

# Understanding the business in more detail

This information is designed to help you understand;

1. Is network marketing for you and;
2. Are you ready to make the first step to changing the rest of your life?

## Understanding Network Marketing

Network marketing, also known as multi-level marketing (MLM), is a system for marketing and distributing products. It is essentially the most effective form of advertising; word of mouth. Companies that use network marketing business models are no different to other companies; they just use one of the fastest growing business models to make their products known. Instead of paying for traditional forms of advertising such as TV, radio, print and celebrity endorsements, they spend the money on people.

Rather than pay for the traditional retail model to get products from A to B, they use people, cutting out the middle men and using the internet for orders to be made online and shipped direct to the consumer. This is why network marketing is the ultimate social business model and the business model of the 21st century, and why the most successful entrepreneurs, including Warren Buffet are venturing into the network marketing world.

## Product Quality

The quality of a product from a business that uses network marketing is normally a much higher quality than their retail counterparts. So much money is being saved from the marketing and distribution of products that they can afford to invest in creating high quality products.

## How Network Marketers Get Paid

Network marketers get paid for the product that goes through their business. Arbonne for example pays independent consultants a percentage of the volume of products that goes through their business each month. The genius thing about this distribution model is that you will not only get paid for that initial product referral, but you get paid again and again, every time someone shops online, orders and pays for their products to be shipped direct to their door. This is residual income, and the only person that decides how much you're worth and how big your pay cheque is each month, is you.

## Things to Consider About This Opportunity;

### You no longer have to trade time for money

If you are an employee, self-employed or a small business owner, no matter what you earn per hour, the trap is the same. If you want to be paid, you do the time. This is the industrial revolution mindset we are taught in school. But this system is broken; it's an exhausting way to live. Network marketing is entirely different. It's not about trading your time for money; it's about on-going income that compounds upon itself, that pays time and time again. It comes from 3 basic steps; (1) learning about the company and products, (2) spreading the word, and (3) teaching other people to do the same.

In network marketing, a successful business can run itself without you. It takes time to get to that point, but eventually it will happen. By doing what you are currently doing, in 5 years' time could you stop and still get paid each month?

### Freedom and flexibility

Build your business around your life, instead of your life around your work. Your office can be a local coffee shop, your sofa, your friend's house, the beach, anywhere you want. You can lose the commute, stay at home with the children if they are sick, go to the gym during the day, anything you want, your business will give you choices and time freedom, you dictate your time, not your boss, you are the boss. The best thing is you can keep doing what you are already doing, so if you have a full time job you can build your business in the nooks and crannies of your life. And then choose to leave your plan A and make your part time plan B, your plan A.

### A business in a box

With a network marketing business the really hard work has already been done for you, you literally buy the tools you need to grow your business; ultimately it's a business in a box. Product development, research, manufacturing, distribution, administration, etc is not even a factor, this has already all been done for you. All you need to do is plug into the system and go.

### Training and support

One of the most crucial aspects of a network marketing business is the ongoing training and support. Network marketing is a business that is about people helping people. If you are not helping people grow their business, you are not successfully growing yours. However if you help your Team grow their business not only will they begin to succeed, but you will too. The best thing about network marketing businesses is they have some of the most comprehensive training programs available, it's like business school and is all practically free.

### Getting paid what you are worth

You get paid for your effectiveness, not your effort. The better you are at what you do the more you get paid. And the less time you spend doing it. The unique thing about network marketing is all the skills required to build a successful business are learnable. All you have to do is be coachable and willing to learn. Unlike any other job or career, in this business, people who have the exact same title or started at exactly same time can make vastly different amounts of money. It's a completely level playing field.

### **Choose who you work with**

Network marketing is probably the only business that allows you to meet amazing new people, work with the friends and loved ones you choose, train with the best mentors around, and spend time with successful positive people whose primary goal is to help you. You choose your board of directors, they could be your closest friends and family, you get to spend time together and create a life by design together.

### **You do not need a huge network to be successful**

Perhaps the biggest misconception about network marketing is you have to know lots of people to be successful. That could not be further from the truth. You just need to know a few, who know a few, who know a few. The compensation plans vary depending upon the company, but in general you can build a substantial Organisation with as little as four leaders.

### **Turn an expense into an income**

Turn something that costs you money into something that makes you money. You redirect your spending into your own company; you're getting paid to give yourself business. It really is that simple.

### **Take charge of your financial future**

For many of us, the fate of our financial future is in someone else's hands. Network marketing allows you to take back the control. You decide how to grow your business, how big to grow your business, where to grow your business and when to grow your business. The only limits are the ones you set.

### **The network marketing industry is poised to explode**

Network marketing is here to stay. But it doesn't mean it will stay the same. On the contrary, all signs suggest that network marketing is about to embark on its largest growth spurt yet.

With network marketing you really do learn as you earn. Don't let fear or lack of understanding paralyse you, the most successful people in the world take action, so if business is something you could see yourself doing, take action, and get back to the person that introduced you to this business.