

# **Restore your dreams!**

## **Have you given up on your dreams?**

Many people have. Either they see no possibility or an opportunity of making it come true or, as the majority of retired people find out when they retire, that they are financially embarrassed and cannot afford to stop working, and that is just to make ends meet. Most elderly people feel they have lost the opportunity to restore any lost dream, because they are just trying to survive.

Some people are so deep in trouble financially, because of debt, that they cannot even service the interest on their debt. It is impossible to get out of debt if you already cut the "fat" out of the budget, sacrificed the luxuries and any dream that you would liked to have saved for, and do not have the opportunity to increase your income. Your job or position does not create the possibility to earn more.

Most people feel themselves out of depth to start a business. Statistics reveal that most small businesses fail within the first three years. Even if you know a success recipe that is fail proof it costs big money to start up and most entrepreneurs do not have this financial ability. Banks are reluctant to lend out money if they do not have the collateral as a security. Therefore the risk with an own business increases.

Even if you have the capital and success plan you have to establish your business in a real world, one where you are faced with competitors, price wars, legal requirements, staff and unions that regulate their actions, shoplifting and losses, a demand on your physical presence to keep the finger on the pulse, which in effect means you are working for the business instead of vice versa.

If this has made you negative towards starting an own business you might consider getting a different job that pays better. Reality has shown that moving upwards in the chain is not as easy as it seems. If it were there would be less PhD qualified people waiting at restaurants or doing jobs, which have nothing to do with what they studied for. Most applicants are discriminated against because of the lack of experience and qualifications, age, sex or any non-essential reason. In the age of rationalising businesses many people are unsure of their economic futures. Laying off of people and downsizing companies are the order of the day.

Even if you found yourself a secure job that pays well it will still place a limit on you due to the concept of linear income: that is receiving the same amount every month. Once you increased your spending up to your income level you are back where you were. However, there is hope.

Network Marketing is a growing business trend since the late '40's. It originated in the USA where someone thought creatively into marketing their homemade products. Instead of marketing the products through retail stores they gave individual people an opportunity to make business for themselves from home to sell it to their friends and family and to make money in the process. Once the concept took off it became more refined. You were given an "agency" to market the product and to appoint other agents in your sales team and earn off their sales too.

In effect what is happening today is that customers pay 70% more than the value of the products or services that they are purchasing through the retail system. The hidden costs of distribution and advertising lies within the 70% mark-up. More and more companies realise that to market effectively they need to create an incentive to people who testify as satisfied customers and so generate sales of the product and to establish a loyalty program for people who continuously use the product. The companies share this 70% with people like you and me who participate in marketing their products. What you get paid for is to change the buying habits of people and as the market increases your income increases and as it expands to other countries you get paid in their currency.

One of the various companies in the Network Marketing industry is Golden Neo-Life Diamite International (GNLD) ([www.gnld.co.za](http://www.gnld.co.za)). They have been in business since 1958 and have already expanded to 55 markets. Their presence in Africa is since 1971 and is the largest Networking Company in Africa. They manufacture consumable products that range from cleaning yourself and your home, nutritional and herbal products to take care of your health, the most advanced skin care range on the market and a weight management program to handle the pandemic of obesity.

GNLD trains its leaders to ensure their and the company's success. Therefore it is important for those who want to become financially free to take note of certain business principles and apply them daily.

## **SIX REQUIREMENTS FOR FINANCIAL INDEPENDENCE**

1. Be in business for yourself.
2. Earn from leveraged income.
3. Sell a product that is consumable and in demand.
4. Absolutely guarantee the product.
5. Reward those who do the work.
6. You must attain your success by building the success of others.

### **1. Be in business for yourself**

You need to find a compelling reason why this is your business. Without a burning desire to accomplish a dream or reason for having a business for yourself you will fail. Though it is your business as an independent distributor of GNLD, where you decide your inputs of time and effort, you are not alone in the business. GNLD supports you all the way.

GNLD takes care of the logistics of your business like the legalities surrounding opening and establishing markets in different countries, import and exporting, warehousing, appointing and training staff, paying monthly commissions across the world and supplying you with a print-out. They develop the range of products that need to be marketed, which are not just another product on the shelf, but their unique approach, in contrast to other companies in the industry, is that they have their own independent board of scientists that advise them on product research and -development. Their products are unique and of 100% guaranteed quality, are everyday needed consumables, and available in these countries through the company's Global Business Support System.

### **2. Earn from leveraged income.**

The majority of businesses and people earn an income through simple addition. They add to their income linearly. Every month they have an income and every month they have expenses. Some people deem themselves lucky if both are constant. When you subtract expenses from income you either have a surplus or a deficit. Every month the process repeats itself. Very few people increase their wealth because of the inability to increase their circle of income. If you work per hour, you only have 24 hours per day, and then you reach your income ceiling.

If you are selling something you reach a natural saturation at some point, either because you can only move around and sell in an area until you reached everyone or when you run out of time to reach everyone. You can only make so many sales and no more.

To earn from leverage you need to harness the power of multiplication. If you were to do the following for the next 12 months: find one person per month and train him what you can do. In month 2 you go out and find another one and repeat the process. Your first prospect starts doing the same, finding someone he can relate to, who has a burning desire to be in business for himself etc. and trains him too and continues to repeat this for the next 12 months. By the end of 12 months you will have 4096 people in your team or sales organization of which you have only recruited and trained 12 persons and helped them to do what you did.

Month	Organization size
1	2
2	4
3	8
4	16
5	32
6	64
7	128

8	256
9	512
10	1024
11	2048
12	4096

Let's say that you only have a 50% success rate, you will still have about 2000 people. Let's assume that these people purchase products monthly from GNLD for their personal household use of only US\$100. In the books of GNLD will stand that your business has done a turnover of \$200,000. This excludes any retail sales that you and your team could have done.

GNLD pays you for the work done. You have created a growing market of consumers of their product. For this they pay a monthly bonus of 3-25%. The maximum profit available on a GNLD product is 67%. The minimum you could thus earn on this amount will be \$6000. What happens in month 13, 14, 15 ...? It grows exponentially. This is harnessing the power of multiplication and earning from leverage. It is called passive or residual income. The income reaches a point where it will outlast you and will become a legacy for your next generation.

### **3. Sell a product that is consumable and in demand.**

GNLD does not develop and market products that are fashionable or products that are the 'in thing' and can make us some money. They create needed products. Yes, stoves and fridges are needed products, but how many do you purchase over a lifetime? They just last too long. The ideal is to be in the market of needed, consumable, but not perishable products. GNLD's products fulfil this requirement 100%, enabling you to have a repeat market once you have established it. You hardly have to convince anyone to wash or be healthy. All that is needed is that they realize the benefits of the products you have through GNLD.

### **4. Absolutely guarantee the product**

GNLD puts their money where their mouth is by guaranteeing not only the products but also results. E.g. they guarantee that you will feel better in 30 days when you use their Feel better Program, you will loose 28% of your wrinkles in 28 days if you use the Nutriance skincare products in the synergy cycle.

By guaranteeing the product absolutely you as distributor of the product do not have to do it. You need only do your part of the marketing strategy you do best, talking to people. GNLD will do what they are best at, supplying you a product of excellence.

### **5. Reward those who do the work.**

In traditional business it happens most of the times that the workers in the company get paid less than the owner or the managers, though they worked the hardest. It is perceived as unfair by those who do the work. In GNLD you get paid according to your effort. Many people are conditioned by parents or the system that effort equals sweat and toil. This is not necessarily so. If you work smarter and not harder you can accumulate wealth much faster.

Andrew Carnegie, famous US businessman, said that he would rather earn 1% off the effort of 100 people than having to give the 100% effort himself. In Network Marketing this is possible. Instead that one or few persons earn everything or most of the earnings at the expense of those who did the work, it is possible to be remunerated proportionately to one's own effort. GNLD's compensation plan is fair, allowing those who are prepared to work hard and smart to earn an income accordingly.

### **6. You must attain your success by building the success of others.**

In conventional business success is acquired by eliminating the opposition. Only when you win the war will you have a victory and taste success. This is scarcity thinking. This is not true for GNLD. Your team that you develop is not in competition with you. The bigger your team grows and the more product that they distribute for GNLD the more you will earn, BUT before your team does not make a sale, achieve

some level of financial success, you will neither. You need to help your team in achieving their goals and targets and make money. This is an abundance mentality. By helping them become successful, you will experience the benefit of a growing and enthusiastic sales team, duplicating what you have been teaching them. "Help other people get what they want and you too will get what you want" - Zig Ziglar

This is a people's business. The importance of personally selected associates that you helped become successful cannot be underestimated. Andrew Carnegie, founder of U.S. Steel said, "You can take away my mills, my patents, my customers, and my money. But leave me my five key managers, and before you know it, I will again be number one".

### **Simple Business Plan - Try, Tell, Show, Do.**

The catch in the business is that it is built on simplicity. It is so simple to do (not necessarily easy!) that some people want to reinvent the wheel by doing the business differently. Those that are already successful in the business have found a "secret recipe" or system to work for them. They have taught their team the same system and those that are following it taste the same level of success. The basics for this business is:

#### **1. Try - the products yourself.**

You save money because you get the product at a 20% discount. You obtain experience from the product. This creates a testimony that sells the product for you. A first hand experience is more believable than a hearsay experience.

#### **2. Tell - others about the opportunity.**

This is what the company pays you for. You are their advertising medium. You know people they don't. They pay you for your influence in the marketplace.

#### **3. Show - the product to others.**

Not all people will be interested in the opportunity, but most are interested in experiencing the benefits that the products offer, especially if they are more superior and at a more affordable price than what they currently use.

#### **4. Do – what you have been taught: Try, Tell, Show and Do.**

This is a monkey-see monkey-do business. Train the people you personally sponsored and show them what the proven system is.

Imagine you are standing in the middle of a forest in the dead of winter watching a snail start to climb up a fruit tree. A rabbit comes hopping over and proceeds to ask the snail what he is doing. The snail replies that he is going to get himself some fruit. With that, the rabbit looks up and sees nothing but barren winter branches covered with snow. As he looks down at the snail he starts to snicker, calling him stupid and informing him of the obvious - there is no fruit up there. With that, the snail replies that when he finishes getting to the top, there will be. If you think long term about the business like the snail, you are in the right opportunity.

It is a wise man that digs a well before he becomes thirsty. Do not wait for trouble before you do something about it. If your dreams are important for you, do not wait for someone to make them come true for you, because no one will. Take control of your future by taking action and deciding that if anything has to change it will have to start with you. What do you have to lose? For less than the cost for a decent pair of running shoes you can register with GNLD. There are several options, depending on in which country you are and how quickly you want to grow your business. You can discuss the options with your sponsor, but this could range in the region of US\$50 – US\$1000.

As we experienced, you will never regret your decision. You can bless others by passing this opportunity on to others, because you too can become a dream builder!

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