

Network Marketing - What Are the Benefits?

If we take a hundred people who graduate from college or university and we follow them through their career, The 45 year plan, at the end of their career here is what happens to them:

- o 29% are Dead
- o 63% depend on family or state (Dead broke)
- o 4% are well off (Can meet their needs and don't need charity)
- o 1% are wealthy (Living the lifestyle of their dreams)

This is the system we are living in right now by concluded market research. This economy is broken! Why is that the case? We have a University system that teaches you how to be a worker drone in the collective! You go to school and get an education, then you get a job and work in the 45 year plan and then you retire and live your golden years depending on other people. What a wonderful concept!

Let's explore this a little further. When you work for someone else as an employee your employer has what is called leverage on your time. They have to buy you at £18000/pa and sell you at £24000/pa. The corporation, the franchise, restaurant, whatever the entity/business is they have to make money on you. You live in what is known as the - TIME 4 MONEY TRAP. The more time you give your employer the more money you make. The less time you give your employer the less money you make. You work for 8 hrs you get paid for 8 hrs. You work 4 hrs, you get paid for 4hrs. If you are not there working you get nothing, it is LINIER income. You are in a line of work without security! And probably a line of work you don't enjoy. Even if you are a highly paid consultant you are still considered to be in the time 4 money trap. If this is you then do keep reading.

So what is the answer?

There is an industry now that is creating more millionaires than any other industry around. It is a growth industry that is set probably to top any other in sales. It has done in the last few years £50 billion plus in sales of the most cutting edge technology, services and various products that never would have made it in the traditional method of business marketing. What is this industry? Network Marketing. You may say, "Oh no not MLM again!" and roll your eyes but ask yourself this question: "Am I completely satisfied with my lifestyle today and does it provide me with the opportunity to work half the year and take the other half of for extensive vacation?" If the answer is NO then you need to take a serious look at this business.

Network Marketing is a method of moving products and services from the manufacturer to the end consumer through the most powerful method of advertisement: Personal recommendation or "Word of Mouth". What do you do when a friend has seen a good movie and they tell you about it, you go see the movie! Now, what would happen if your friend was paid a royalty commission every time someone he has told goes and sees the movie, He would tell more people about the movie! I think you would want to know about it too wouldn't you? That is what we do in this business.

Is this not Pyramid Selling? Let's put this one to rest.

Pyramid selling or Ponzi schemes are now illegal and have been for many years, Pyramid selling is related to scams where people were encouraged to join a money game with no legitimate products or lots of dodgy rip off stuff for large sums of money, usually thousands of pounds. And the money being made was from the joining fees of the victims who entered them. People were left feeling ripped off and bitter and avoided anything that smelt like these scams

What is your concept of a pyramid?

People at the top make all the money and the people at the bottom do all the work? Fact is nobody makes any money unless products are being used and reaching the end consumer. Take a typical corporation you have the CEO or MD at the top, then he/she have their first line of directors, the directors have all their first line managers, and the managers have all their supervisors, and the supervisors have a bunch workers who are

doing all the work! Who is making the most money in that organisation? Any typical organisation has a pyramid structure.

What is a typical network?

In a typical network marketing organization you are encouraged to build a network of distributors who have the same opportunity as you to make the same or even more money than you. Therefore, not everyone at the top necessarily makes the most money. This is a marketing system where you can start from the bottom and go to the top and become a top achiever within a company by building your own business. Promotion usually comes from encouraging distributors within your own organisation to achieve promotion, totally opposite from the corporate world where promotion usually threatens the higher positions within the company. Therefore you are in WIN-WIN situation for all parties involved with a network marketing company.

The Distribution Revolution!

There is a business paradigm shift that is changing the way a product gets to the end consumer. To know this concept you must first understand the traditional method of business. The following diagram's show the traditional method of distribution and the new method:

Every level in this old traditional model of distribution has to make a profit on the product that eventually gets to the end consumer. It's been said that a box of cereal you would buy in a supermarket for say, £1.75 the actual food cost is around 10p. So that £1.65 is being wasted on the traditional method of distribution and some for packaging.

This new model of distribution frees up a lot of money. And we eliminate the warehouses, wholesaler, retailer and advertising budget that companies spend millions of pounds on. The money that was wasted in the old distribution model can now go to two areas - 1. You as a distributor and 2. Product research and development.

You will see some of the most cutting edge, state of the art products that never would have made it to the market except through Network Marketing. Why is this? Because they have the money to put into research and development and the distributor force who become advocates of the products that may not be well known.

Market Trends

This business shift is revolutionising distribution as we know it today. There are three major trends that are on the increase that you will see is going to change the way we shop and work forever.

These trends are:

- o Works at home and Home based business

- o Shop at home

- o The Distribution Revolution

Did you know every ten seconds someone opens a home based business! This is business positioning to capitalise on the above trends we are talking about. Shop at home is one of the biggest trends in the world where the consumer will allow what he or she gets. You buy on the internet, give a credit card number and get goods and services delivered.

The Distribution Revolution - Network Marketing credibility.

Network Marketing is quoted in Success magazine as the "Most Powerful way to reach the consumer". We now have companies like Coca Cola, Microsoft, AT&T, IBM, SHARP, TEXAS INSTRUMENTS, Gillette, Colgate-Palmolive distributing some or all of there products through the Network Marketing channels. These companies are firm testament

to the industries success and credibility. And you will see over the next ten years this industry distributing more and more products and services to the end consumer.

So what does this mean for you?

With consistent effort the network marketing industry model can give the average person wealth in 2 to 4 years. If you have a Network marketing business working 7 to 10 hours a week you can double or even triple your income inside two years. You can produce residual income where you get paid forever for work you did in the past. If you are willing to trade a 45 year retirement for a 2 to 4 year one then this business is for you! One of the major benefits of this business is you can have unlimited income potential. Yes UNLIMITED INCOME! Complete financial independence from the Rat Race as we know it.

What does Residual Income mean to you?

If you had a Million Pounds in the bank right now paying a generous 5% interest that million pounds would pay you a measly £50,000 a year. Yes I do mean measly. How big is your pension fund then? If you are making £50,000 in a job you would have to have a Million pounds in your pension to retire on the same income at 65. Shocking isn't it!! I bet most don't even have much beyond £5000 by 35 let alone a mill! Alternatively if it took you two years to build a Network Marketing business that pays you £5000 a month in PASSIVE RESIDUAL INCOME you could proudly say, "I have a Million Pound Business" and you wouldn't need to lift a finger to make that income flow in!! Positive Monthly Cash flow every-month for you and your family to enjoy!

So how do you make your money?

You can make money in two ways where 1 is small business and 2 is the big business model.

1. Professionally marketing the products as a small business to residential and businesses.
2. Building a big business of distributors where you get leveraged paid income from the royalties of your network. Your income comes from the up and coming business builders in your groups that are leveraging each levels efforts.

The power of leveraged time!

What is the maximum amount of time you could possibly work in a week? If you worked six days a week for 24 hours a day you would achieve 144hrs of productive work. That is heavy!! Lets look at it another way. If you had 50 distributors in your organisation all working part time for 7 hours a week you would have 350hrs of productivity going into your business every week. That is 206hrs more than you could achieve working six days a week 24hrs a day!!! Does that seem fair? It is absolutely fair. Cause this is what the wealthy know and implement!!

John Paul Getty the billionaire is quoted as saying, "I would rather have 1% of the efforts of a hundred people rather than 100% of my own effort" He understood this concept of leverage! And this is what we do in this business. We leverage the efforts of lots of business builders to create residual income from all the people we bring into the business.

These incomes that are being produced are very lucrative and very profitable. We have distributorships that are literally producing 80 and 90 percent profit margins. They can literally be worth tens of millions of pounds when built up as profitable business and can be sold as that. There are distributors all over the world literally producing high 5, 6 and even 7 figure monthly incomes!! You say, "7 figures a month!" That's a Mill! Even though that is quite exceptional it certainly is not unprecedented.

My recommendations to you is to get into this industry right away and learn the ropes. Study the great players of this fabulous business and learn what they have done.

<http://ezinearticles.com/?Network-Marketing---What-Are-the-Benefits-of-MLM?&id=61019>