

**What Makes a Good
'Network Marketing'
Home Business?**



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(*My apologies to those of you reading this book in the UK – A few
American/English spellings – OOPS!)*

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Working at home:

This is a dream that many people have. Some never act on that dream because they just don't feel confident enough to make their dreams come to fruition. Others give hands and feet to their dreams and make it a reality. They enrich their lives, have more time to spend with their loved ones and build a cushion to help sustain their financial portfolio for their golden years.

The highlight of network marketing is that you can be any age, young or old, you can come from any financial background and you can live literally 'anywhere' to get started and succeed at it. The internet connections world-wide means that there simply are NO barriers to your success as a 'Professional Network Marketer'. The term **Networking** simply means that you're connecting with people - and through those connections you're establishing relationships that can and 'will' benefit both You and Them.

Being your own boss means that whether the job gets done or not falls on your own two shoulders. You'll have to work hard to reap the rewards you want, but you get out of the business what you put into it. If you put forth a half-hearted effort, then that's what you'll get back in profit - the results of a half-hearted effort – Zilch – Nada - Nowt.

So what is a good network marketing home business? It's one where you can begin without having to take out a second mortgage to do so. The cost of getting started in any Network Marketing Company these days should not lead you to the poorhouse and it is almost always **well within** the means of 'most' people these days.

Avoid the companies that require you to buy hundreds of units of their products. A good, professional, ethical network marketing Company isn't going to promise you the earth. What it will promise you, is that if you'll work hard, you'll succeed. There won't be any wild hype or unrealistic claims of unattainable earnings or expectations.

You will know that it's a good home business if the compensation plan is spelled out in plain English (Or Your Own Native Language) and is fair to all who join the company. Look for a company that's offering a product you'll be proud to stand behind, one that has a genuine value and that you won't feel like you're ripping people off by promoting it.

If you can get into a network marketing home business that also matches what you're passionate about, then it won't seem like it's work to you at all. You'll be excited about what you're doing and thrilled to let others know about the products as well as the opportunity that exists within the business.

Find a business that will **teach you** about how to bring in residual income - and not just tap into one line of customers or down-line before moving on. Remember that network marketing is about establishing relationships, and that goes for everyone you connect with in the business, whether that's a customer, a colleague, a family member or your future down-line.

Because there are so many different terms floating around online about network marketing and so many ways that it's labelled, what exactly 'is' network marketing? How is it different from MLM - multi level marketing or Internet marketing? - If at all?

What Is Network Marketing?

Though network marketing has been given many handles, it all falls under the same basic category - it's a strategy that interweaves people helping people while at the same time reaching financial goals.

The power behind any network marketer is his or her down-line. Hence the power of networking. This type of business is not a one man show, but utilizes the ability and strengths of people in numbers to market products and build companies.

Just as a brick and mortar business relies on employees so show up every day and give the company their best ability and talent, so does network marketing. Those who can introduce a down-line of people who will work hard and make it their passion will quickly find success.

Those who scoff at network marketing do so because they don't understand the concept behind the way the business is run. Take for example a famous pizza franchise. Individuals can buy into the franchise and then run each individual store as they see fit (to a certain degree).

Whether the store flops or turns into a profitable venture will depend on how well management trains the employees, how good the products are and how

well the employees serve others. The franchise is part of the same parent company, yet independently owned.

In network marketing, the profit will be determined by how good the up-line or managers know the business, whether the product fills a valid 'need' and how well they teach their down-line to be successful in the business.

Each distributor, like a franchise, is independently working and yet is still connected with the parent company or the MLM company. The parenting companies are instrumental in making sure that each distributor has the training and information he or she needs.

That's why it's so important that you choose a company that will train you for greatness. All of the tools to win at network marketing are out there, you just have to find the right company, take hold of the training, and then put it into action.

Network marketing is a **wide open selling field** and new businesses spring up all of the time. Millionaires are still made in network marketing every month and you can be one of them, but only if you don't buy into the trap of thinking it's all about sales and all about you. Anyone can sell products, but not everyone can develop the kind of depth/glue between two people that keep them returning to the product as a loyal customer month after month.

You might be surprised to learn that network marketing is not just about selling. It's about building genuine connections with people, and you can forget about cold calling random strangers, or going door to door asking people if they want to try your product, that is the way of the dinosaurs in the business who brought the profession into disrepute.

Today's methods of reaching people in network marketing include using social media (such as Facebook, Twitter or setting up a personal web-page/blog) and it also includes the easy to use method of lead generation through auto-responders to people who have already indicated a desire or shown an interest in the product or company.

What Are the Financial Possibilities From Working on a Network Marketing Home Business?

If a picture is worth a thousand words, can you believe the story of the guy who's sitting on a beach with his arm wrapped around a bikini clad woman, a mansion in the background, near a car that costs what a small country would? Many do believe it - then go on to fail dramatically because they were blinded by the money and not the opportunity to build a sustainable financial future over the long term.

Some people do earn millions of dollars in network marketing.

You might not be aware that **many of the millionaires** in the world today made their millions by joining a network marketing company and committing their heart and soul into the business, not letting the 'nay-sayers' steer them off course. They saw the opportunity, valued the ethical codes of practise, and simply put their shoulder to the wheel and succeeded where many 'have' – and 'will' fail again **But that's not You! Right?**

Does everyone who joins a Network Marketing Company make £\$£\$£\$ Millions?

Some do - some don't. How can you tell which one will you be? That determination is not made by the company. It's not even made by the customers. **It's made by you.**

Of course, some network marketing home businesses do offer a better compensation plan than others do and you'll have to decide which one will pay you the best rewards. Having said that, all Network Marketing Companies offer comparable reward plans so your motivation for joining a company should always be your belief in the products and whether you could be 'passionate' about those products. Selling for selling-sake is never a good plan of action. There are many network marketing companies out there where you can rise in the ranks to begin pulling in twenty or thirty thousand dollars a month, but it will take a lot of hard work, enthusiasm and a genuine belief in the products that you're promoting.

Go into it with the mindset that you're going to be **one of those distributors** but understand that bringing in that kind of income is going to take a whole lot of time and a whole lot of hard work.

Those who are looking for a quick buck are often desperate and desperate people make mistakes financially. You are the best person to look out for your own well being. You're also the best person who can determine whether or not you can work hard and stick with a company until you get the financial rewards that you so want to see happen.

One of the best ways to make sure you'll stick with a company is to not only find a product you believe in, but also find a product or service that 'you' are **passionate about**. That's the secret ingredient that shines through when you talk to others about a company - it's your belief - your passion - your desire to share with others the same joy that 'you' get from it.

Because of the way network marketing is set up around the various compensation plans, you'll work very hard in the beginning to establish your down-line, but once you start to successfully train and support them, you'll begin to make money by working just once and earning repeatedly as your own system duplicates itself down the many levels.

To explain that in plain language; it means that you're going to benefit from what's known as **residual income**. A customer buys a product that you promote, so you earn on that. This customer comes back and orders more product. You keep getting commission every single time that they order.

But, as you grow your business by adding more people to your down-line who are just as passionate about the product as you are, you earn 'more' money based on 'their' commission too. You earn that commission because you're the one who brought them into the company in the first place, and you're the one who encourages, trains them and is responsible for working with them on any issues that might grow or slow their success.

Because of that, as their up-line or manager, you're earnings are based on **your expertise** that's benefiting 'them'. You could compare how your earnings are set up in the compensation plan to someone who receives payment for their service as a business or life coach – there is no difference really.

Work at Home Perks:

There's a reason why the majority of people you'll talk to in life want to work at home. Usually, the top answer you'll get is, "I want to be my own boss" - or - "I want to be there for my family". But besides the lure of being their own boss, everyone knows that working from home brings with it a great deal of perks that just make life a whole lot better.

Working at home is actually 'cheaper' than working in an office.
It costs money to make money.

When you work in an office, you have to either bring a lunch from home, buy it out at a restaurant (risking dwindling pay and expanding waistlines) or you get so caught up in work, you skip lunch and then ravenously either buy a take-away meal at home, or you pick up a 'supper out' to bring it home.

Travel expenses are cut when your office is in your home. You won't pay for the extra gas it takes to drive the office, toll road costs or fees associated with parking permits. You'll save the wear and tear on your vehicle too, thus extending the life of your car.

Office clothes are a lot more expensive than the clothes you purchase to wear at home, especially if you have to wear suits or anything that's dry clean only. Mothers with younger children can slash or even cut out day care expenses completely.

(You'll find "Work-At-Home-Moms .. The New Financial Drivers" - it's a Free PDF you'll want to read - in ['The Labyrinth'](#) – The Free! E-Library)

You'll no longer have to work your life around your job, but you'll get to work your job around your life. There won't be any more times of missing out on important family events, school plays, sports days or outings because you're stuck at the office or stuck in rush hour traffic.

And in the event that there's a family emergency, you won't even have to clear it with anyone else before you head out of town or to the hospital. By working at home, you'll get to work with a great boss (yourself!) and lower the stress level of trying to please a boss who keeps raising the performance bar without a pay-rise.

When the weather turns nasty, you won't have to worry about travelling on roads that are dangerous and you won't be dashing for cover under the pouring rain. You'll get to slow down and sip your coffee as you start your morning dry and comfortable.

Because offices can be a warehouse for germs, especially in the winter months, you'll have less chance of becoming ill, or worse still, catching those germs and bringing them home to your family.

There won't be any office politics for you to get caught up in and you won't get stuck between two gossiping employees while you're trying to get your work done. You'll get to avoid boring meetings, boring co-workers and the pressure from trying to meet impossible last minute deadlines.

But perhaps the best perk of all that comes from being your own boss and working from home is that you get to control your earnings. What you make won't be up to what your boss thinks about how well you've performed, or haven't performed your duties. You'll be free to set your own goals and make as much as you'd like.

Why Do People Get Into Network Marketing from Home?

People join network marketing companies and start up their own home business in it for many reasons. Some of those reasons are familiar but some are unique. Probably the number one reason people choose to make a living in network marketing is because they're tired of having a boss call the shots in their life and they want more freedom than being stuck in a 9 to 5 job offers.

More than the freedom of time though, people everywhere are searching for **financial freedom**. Most jobs today have a cap on earnings, especially if you're not the CEO. Once you top out, you just don't get to go any further in prestige or income. That's not the case with network marketing. In this business, there's ***no limit*** to the amount of income you can earn - or how high you can climb the 'Prestige Ladder' while doing so.

Since it's been proven that network marketing is a very reliable and now 'professional' way to make more money than a regular job can offer, more people are opting to get into the business part-time while still working, and then once that income level equals (*and often betters*) their day job, they

quit to devote their working life full time to network marketing.

The reality of spending twenty years working in a job only to have it end with a small pension can be an eye opening experience, and with the economy the way it is at present, and the cost of living rising, it's going to take a lot more money for senior citizens to be able to provide for their latter years.

Worse, there's the very real fear that a corporation can shut down with very little warning or the next pink slip could be very personal. There are no guarantees that longevity in a job will bring security. Often, the person earning the biggest pay-check will be the first to go in order to keep a handful of lesser-paid employees – A Very Sad Fact!

People now want the option of knowing that they're the ones determining how their financial future will play out, and that it's not up to the whim of an emotionless boss who sees employees as numbers on a spread-sheet, or the winds of how the economy is blowing.

Joining a network marketing company and working from home is one of the most affordable ways to start your own business and change your future from the moment you make the decision. The start up costs are minimal, the knowledge given during training propels the newcomer easily into the business and the end results can be far greater than you ever imagined were possible.

Please Scroll Down Further:

OK - That's it Folks.

But for a whole lot More!

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If You're Juices Are Now Flowing
And 'Networking Marketing' Could Suit You!
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