

“10 Tips For Choosing The Right Network Marketing Business For Your Life and Your Lifestyle”

According to the Direct Selling Association 5,500 people join a Network Marketing company EVERY DAY in the United States. Some of these people are brand new to the industry while others are leaving one company and joining another. If you don't choose wisely the company you decide to align yourself with you will get lost in the crowd and only see minimal results. People usually join a Network Marketing company because they were referred by a friend, family member or co-worker. But they hardly ever do any due diligence to see what they are actually getting into.

Many people have this skepticism about the industry of Network Marketing also known as MLM or Home Based business and by so doing they call it a Pyramid Scheme. Not understanding that a J-O-B is a pyramid as well, but for whatever they justify being part of that scheme.

Here are some of the main reasons why people either get out of this industry or jump from one MLM company to the next never sticking around long enough to get results and be successful:

- They don't genuinely like the products or they purchase in bulk and can't sell them
- They have been told that this is way to make fast quick money and when it doesn't happen they look for the next shiny object
- They think it will be “easier” working with another company or sponsor
- They lack the patience to stick it out and erroneously believe success and money will happen faster with another company
- They lack consistency and positivity
- They don't have a mentor or sponsor that will train and encourage them as well as hold them accountable
- They don't feel as though they are part of a team
- They feel a lack of communication and commitment either with the company or their upline sponsor
- They lack the marketing skills and are not willing to learn
- They are looking for a plug-n-play system and are not willing to put in the work
- They are not coachable or trainable but blame their lack of success on others
- They don't believe it can happen for them
- They don't want to put in the time and think it will be a faster climb to success somewhere else
- They are misled by their sponsor and left feeling discouraged and frustrated

There are a few network marketing opportunities that are just scams. But there are far more that are well-intentioned, strong and viable company's to be a part of. So how do you separate the corn from the stalk? Here are ten tips to help you pick the right network marketing opportunity for you and your lifestyle.

1. How long has the company been in business?

If you want the efforts you put in today to pay off for many years in the future, choose a company that has proven that it will be around for the long term.

90% of all network marketing companies FAIL within their first 2 years. You want to invest your precious time, resources, AND YOUR FUTURE into something that will be in business for years to come.

It is not true that if a company has been around too long – more than 5 years – the market is saturated. But it is true that if the company has been around less than 5 years you are taking a calculated risk.

2. Is the company financially stable?

In other words, does it have the money that it will need to grow, to maintain a solid infrastructure, to attract talented management, to keep pace with technology, and of course, to pay your commissions!

Because I have been burned by a company I was with for 8 years that was shut down by the FTC in 2015 I prefer publicly traded companies because they're required to disclose their financial condition in DETAIL every 90 days to the SEC and other governmental agencies. But they are accountable to their shareholders.

However, with privately owned MLM's the profits can be funneled back to the distributors, instead of into shareholder's pockets – assuming the owners are not greedy and shortsighted, of course!

3. Does the company offer products or services that are unique to the market place?

Meaning, they're not readily available elsewhere, especially at a discount, and they're not just another copycat product that has loads of competition. The products must be of value, but not overpriced, and preferably with a money-back guarantee.

Since the business is about long-lasting residual income, the products have to be consumable and of high quality. This leads to repeat purchases by customers, month after month, and year after year. It's not just about making a big one-time sale or commission.

Needless to say, you have to use the products yourself. If you are not “sold” on the product or service you will not be able to sell it to anyone else.

4. Is there a genuine need for the product or service?

You’ve probably heard horror stories about people ending up with a garage full of expensive oils, vitamin drinks, Tupperware, etc. Well the reason that happens is because only other distributors will purchase the product at that price! Your product or service must fill a REAL need at a fair price.

The products need to be simple and convenient to use, and must deliver on the benefits promised by the manufacturer. In other words, it MUST provide tremendous value, so the customer is the biggest winner.

5. Is the product or service trendy or a fad?

You can’t build long term residual income (i.e., your retirement) if the product or service only has short term appeal. Do you remember when people used to sell long-distance phone cards? If not, that’s because they are now defunct due to the capabilities of our cell phones. Think long term instead. The product or service must be something that your customers will continue to use for a very long time.

6. Can you generate immediate income?

You want to be able to finance your marketing and expansion efforts from cash flow, not from savings or loans from friends and family.

A good Network Marketing compensation program must clearly state how much you will earn for each product sale and for each new recruit as well as how much you will earn as you move up the ladder. Also look at the commission amount. Does it sound too good to be true? If yes, then it’s most likely a scam.

7. Does the marketing system take full advantage of technology?

Not everyone is a sales type, but ANYBODY can plug into a system and tools that do the selling and sorting for you!

One of the fastest ways to fail at network marketing is to try to sell and recruit your friends, family, neighbors and strangers. Why? Because that’s hard work for minimal results!!

Thanks to the Internet, there is a much better and more FUN way to [attract](#) people who are already looking for the product, service, or opportunity you have to offer. If your company is nationwide or

worldwide, then your market is HUGE! You can ONLY reach this very wide audience by using the Internet. My [10-Day Bootcamp](#) can teach you how to use technology the right way and generate massive results!

8. Is the person who is introducing you to the opportunity committed to YOUR success?

If they are, the company is strong, and the product or service is a winner. However, you must be willing to learn and if so, you WILL succeed.

There's a big difference between a "sponsor" and a "recruiter." A sponsor coaches, motivates and trains. A recruiter just signs people up and in most cases, abandons them.

You want to choose someone you resonate with, a leader. Someone who can teach you [Attraction Marketing](#), someone who genuinely cares about your success.

9. Is there a way to build your business part-time without losing your full-time income?

Most people that get into this industry are already working a full-time job and with other commitments such as family, social and community activities do not have another 20-30 hour a week to spend building their business.

The company must have automated systems in place that can do the heavy lifting, such as selling and sorting, so that you can use your limited time efficiently.

10. Will you have FUN?

Although this may not be a requirement of your current JOB, but to me - it's important! You should have a lot of fun with your business partners while you work together to build a long-term business and your financial empire.

So there you have it — ten criteria for selecting a network marketing opportunity that fits your life and lifestyle. Of course, even with a great company, there's no such thing as a free lunch. You WILL have to work! But, with the right opportunity - unlike your job - it won't have to be forever.

If you do this right, choose wisely and decide to Go Pro, it can be the best decision you will ever make!

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