

Earn a Residual Six Figure Income...Change Your Life!
You've Heard the Success Stories...Now It's Your Turn to Become One!



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Why Network Marketing Is One Of The Best Businesses To Have

1. Relative Small Amount Of Risk

The difference between an employee and a business owner is that the business owner creates his own possibilities while the employee accepts the possibilities imposed on him.

There is a certain amount of inherited risk involved when you become an entrepreneur. We are confronted with losing money, wasting time, not being in profit right away, etc. In a traditional brick and mortar business, the startup cost associated with opening that business is what holds many people back from becoming the creators of their own destiny.

Have you checked how much start-up costs are required to get involved in a new business, say for instance an Internet Café? I once considered doing that, but I was held back because of the costs to get it running.

People do not like risk and try to avoid it by all means. We'd like a "guaranteed bet" and stay within "our safe zone". In business, you don't eliminate risks, you learn to minimize them.

The advantage of starting a network marketing opportunity is that there is a small risk to get started. With a couple of hundred dollars, it is possible to get started with a company of your choice, marketing products or services that you yourself consume already. The amount of financial commitment is insignificant compared to that of traditional business.

The rewards in network marketing in relationship with the risk taken are well justified.

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2. A Huge Demand For Good Quality Products Or Services

There are a myriad of network marketing companies that promote very good products.

When I decide on a company, I always ask myself:

- Would I still consume these products/services if there was not an opportunity to market them?
- Do these products bring any benefits to a consumer besides the opportunity to make money under a network marketing program?
- Would I bring "value" to my customers if they consume these products?

If there is one thing we can learn from traditional business is this...

Every business needs repeat customers; even a network marketing business. We as distributors ONLY get paid when we find consumers of our products and when these customers continue that consumption, we then create that residual income.

3. Residual Income

I am sure that you pay your gas, your electricity, your phone bill every single month. These are the types of services that for the most part provide an ongoing stream of residual income for these companies and we consumers of these services in many cases, can not be without them.

The greatest advantage of a network marketing business is that it gives you an opportunity to enjoy residual income just like those companies do.

When the initial effort of getting a new customer is completed, you can enjoy the residual part of that business relationship.

We are so used to trading our time for wedges that we often times don't see the potential residual income of a network marketing business.

With network marketing not only the rich have access to residual money, but by direct selling your products, you can also claim your share of the residual income pie.

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4. The Income Potential

There is no cap on how much money you can generate. In my corporate jobs, my big limitation was that regardless how hard I worked for these companies, my income was tied to a “market standard” for someone with my skills. I could never be allowed to make more money than my immediate boss.

In a network marketing business, that’s not the case. It is up to you to decide how much you want to earn. A company doesn't hold you back in the same way the corporate environment does. As long as you have the skills set of a trained network marketer, you make that decision based on your stamina, energy, and your willingness to help others.

The skills set is key, once you trained yourself to become a marketer, you can market anything you choose and generate that income you seek.

5. No Employees To Hire

By far, this is a clear advantage over traditional businesses. A network marketing business is a business of people independently working together.

Without any employees, it’s possible to build a business right from home. No employee nightmares such as lateness, quitting, injuries, insurance, or the costs involved. This industry give you that added benefit, be in business without employees concerns, by having a network of independent business owners working together towards a common goal.

6. No Inventory

Traditionally network marketing companies would have distributors stack up on inventory. This concept alone has given the industry a bad wrap for years. However, modern companies would capitalize on the technology and tools we have in place today to avoid having distributors stack up on inventory.

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Among them, we have:

- Internet Telephony
- The Internet
- Drop Shipping Ability
- Consumer Leads
- Conference Lines
- Web Conference
- High Speed Internet Access

When selecting your best network marketing business, no stacking up on inventory should be among the factors to consider. It'll make your business more agile to any market condition shifts.

7. Low Operating Costs

The network marketing model makes possible to run a business at low costs compared to any other business model. This is where your upline support should come in. A GOOD upline mentor should allow you to piggyback on his expertise, on his knowledge, on his leads, and help you generate the funds to pay off your initial investment and get in profit early in the life of your business.

8. Leverage

Your network marketing business is a:

- people business
- business of appointments
- business of helping consumers find what they have the need for
- business of helping others create businesses.

You reap the rewards of helping by leveraging the efforts of those you help. Your success in business is predicated on the success of those businesses. This develops a collective mind set that promotes “win-win” relationships.

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9. Portability

With the advent of technology, we can do today what distributors 10 years ago could not – make our business portable.

Have you ever wanted to move to a location where the employment profile was not attractive economically? A network marketing business now gives you the chance to live where you like without the constant economic fluctuation of the area.

We now have a phone technology that allows you to take your telephone and move it anywhere you like transparently to your customers.

As long as you have broadband access to the Internet (DSL or Cable), you can take your computer, your phone, and continue doing business while you are on the road, on vacation, or visiting relatives whether that be in another city or another country! Do you see the added benefits?

10. Attainable Freedom

Imagine having a productive business in network marketing providing you with a lifestyle that only the rich and famous enjoy. When all the pieces are in place, the life of a marketer can be very fulfilling indeed.

That's the dream every new distributor chases and it is only attainable when there is a clear understanding of how to get there and your skills are sharp.

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