

Don't You Think YOU Could Succeed If You Knew...



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Introduction

I am not saying that you should **never** talk to your friends and family about your business – of **course** you should.

You wouldn't or shouldn't, be involved with your company if you didn't believe it to be a genuine and ethical opportunity - which you are **excited** and **proud** to be part of it. It's just that you need to judge *when* the best time is to present it to them.

And this will depend entirely on your relationships with these people.

But I am here today to say that your **close**, "warm" market does not **need** to be your starting point when establishing your business, in fact it may be the **worst** place to begin.

I *know* this is what your upline might tell you, but it's most certainly not the **only** way - and may not be the best way for you.

So *when* is it a **good idea** to approach close friends and family as soon as you get started in the business?

- 1) When you are **100% certain** you have a product or service that they **want** (not *need* - there is a big difference)
- 2) When you **know** they are looking for a lifestyle or financial solution – your business opportunity may be able to provide.
- 3) When you are **confident** you will not jeopardise your long term relationship by speaking to them.
- 4) When you are **happy** you are not going to come across as *desperate* and *needy*.

If you can put a tick alongside **any** of these points, then go ahead and speak to these people first.

Building your business with people that you know and care about **is** the **very** best way to start *if* you are comfortable with this approach. You will gain confidence and experience in presenting the business and you will get the best quality referrals from people who know, like and trust you.

Why might it be the **worst thing** you could do, to approach close friends and family as soon as you get into the business?

1) All the people you know will **NOT** be prospects for your product or business opportunity. This can lead to strained relationships if the intention (ie just to *share* a good opportunity), is misunderstood.

2) You may end up disappointed that you were not able to best present the opportunity to your friend. Someone whom you know could *really* have benefited from what you have to offer.

3) Rejection from a close friend could cause irrevocable damage to your confidence and conviction, when you are first getting started.

4) If you come across as *desperate* or *needy*, you will not inspire confidence. You may get a temporary customer, but you will struggle to build a more meaningful business relationship.

If you don't feel comfortable about approaching friends and family straight away, then just '**put them on ice**'. Start by building your business in **other** ways and **then** come back to them in due course. (I will cover how to do this later on).

The chances are they will be *expecting* you to approach them and will be surprised and intrigued when you don't. Be prepared for them to ask you about your business, but resist the urge to see this as a green light to *steam* into a full blown business presentation.

If you are confident and collected in how you explain your business you will be able to tell if they are interested in knowing more.

If not, leave it with them. You have planted one of many seeds that you will have to sow if you are to be successful in this business and that is *really* what it is all about.

They may come back to you in the future, or if not, you can approach them more directly at a later time;

- A time when your business is already up and running.
- A time when you feel better equipped to train and support them.
- A time when you don't **need** them to join your business for you to be successful.
- A time when you will definitely **not** come across as **desperate or needy**.

Don't leave it too long though – these are your friends and you will be very aware of the enormity of what your business potentially has to offer them.

Some time soon, you will just need to give them the '**chance**' to say **Yes** or **No** to your opportunity.

Then you can move on in the knowledge they have had exactly the same chance as you to be part of fantastic business - a business that is changing the lives of many, many millions of people across the globe.

1. Why Network Marketing is exploding around the world

The world is changing – and faster than it has **ever** done before.

Up until 250 years ago, almost everybody was 'self employed' and people traded goods and services between themselves to earn an '**INCOME**'.



The onset of the Industrial Revolution saw the birth of the corporation and the foundations of what we now know today as the '**JOB**'.

Ever since then, society has directed people towards earning a living through having a **job**.

We tell our children to "study hard at school to get a good **job**".

The function of the education system has been primarily to prepare our children for **jobs**. (*Or more accurately to 'spit' out an endless supply of tax payers!*).

Even in today's troubled times you hear about governments searching for ways to create **jobs**.

But they can't hold back the tide for much longer - things are starting to turn full circle - back to where they were 250 years ago.

"The corporation as we know it is unlikely to survive the next 25 years" – Peter Drucker, World Renowned Business Consultant

There is no such thing as job security or a '**job for life**' anymore.

And maybe that is not such a *bad thing* - because having a job doesn't fit into many of our lifestyle aspirations of today.

We just have to be prepared to alter our mindsets – from that of needing to get a **JOB**, to that of finding a way to earn an **INCOME**.

This is one of the reasons why the Network Marketing business model is exploding across the world at this moment.

Many people choose to start up a company or a business by themselves, but the failure rate of small businesses is very high – **as much as 80%** within 5 years.

Franchising is a very popular alternative, because it offers all the branding, training and support of an established business.

Therefore the failure rate is much lower - but the cost of buying into one of these opportunities is prohibitive for the majority of people. You also have to work very hard to recoup your initial outlay and some people just discover this to be swapping one *job* for another.

Network Marketing is a low cost, low risk business opportunity that is increasingly offering the **same** level of training and support systems that are found with Franchise companies*. It is also a business that you can start off **part-time** and increase your involvement once it begins to bring in a **significant income**.

Many of today's most well-known entrepreneurs have spoken out about how Network Marketing is now recognised as a '**viable and genuine business model**'.

Richard Branson has his own Network Marketing business as does Warren Buffett, the world's richest man. He stated that it was "**the best investment I ever made**".

Some experts predict that Network Marketing is entering the largest stage of growth in the industry's history and that this could last for the next **20 years!**

Their forecast for this is based on an alignment of the **5 Critical Factors** which saw Franchising boom in the 1980's.

From '**Franchising**' by Hall & Dixon (1988), the five critical factors were –

1. Franchising had spent time as a 'fringe' form of business, building its reputation as its successful companies fine-tuned their systems to the culture.
2. It had a sufficient number of successful companies to expand from.
3. It had a strengthening regulatory environment, including a strong trade association, namely the British Franchise Association.
4. It was developing an increasingly positive media image.
5. It had huge success overseas to measure against.

Network Marketing, (as Franchising's closest cousin) is mirroring those **same** factors, **right** now.

Have you ever wanted to be at the forefront of something big?

Now is the **perfect** time to get involved.

It is low cost, low risk, you can start part-time and you **don't** have to lose any of your friends to build a hugely successful business.

Read on to find out how.....

* Training and Support Systems will vary from company to company and some will be better established than others.

2. The Power of Numbers

Many people confuse Network Marketing, also known as Multi Level Marketing or Referral Marketing, with Direct Sales – but as we have already seen, it is much more closely aligned with Franchising.

With Network Marketing the idea is not to **'sell'** your product to as many people as possible, but to **'share'** it with a few and then help them to do the same. It is a business based on the principle of many people doing a little, rather than a few people doing a lot.

Real success in Network Marketing comes from building an **organisation**, but that is nowhere *near* as daunting as it may sound. This is where the **Power of Numbers** comes in.

Let me explain.

You will have joined your organisation because you either loved the products or were excited by the business opportunity. Don't you think that somehow you will be able to find another **couple** of people that may feel the same?

Great! And do you think that these two people	2
may also be able to <i>sponsor</i> a couple of people	<u>x2</u>
into the business themselves - if you <i>teach</i> them	4
how to do it? And how about if you were able to	<u>x2</u>
teach the 2 people that you introduced, to teach	8
their people how to sponsor 2 people for	<u>x2</u>
themselves? You would have done all you need to	16
do to build a substantial foundation for your	
business – a business that will now continue to	=30
prosper - whether you do any more work on it or not!	

But what if you could each sponsor 1 **extra** person, or 2 or even 3?

2 people each	3 people	4 people	5
<u>x2</u>	<u>x3</u>	<u>x4</u>	<u>x5</u>
4	9	16	25
<u>x2</u>	<u>x3</u>	<u>x4</u>	<u>x5</u>
8	27	64	125
<u>x2</u>	<u>x3</u>	<u>x4</u>	<u>x5</u>
16	81	256	625
30	120	340	780

This is why the Network Marketing is **soooo powerful**.

You could have 780 people in your organisation through personally sponsoring just **5** serious people!

And you can be earning money from **EVERYONE** of those people**

This is the Power of Numbers and the most important thing is that it makes the business realistic and within most people's capabilities.

It makes it **Do-able**.



But if you are starting to do the math on how many you would have in your organisation if you were to personally sponsor 8, 9 or even 10 serious people..... **Beware!**

Five or six is probably the most you can work effectively with at any one time - making sure they are developing their teams in the way you have developed yours.

When your personal sponsors are self-sufficient, and don't need you anymore to grow **their** own businesses, this is the time to replace them with someone else.

Yes this *is* a **fantastic** business model, but like any business it will only be successful and have longevity, if people want your product and you offer the best support.

I will look at these issues next.

** Some company Compensation Plans will vary.

3. The Importance of the Product

Network Marketing companies distribute a wide range of products and services including; household cleaning equipment, cookware, cosmetics, jewellery, utilities, children's books and health and wellness products.

All of these markets have broad appeal, so how can you decide which one may be right for you?



- 1) It should be of a very **high quality**. At least, and preferably better, than anything that is available for sale on the High Street.
- 2) It should have a **uniqueness** which makes it stand out from similar products. The more excited that you are about the product, the more others are likely to be so too.
- 3) It should be **consumable**. You **must** have a product that you don't get paid on just once, but continue to receive commissions on month, after month, after month – a **true residual income**.
- 4) It should be a product that fulfils a **genuine need** for you and people you know - something that **you** will be happy to use and to reorder again and again.
- 5) It should be aligned with **predicted economic trends**. All businesses that have targeted the influential Baby Boomers Generation have made fortunes throughout the years.

For more **independent** information on the latest best business opportunity trends, go to this very informative [video presentation](#)

6) It should be **recession proof** - something that people will continue to want during times of economic uncertainty.

7) It should be a product that appeals to peoples **WANTS** rather than their **NEEDS**.

8) There should be **testimonials and true life stories** from people who have experienced the product or succeeded in the business opportunity - preferably both.

The more of these boxes you can tick, the greater the possibility of huge success there will be.

You may have noticed that I have not included "*There should be a generous compensation plan*" in my list above.

Obviously this is an important consideration, but in my mind is far behind the 'Importance of the Product' and the 'Training and Support' that you will get from the company and your sponsor.

What is the point of earning 75% commission, if it is a product that no one wants and you get no help in building your business?

We will move on to why the training and support structure of your organisation is critical to your success.

4. Good Training & Support is Crucial

There are a lot of Network Marketing companies offering products that people want, and that can provide a genuine benefit to those who use them.

But however good the product, without strong leadership and support from an enthusiastic team, it is unlikely that your business will flourish as it should.



'You are in business for yourself, but not *by* yourself'

A good Training and Support Structure should include:-

- 1) An easy to follow system for 'Getting Started' in the business
- 2) Resources that enable you to find out all that you need about the company and products
- 3) A straight forward and duplicable business presentation that you can use to build your business
- 4) A structured series of trainings and meetings that you can 'plug' into whenever you want
- 5) A library of tools for you to use in prospecting for your business
- 6) Internet support and a website that you can use to promote your business
- 7) An upline system that is approachable and available - right up to the top

The purpose of the structure is to instil in you, the **competence** and **confidence** that you will need in order to be successful.

One of the greatest assets of Network Marketing is the '**upline**' **system**.

This means that if the person who sponsored you, cannot help with your problem or query, there is always someone further up in the organisation that can.

There is no *competition*.

It is in **everyone's** interest to help and encourage you to become successful because by doing so *they* will prosper too. You just wouldn't get **this** level of support if you owned a traditional small business or, had a Franchise.

Another benefit of the upline system is that you will learn different approaches from different people. This is very important because there is more than one way to build a successful business in Network Marketing.

If you are part of a successful team you will hear lots of different angles and be able to find a way which will work best for you.

The best organisations will have 2 or 3 trainings/meetings throughout the week that you can 'plug' into whenever you want.

However, if you feel pressurised or 'bullied' into attending trainings or meetings then you will not be successful with that company.

There can be a thin line between motivation and intimidation in encouraging you to get moving with your business – but there shouldn't be. If this happens, your upline is focusing more on their own success than yours.

You have to be able to see the full potential of the opportunity for yourself.

You should have a firm vision of how much better your life will be when you become successful with it.

Good leadership treats everyone as an **individual** and will offer support and encouragement as long as you show a **commitment** to wanting to make a success of the business.

5. Starting Your Business



There are more ways to start and develop your business (otherwise known as prospecting), than there **ever** have been before.

More importantly there are more people looking to **start** their own business or create a second income than ever before.

So many people are searching for some kind of *solution* in their lives right now – which can usually be broken down into **financial** or **lifestyle**.

Financial – bills or credit cards to pay - *need* to move up to a bigger home - *need* to get a new car - desire to fund private education - need to fund children through higher education - faced with redundancy - threatened with repossession – facing retirement with inadequate pension – separated from spouse or partner – existing business turnover is down – failure of small business – need funding for residential care for older relatives - etc, etc, etc

Lifestyle – *want* to move up to a bigger home – *want* to get a new car – want to travel more – want to spend more time with family and friends – want to provide their family with the things that all their friends seem to have – hate the two hour commute to work and back each day – hate working shifts or weekends – want to quit the job where they feel unchallenged and unfulfilled – want to have a second home in the sun where they can retire to in later life - etc,

Any of these people are **your potential** prospects.

Do you think that *somehow* you may be able to find 2, 3, 4 or 5 people that may be interested to join your business?

This is where you start, with the **confidence** and **conviction** that there are many people out there who will be as excited as you are with this booming business opportunity.

But how are you going to find them?

Firstly you should always *look* to your 'warm' market. These are not **just** your close family and friends but people that you meet regularly in your everyday life.

- Who do you know that could do with an extra income or is looking for a way out from their job?
- Who has had previous experience in Network Marketing or you think would be just *great* in this business.
- Who may be initially interested in the products that your organisation promotes?

Your leaders will show you how best to approach them, and as I have already said, you do not have to *actively* start here if you don't feel comfortable.

There are **plenty** of other ways in which to find those first few prospects.

Once again your upline will be able to give you dozens of proven ways that you can advertise and attract people to your business. It is their job to help in any way they can, to get your business up and running.

If they haven't or don't – [Click Here](#)

Make sure that **EVERYONE** that you come across knows about your new business.

You don't **need** to do a full 'sales pitch', just let them know what you are up to and that you are *genuinely* excited about it.

Start to sow seeds – you never know when they will land on fertile ground - plant them wherever you go.

6. You Can Do Anything When You Have B.E.L.I.E.F

When you first get started with your business, you will naturally be excited and have high hopes about what you are going to achieve.

But this can fade very quickly once you start to find out that not everybody is going to be as immediately excited as you are, about your product or the opportunity.

This is where a lot of potentially bright business prospects can fall by the wayside.



Many people don't understand, or are not informed, it takes a little time and effort to put down a few firm roots for your business. Roots that can hold you firm through any early set backs.

Unless you have massive instant success when you start to prospect and share the business (which most people don't), it can be very easy to become deflated and demoralised and think "*this just won't work for me*".

You need to get *beyond* the initial excitement and enthusiasm and develop a strong **belief** you really **can** be successful in this business. If you have this true belief in the opportunity - the product and your ability to be successful - you will be well prepared to weather **any** early storms you may face.

More importantly this belief and confidence will subconsciously come across to the people you talk to about the business and they will be much more receptive to your presentation.

Once you decide on *where* you are going, the steps towards reaching your goal will begin to fall into place.

So what are the 6 stages of developing this belief?

(Starting at the very beginning of discovering your opportunity)

Becoming aware – You have to put yourself in a position where you will come across a *variety* of business opportunities, which you **must** consider with an open mind. **(You are probably passed this stage)**

If you have a closed mind and take the view that everything is a scam or it just won't work, then you will never get **any** closer to the **solution** you are seeking in your life.

There are lots of genuine opportunities out there, but only a very small minority may be suitable for you. It will depend on the factors that we have already laid out - but to find that **best** opportunity you may have to research and discount a number of possibilities.

So whether it is responding to ads in newspapers or shop windows, subscribing to online forums or newsletters, or attending networking groups, etc - you have to *put yourself in a position* where the right opportunity will sooner or later be presented to you.

Envelope yourself within the business – You must throw yourself into developing a deeper **understanding** of how your business works.

By this I mean, about networking marketing, the leaders, the products, the market place, the compensation plan and how **you** can grow your business.



Join in with the training sessions and support systems your company offers, and attend local meetings to learn from a variety of people at different stages of their business development.

Do your own independent research on the internet. There is no need to spend a fortune on books and other resources at this stage.

The main objective is to make sure that this **is** a business you can 'feel at home with' and that you will be comfortable to share with other people.

Once you get to this stage, you can *start* to 'spread those seeds' and prospect the business for yourself.

Learning – This is of course a continuous process - you should **never** stop learning - but the aim is to get to the stage where you are knowledgeable enough to be able to chat naturally about your opportunity.

This knowledge will come from a *deeper* understanding of the factors outlined above, but should also include some reading of **independent** resources about the network marketing business model

["The 45 min Presentation" or "How to Build a Large Successful MLM Organisation" by Don Failla \(Amazon, £3 - £5 second hand inc P & P\) AND "100% Confidence" by Ed Ludbrook \(if not Amazon, Knowledge is King\), are two of my favourites.](#)

The best companies now understand that it is no longer simply a 'numbers game'.

Effective Training = *Increased Retention* = Increased Reputation = *Attraction of Better People* = Increased Turnover and Profits.

It is the increasing levels of **competence based training** within the Network Marketing Industry that is seen as **the major** factor in its forecast growth. And this makes perfect sense.

If you started your own business as a plumber, or ran a franchise as a carpet cleaner and you weren't competent, then you wouldn't survive. Nobody would rehire you or recommend you to friends and family.

The more competent or **professional** you are, the more successful you will be.

This is the same with *any* business and is why the best Network Marketing leaders are focusing on quality training and support for their people.

Inspirational leadership – The best organisations will have not just a few, but **many** experienced and successful business people you can draw upon for guidance and motivation. The influence this can have on increasing **your** chances of being successful **cannot** be underestimated.

1) If the top leaders are active and approachable, you will be able to learn from their 10, 15, 20+ years experience of the business.

They will know what works, and what doesn't, and will be able to shortcut your path to success by showing you the very best ways to get started with your business.

2) You will have access to leaders of *other groups* within your organisation who will have *different* ideas and approaches.

You may learn a method of building your business you had never even considered - one that could be **perfect for you**.

3) Even if the person who sponsored you into the business is new and inexperienced, you still have an equal chance of success by 'tapping in' to these successful people further up the organisation.

4) You will get to 'meet' people at different levels in the business and from different backgrounds. This will give you confidence that anybody *can* be successful if they *want to*, and if they do things the right way.

5) Everybody will want to help you because they too will benefit from your success. However, most people get satisfaction from helping others anyway – it genuinely isn't always about the money.

This universal support system is virtually **unique** to Network Marketing and a crucial factor to the success of this business model.

If we go back to our self employed plumber, or our carpet cleaning franchisee – how many people could they call on for guidance and support? Most would consider them competition.

Even if you are *employed*, you would probably have only two or three people, because of the company structure!!



Enthusiasm – If you feel enthusiastic, excited and **confident** about the business, and the place it has in your future - it can become a self-fulfilling prophecy.

Whereas if you are unsure of yourself and lacking in confidence - it will have the opposite effect.

Of course, I am not suggesting you should unleash a gibbering diatribe about how absolutely fantastic your product and the opportunity are - to **EVERYBODY** that you meet.

But at the same time you mustn't feel reluctant or embarrassed to talk about it either. It is impossible to say the wrong thing to the right person.

If you have got this far, you now **have to** trust your instincts. Make a **commitment** to yourself to work the business *properly* for 6 -12 months and give it a 'fair crack' to show that it can work for you.

Don't the potential rewards of the business justify a commitment for such a relatively short period of time?

Especially knowing what you do about the economic situation, the business model, the product, the opportunity and the successes that have already been achieved?

Forging Ahead – Once you get started, you will find that many of the concerns and reservations you may well have had, will just fade away.

When you talk to people about your business, they won't run a mile and most will at least be receptive to what you have to say.

Don't forget your first objective is to communicate with as many people as you can and **share** (not sell) your business with them.

Cast as many *seeds* in the air as you possibly can at this early stage. Some will fall on fertile ground and shoots can appear at any time – on many occasions from unexpected places.

If a particularly productive 'patch' emerges, then of course you can nurture that area more than others.

In other words, you must do as much *activity* as you can in the early days – your team will help you with planning this.

By trying a few different '*targeted*' methods, you will be more likely to find an approach that works best for you. You can then spend more of your time working in this area.

However you will be amazed that you will receive interest from the more unlikely of places, and sometimes this can be from activity that you did some time ago.

If you decide to take massive action in your new business, go about it in a **positive** and **confident** way - and **learn** as you go along - there is virtually no way that you can fail to succeed.

Having the belief that it **is possible** to achieve huge success in the Network Marketing Industry is very easy to attain. After all the facts, figures, reports, trends and living examples are clear for all to see.

However having the belief that it is possible for **YOU personally** to achieve huge success in a Network Marketing business is not always so easy to hold on to.

Hopefully this report will go some way in helping you to believe this is a very genuine and very viable business opportunity that **can** work for you - as it already is for millions of other people around the globe.

Conclusion

The Network Marketing Industry really does offer a very **genuine** and **viable** business opportunity for many people, in our changing times.



It is still very much a people-to-people business, but there are more ways of developing your business and attracting quality business partners than **ever** before. You just need to be trained and supported in how to do it *properly* – like **everything** else you have ever done.

If you are looking for a home based business opportunity, why not take the time to look beyond your preconceptions or previous experience, to see if this could offer the solution that **you** have been looking for.

One last personal thought – *it was this 'fear' that led me take momentous action in my own life*

As you get to the end of your days on this earth and you start to peacefully drift away - how will you look back on the life that you have lived?

Will it be with the general reassurance and satisfaction that you have done the very best for yourself, and for everyone else whose life you have touched?

Have you lived life to the full and followed the path that you really wanted to? Are you happy with what you have achieved? Have you **truly** given it your 'best shot'?

Or have you somehow... tragically... sold yourself short?

Please. Don't leave it that late – you ***need*** to be having that conversation with yourself right ***now***.

The Network Marketing business model and the Power of Numbers really doe's make it possible for ***you*** to realise your dreams and to start living the life that you ***want*** to live.

All the very best for your future,

Alan

.....***"It's never too late to be who you might have been"*** –
George Elliot

Are You Ready To Get Started?

Put The "Power of Numbers" To Work For You – [TODAY](#)

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