

WHY NETWORK MARKETING?

Independent business owners are the glue that holds together the world economy. However, going into business for yourself means a load of responsibility and debt that can only be anticipated with great trepidation. Even if you are lucky enough to have a substantial enough savings to get started, the chance of losing it all very quickly will be ever-present, giving you more cause to worry than you have ever had before.

First you will have to worry about the expenses: hiring, training, wages, utilities, insurance, taxes, overhead, and innumerable other costs. Then there are the hours... Don't expect to see much of your family or friends for a while, at least until your business can support itself without your constant attention. And that could be a long time. Eventually, though, you do have the chance to become financially independent.

Fortunately, there is a way to reach the state of financial independence without the serious risks, investments, and excessive overtime described above. We are talking about Network Marketing! You can save yourself the tens or hundreds of thousands of Rands usually needed to start up a profitable business. Anyone can afford to get into network marketing, and that's why it works.

You now have the chance to work for financial independence with a minimum of initial requirements. All you need is some time, some informational guides of the company and an effective contact management program to orchestrate your rise to success.

WHY DOES NETWORK MARKETING WORK?

Network Marketing works because everybody helps make money. You get a huge network of distributors constantly selling at least a small amount of product each. The net result is a tremendous amount of sales!

For this kind of business to prosper, the average person must be able to perform the required tasks with relative ease. If only professional marketers can do it, the network will never reach a profitable size. Everyone must be a potential recruit.

If you can recruit and train large groups of part time distributors, a growing, sustained cash flow will eventually appear for you, just like it has in every other Network Marketing success story.

THE DIFFERENCE BETWEEN NETWORK MARKETING AND TRADITIONAL BUSINESS

Traditional business breeds competition. The best producers may be promoted, while the others wait for their chance or are left by the wayside. Having great coworkers can be a detriment, because the chance exists that they may be better than you. And if they are better, you could be out of a job.

Network Marketing, on the other hand, encourages everyone to be the best. If you can recruit someone who is better than you, you won't lose anything. In fact, you will profit! The more exceptional people you can recruit, the more money you will make. Each month, no matter

how much they produce, you will make money. Rather than threatening your position, these people will push your income toward the sky.

THE DOUBLING PENNY

Network Marketing uses the concept of compounding to give the average person the chance to create an immense income.

Imagine the two following situations. In one case we have a straight wage of R10,000 a day. In the other, one penny on the first day which will double on each successive day. Now let's stretch it out over a typical month of thirty days.

The first pay plan will pull in R300,000 (not a bad wage at all), but the second will net over five million Rand!

Do the sum yourself and take a look at how it works!

Eventually, both your network of contacts and therefore your income will grow rapidly by combining this concept with the multiplying power of word of mouth advertising.

BUILDING YOUR DOWNLINE

Network Marketing is a people helping industry, therefore when you help people to succeed, their success will in turn help you to reach your financial goals. Become good at what you do, then duplicate yourself. Teach others how to do what you have done. To do this:

Start with yourself. An example of how you can structure your downline:

Recruit 5 people.

Teach those 5 people how to recruit 5 people = 25 people.

By only recruiting 5 people and teaching them to do what you've done, you now have a good start on your network. You can stop there, but if you continue, look at what will happen:

Those 25 recruit 5 each = 125.

Those 125 recruit 5 each = 625.

Those 625 recruit 5 each = 3125.

The sky's the limit!

Not everyone will want to get in on your plan. It is important to be realistic when you are looking at creating a profitable network. But even if you allow a generous margin of 75% of the population (a 3 : 1 ratio) that don't want to join your program, you still have 25% to work with. That is more than enough to make you a lot of money!