



Tip Sheet Nine: **Which Product Should You Promote?**

There is a bewildering array of Network Marketing Companies trading today... well over 500 of them!

So which one do you choose?

Would it be Fashion, Jewellery, Toys, Food and Drink, Health and Nutrition, Computer and Technology, Legal, Utilities or Automotive?

If your niche is Health and Nutrition what made you choose the Business you're currently promoting? And more importantly is your opportunity any better than the other 150 Health and Nutrition Business options?

Most people don't strategically choose which Product to promote. They select one because it has some appeal...

And that makes sense if you see yourself as a Distributor looking to make money selling other peoples products and services. If you're comfortable promoting a niche product, if you're comfortable doing specialist Parties, that's fine!

But what happens when you just want to develop a downline? If you're not interested in making sales to non Distributors, what then?

Our other Tip Sheets highlight the need for Network Marketers to become far more strategic in their dealings.

In the context of Product and Business Selection, strategic can only mean one thing:

Which MLM Business would return the maximum amount of income? Now surprisingly it isn't the Product that has the highest price... it's actually the one that returns the greatest revenue for your chosen MLM Company.

To illustrate this let's look at these examples:

Example 1: High Price x Low Volume

You might choose to sell products costing \$1,000, where you get \$500 yourself. The problem with this is that there may be too few buyers. Now you might be one of the lucky few who make this type of business successful but it's clearly not for the masses.



Example 2: Low Price x Low Volume

This is the typical environment for Network Marketers; where we individually buy product around the \$40 to \$100 mark each month. The low volume occurs because we cannot sponsor enough people to cover our costs. The big appeal for most people is that costs are low and so is risk. But, with over 500 different MLM Opportunities fragmenting the market alongside poor processes, lack of transparency etc, choice is slowly strangling the majority of people's opportunity and they cannot stabilise enough revenue to make things worth their while.

Example 2: Low Price x High Volume

This is the optimum design for the average Network Marketer. Keeping costs down to a manageable \$40 to \$100 a month, rising as the business grows. This example doesn't support the odd individual sponsoring hundreds of people, as this is the exception to the rule, rather; this example requires hundreds, thousands or millions of people collaborating in the best opportunities.

It doesn't mean we should all promote the same opportunity; but it means that from a Distributor point of view we don't to choose from 500!

The other key attributes of a 'system' like this are that those involved don't hold back... they commit. So if they need to sign up to autoship to qualify, then they do so not after they've sponsored a few people but immediately.

When we each collaborate and commit to action the returns are quicker, but it's only advantageous to do so if we stop this huge desire to either be first in; or jump ship all of the time.

The importance of the MLM Friends Platinum Club cannot be over stated. We advocate MLM on a grand scale, one that is predicated on real sales of beneficial product, where each person does their small bit.

We also advocate joining the best opportunities that deliver the most benefit to most people and for the least amount of effort and cost.

Our tools and Club have been developed to create this type of environment including finding out which product and Company has the best potential; now all you need to do is join in and help create a Distributor driven evolution of strategic MLM deployment which extends beyond pure marketing or advertising!

Plus, you can discover and use our entire Club for the next 60 days for just \$1. Now that's real value for money. Join here:

<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>