which are made available by a Home Office/Corporate Body.

For each product you sell you are paid a commission.

More importantly, the Multi level Marketing (MLM) business model allows you to sponsor/recruit other people who also sell products and you get paid a commission on the sale of those products too.

Usually, before you can earn money, you need to be 'qualified'.

Qualification usually entails the following:

1. Buying a minimum amount of product or service each month – usually between \$40 and \$100 a month or equivalent in your local currency.
2. Sign up to an 'autoship' program – in other words you commit to buying an amount of product every month
3. Have sponsored a number of people who do 1 and 2 above

It should be pointed out that the distinction between a Legal Business and an Illegal Business is this:

A legal business is one whereby Distributors are paid commissions on the sale of product

An illegal one is where people are being paid to sponsor others and where no tangible product or service is being sold.

Like any business, there are people who own the business, i.e. the Shareholders; then there are the Directors and then there are the Managers and Workers.

In the case of Network Marketing the typical Sales and Marketing Staff of a Company are removed and replaced by Independent Distributors, like you and I.

Now don't get distracted by the words 'pyramid selling.'

Distributors have two primary target markets to sell their chosen product or service to. They are:

1. Consumers/Customers/Clients/Third Party Niche Businesses such as Chiropractors
2. Other Distributors



It depends pretty much on which MLM Opportunity you join which primary Customer you need to sell to.

For example, some Network Marketing Companies have a high reliance on selling to Consumers e.g. Jewellery and they do this through Home 'Party's'.

Others might have a higher reliance on creating a large Team of Distributors, who only choose to, consume a monthly allocation of product.

So Network Marketing is, a typical buying and selling operation using a Distribution Channel of third party Agents, whose role is to find Customers, sell product or service and create revenue for their chosen Corporate Body.

That's it!

No hidden agenda...

However, unlike a typical Corporate Body with a sales force that concentrates on a geographic area e.g. a Town, a Country or a Region the Network Marketer has a massive Market and target audience.

The Internet has revolutionised the Home Business Industry, that's why there are over 500 different Corporate Bodies choosing to sell through the Network Marketing Distribution Model.

Of course, with this huge predominance of Opportunity has come market fragmentation and intense competition.

This has made Network Marketing a difficult Business to Operate from Home, where many Distributors fail to make any money because they cannot develop a Team and so cannot develop meaningful levels of sales and revenue for their chosen Opportunity.

Now remember, what we said earlier, if you're going to enter into a Business then it makes sense to understand the pro's and con's as well as how to optimise the business for maximum income.

Clearly, with over 1 Billion potential customers and other distributors to talk to the opportunity for real wealth building is staggering... and that opportunity is far more than what one could earn through the day job, without spending a third of your life working for someone else.

In other words, getting involved in Network Marketing is a smart move for anyone wanting to earn more money.



OK so now what?

We live in a complex World, where there is a lot of misinterpretation and even misrepresentation...

We live in a World where there are many different Agenda's...

We live in a World where Network Marketers struggle to sponsor others...

We live in a World where we fail to build the necessary Business Relations needed to sustain long term mutual income and real success...

We live in a World where other people want to take your money by offering inferior products and service...

We live in a World where there is limited Network Marketing Transparency...

But it doesn't have to be like that.

If you're really interested in making money then Network Marketing really should be a consideration because it has great potential...

In fact some of the big earners are **taking home over \$500,000 a month!**

Clearly, you won't be able to earn that amount of money in the next year, but you could certainly be looking at \$1000 or more a month within the next year or less by optimising what we each do and how we each do it!

And that's where the MLM Friends Platinum Club comes in!

Our information and tools are designed to optimise Network Marketing through the creation of a global collaborative and optimised MLM environment.

It's a place where we can all learn, talk, discuss, benchmark, advertise and build a Team together! It's very unique... four years in the making and based on more than 18 years of online and offline Network Marketing experience...

Best of all, you can have a look at, and use all of our Club's tools for the next 30 days and it will only cost you \$1.

That's one dollar to see if MLM is really going to be something for you to make money from. Start today by clicking:

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



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>