



## Personal Business Review

Welcome to your complimentary Home Business Review from the MLM Friends Platinum Club.

With cash and time tight, it makes sense to only invest in, and spend time promoting those MLM Business Opportunities that are going to make you money.

That said signing up to a Network Marketing Business on its own is no guarantee of success. In fact, the success you achieve will be hugely dependent on how soon you can bring together a high performing downline team who have the same passion and vision as you, and that's based on mutual collaboration, credibility and action.

This Review comprises 31 questions and there is no set time limit to complete. Once completed you can review your information, develop a strategy and get on track to earn what you want from Network Marketing!

Thank you

*Bob Thompson*

Bob Thompson  
Founder, MLM Friends Platinum Club

**Home Business Review Questionnaire – Please Print Off and Complete**

**Business Overview**

**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 2010

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 does your MLM business cost you each month?**

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

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

**A8: Hosting and web** \_\_\_\_\_

**Total:** \_\_\_\_\_

**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 since you started your business?**

**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:**

## Web Marketing

**Q22: How do you market you MLM Business?**

**A22: All Online All Offline Mostly Online Mostly Offline**

**(Please circle appropriate answer)**

**Q23: What is your current marketing strategy? Circle those you use below:**

**A23: Articles Email Own Web Site Press Releases**

**Video SEO Blogs Social Networking Black Hat Technologies**

**Home Parties Local Advertising Word of Mouth Other**

**(Please circle appropriate answer)**

**Q24: How successful is your online lead generation?**

**A24: Very Successful Successful Not Successful**

**(Please circle appropriate answer)**

**Q25: How long does it take you to find and convert a lead?**

**A25: Hours Days Weeks Months Never Achieved**

**(Please circle appropriate answer)**

## **Final Thoughts**

**Q26: Taking everything into account are you still interested in Network Marketing?**

**A26:    Yes            No**

**(Please circle appropriate answer)**

**Q27: Do you feel you are promoting the right MLM Business?**

**A27:    Yes    No**

**(Please circle appropriate answer)**

**Q28: Taking into account all of your costs, are you making a profit or a loss?**

**A28:    Profit    Loss**

**(Please circle appropriate answer)**

**Q29: Do you feel let down by your Sponsor?**

**A29:    Yes    No**

**(Please circle appropriate answer)**

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

**Q30: Do you want to search out and sign up to a different MLM Business, one with more opportunity to make money?**

**A30: Yes No**

**(Please circle appropriate answer)**

**Q31: If you've decided to look for an alternative Home Business, write down everything you would like it to be?**

**A31: Please complete as free text:**

Thank you for completing this Questionnaire. We hope it has helped give you clarity and direction.

If you would like additional help or interested in finding out more about our collaborative MLM strategy please check out our independent MLM Friends Platinum Club, the World's Most Powerful Private MLM Club!

With more than 12 significant business tools, providing more than 50 tangible business benefits, we're giving everyone the chance to make more money with like minded entrepreneurs.

To learn more, please go to:

<http://www.mlm-friends.com/friends>

## 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.

