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Create YOUR Fortune in Network Marketing!

Network Marketing delivers lifestyle and freedom!

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3519 words | 12 pages

NWM is a business and industry of tremendous competitive advantage. There are so many ways for you to maximize your talents, abilities, skills, and resources. There are so many ways for you to be and achieve just what you really desire and that for which you work. This month we celebrate one full year of TheNetworkMarketingMagazine.com

Congratulations to George Madiou! He truly has created a NWM "storehouse" for us. He calls it a library. The library has tremendous resources for networkers at all stages of professional ability. TheNetworkMarketingMagazine.com is for your "personal development and professional growth." I know that from my visits with George that he desires the industry to be all that it should be and could be. He wants the business to be one of integrity and fairness. George definitely desires to raise the image of the industry of NWM. For that I am grateful and hope that he is successful in his cause.

> ***Using the resources of TheNetworkMarketingMagazine.com you can increase your competitive advantage in doing the business. NWM is the choice for more and more people because of the competitive***

advantages it provides and the benefits it delivers.

Time and Effort Leveraging

A good program for part-time network marketers allows individuals to capitalize on time and effort leveraging. Because NWM is built upon the principles of helping others and getting paid upon the “geometric” productivity of people, part-timers can receive above average compensation for part-time work. Many earn full-time wages because of this powerful leveraging principle. Leveraging gives you positional advantage. Today, you need all the competitive advantage you can acquire. There is plenty in NWM for both your time and effort!

Free Enterprise

NWM is free enterprise at its finest! With an appropriate and legitimate NWM program, that is designed to reward part-timers, synergy between company, full-time mentors/leaders, and part-timers produces financial rewards for each of these segments of the industry. Because over 80% to 85%of participants in NWM are part-time, wise full-time career professionals seek the mutual benefit of a win/win relationship with the masses of part-timers! They desire to assist the disillusioned, downsized, corporate castoffs to develop a significant part-time income. For many, the money becomes serious — even going beyond their previous full-time corporate wages or salaries. The NWM company of fairness and integrity desires to serve the part-timers of the industry. These companies recognize and maximize the economic opportunities created through the continuing trends of downsizing and vanishing retirement security.

Part-time NWM can be very lucrative with the right opportunity. It enables so many people to personally take advantage of free enterprise.

“Maximizing the competitive advantages of NWM makes you a breed apart, and the rewards are plentiful!

Earn What You're Worth

One of the obvious benefits of NWM is that you are paid what you are worth. You are not restricted to the amount of income you earn because of traditional corporate thinking about "how much a job or position should pay." That's a refreshing thought! You really can earn based upon performance, not based upon the traditional corporate scale of what the company can afford to pay at a certain position. In NWM, when you get the job done, you make money.

The competitive advantage of NWM is that you earn what you are worth… and with a potential to earn a great deal of money!

Use Your Talents and Resources

NWM is a business in which people from all walks of life succeed. Developed talents can be utilized. Creativity is rewarded. Success is achieved with the resources that are at hand. Some start with few resources and talents, but succeed in a big way. It's because they want to. It's because their individual talents and resources, whatever they may be, when properly focused and engaged, can produce success in NWM. The competitive advantage of NWM is that anyone who wants to do the business and succeed, can… and that's certainly not the case in the typical corporate environment.

Be Your Own Boss

In NWM, you are your own boss. You should be able to spend more quality and even more time with your family, your hobby, your cause, or your favorite thing! There's no "dog and pony" show when it comes to dress. You establish the dress code and wear what you want to. There is no long or stressful commute. You are the boss and have the flexibility and control that brings greater satisfaction from your career. There are no unfair quotas, evaluations, or dismissals from the business. You set your standards. You establish your goals. You evaluate your performance and reward appropriately. The competitive advantage of NWM is that you are your own boss and that provides you flexibility and security!

Many Financial Benefits

Money is an obvious benefit and the major attraction for the vast majority who get into NWM. Some families need a second source of income. Some individuals want the money so they can send their kids to college. Others are preparing for retirement, saving for a new home, working to get out of debt, or providing their own current living expenses. A tremendous benefit is that residual bonus checks provide a lifestyle and financial security thus giving the independence and emotional freedom so many people are seeking. Money is a competitive advantage and in NWM almost anyone can get the financial benefits they need and desire.

Help Others While You Help Yourself

So often in traditional business your success is at the expense of other people. It's a "dog-eat-dog" corporate world. You cannot have the company's best interest at heart or that of a fellow-worker. That might cost you your job, your career, your retirement! So, be careful just whom you help and what you do to assist others to get ahead. Not so in NWM. As you help others, as you share all you can to make them better and more successful, you help yourself. A major competitive advantage of NWM is that it is a people-helping-people business and that makes it much more enjoyable and fulfilling.

"If a man looks sharply and attentively, he shall see Fortune; for though she is blind, she is not invisible."— *Francis Bacon*

Great Equalizer

NWM is a great equalizer! It is no respecter of persons. There are no rigid requirements that must be met to get into NWM. Almost anyone can succeed if he/she has the desire and the work ethic. Young people have done it. Mature folks have made it! Women have obtained vast wealth. Men have built large bonus checks. YOU can create YOUR fortune in NWM. Yes, you really can!

> ***Fortune is not invisible in NWM. Look sharply and you'll discover that YOU can create it!***

Good Fortune

Fortune can be defined as “a hypothetical, often personified force or power that favorably or unfavorably governs one’s life.” In NWM, you create YOUR own fortune. It has a great deal to do with your mentality — your desire!

> ***When you want it badly enough, you develop the “good fortune” attitude. It’s contagious from you.***

You make your own luck — and in NWM, you can turn that “fortune” into serious financial wealth!

Financial Fortune

Fortune is also defined as “extensive amounts of material possessions or money; wealth; financial success; prosperity.” Whatever the amount of “fortune” you desire, you can obtain it in NWM. Some have desired $10,000 per month and are happy when they earn that on a continuous basis. Others have found $50,000 per month more to their liking. And yet, there are those that find fortune in an additional $300 per month. It makes a difference in their lives.

What’s the Value of $300 per Month?

Its value is surely more than most people realize. It takes $72,000 invested at 5% interest rate to produce $300 per month in interest income. When the interest rate is 3%, it takes $120,000 invested to earn $300 per month in interest. A residual income of $300 per month has great value!

Which Is Easier for Most Folks?

Assuming a 28% Federal and 8% state tax rate, to set aside $72,000 net cash in an account, you must earn $112,500. Of course, all of the after-tax money must go into the savings account. So, which is the easier way for most folks to produce an extra $300 per month in income? 1) Earn $112,500 and save $72,000 in an account, or 2) develop a NWM downline of between 10 and 40 people? Well, you decide for yourself. I know there is great fortune in NWM!

Time Fortune

I suppose the most valuable thing any of us has is TIME! Time is irreplaceable! Time freedom is indeed a fortune! To do what you want to, when you want, and with whom you want. How fortunate! You can call that “following your heart.” You can spend time with your friends, family, and loved-ones. You can help with that charitable cause, or other meaningful service, for as long as you want. You can play all day if you desire. That means golf, skiing, movies, shopping, racquetball, tennis, swimming, walking, chess… you really decide what it means to play — and WHEN! — and HOW LONG! But, to have time freedom (time fortune), you must have financial means.

Success System

In today’s ever expanding and complex economic environment, NWM is truly a system for success. More and more people are seeking to make additional money by creating a home-based business.

> ***NWM enables newcomer entrepreneurs to maximize their potential for business development, cash flow, and, importantly, profits!***

Significantly, anyone who really desires to get into the business can do it. The financial investment is not so outrageous as to stop those who have limited resources. The business does not require formal education or a specific college degree. NWM can be a successful business venture because it’s a success system.

Action Pattern for Success

NWM is a system. Its success is based upon the concept of duplication. Within the system, you’ll find the tools, techniques, strategies, products, motivation, and leadership to build a network, which produces residual income. You are not required to develop the idea, the product, the tools, and the methodology. This is all in place. NWM is in and of itself an action pattern for success. Wonderfully, there is flexibility within the success system for individuals to utilize their unique strengths, resources, creativity, knowledge and strategies to maximize success. Besides being profitable, it’s a fun business!

Simple, But Powerful

NWM is a business of duplication. The attractive opportunities are simple. There is power in simplicity. The simple NWM system is easy to learn, easy to use, and easy to teach. NWM can produce immediate activity and cash flow. The results are not only rewarding, but also motivational. There is serious lifestyle from the power in NWM.

Time and Cost Efficient

Most participants in NWM are part-time. The business was created for part-time involvement. It is for people who desire to change their financial condition. Some want to get out of debt. Others want to buy a new car for new house. Others want increase their lifestyle. Because NWM is a success system, it is time efficient for those who have busy lives. On a limited schedule of activities, a part-timer can earn a significant bonus check. The system also makes the business cost efficient.

> ***Most newcomers don't have to "reinvent the wheel." They acquire and use what others have developed to create a bonus check.***

Easy to Be Involved

NWM is a business that can be learned by doing. The system allows newcomers to take quick action and get fast results. Most participants are average people. Approximately 90% of networkers are part-time. NWM is a business success system that was created for the part-timers. It empowers the masses to create and enjoy a profitable home-based business. Many part-timers have turned NWM into a lucrative full-time career.

Leaders and Mentors

You are not left alone in the system to learn and do the business by yourself. Upline leaders and mentors share in your vision because your success makes their success. This is a "people-helping-people" business. The system operates such that a leader or mentor helps you until you develop the desire and skills to be a leader of your own business. For

those who do not desire the leadership role, they can still learn and share the business utilizing the system of leaders and mentors from an upline support group. In NWM, it's said that you are in business for yourself, but not by yourself.

Security

Jobs are constantly going away. It is a continuing trend. The rules of the employment game have changed dramatically, and they have changed forever. Corporations desire contract work so that benefits and retirement programs don't have to be provided. The "40/40/40" program is no longer available to most people, even if they desired it. Careers are a thing of the past. You must provide your own income and retirement security. If you are able to retire, it will most likely be from what you provide for yourself. A great way to approach the retirement years is to be semi-retired in NWM for the rest of your life.

No More Commuting

With a home-based business, you don't have to fight the freeways and be concerned with "road rage." Typical commuting times are 15 to 30 seconds — you know, just down the hall. And, there's very little congestion. Not only does it save time and money, but you simply no longer have to deal with rush-hour traffic. This saved time can be spent in personal development, family activities, recreation, or perhaps charitable service. Eliminate the commute and rid your life of the stresses of commuting.

Free Enterprise with Tax Advantages

Operating a business from home is perhaps the last bastion of free enterprise. Tax deductions and advantages are available for the properly run home-based business. Tax experts can help you maximize the use of the tax code. In NWM, there are various ways to market your products and build a business. It is free enterprise at its finest when you are able to operate with the freedom of an independent contractor. There are usually no territories to restrict your activities. NWM companies want you to expand your business to whatever size you can build and manage. There is tremendous leverage in the use of your time and financial resources.

You can maximize the free enterprise system in NWM.

Your People Connections

We all have people connections. We come by them naturally. We also develop them. Your connection with people is a valuable human resource. NWM enables you to blend and leverage the relationships. With an appropriate strategy and vehicle, you can connect many of your people resources with money. For some, the income that is derived from a networking organization maintains the desired middle class way of life. For others, the combined human resources create an abundant lifestyle. Increased leverage occurs as more and more people are joined together in a “pulsating,” viable group of homebased networkers.

Connect to Small Business

One of the cornerstones of the American economy is small business. With the continuing trends of downsizing, cocooning, and self-reliance, a NWM homebased business can play an important role in your financial security and success. Most network marketers are part-time. They love the diversification of income. They appreciate the additional second income coming from their connections with people. They are convinced that the only way to maintain and exceed the middle class lifestyle is to connect with small business. They recognize that the most efficient and effective way to partner with small business is through a homebased NWM enterprise.

In so doing, they are connecting money and people.

Ease of Entry

Once we recognize the trends, as well as the opportunities, it’s relatively easy to get involved in a NWM business. Even though it’s a serious business, the required investment capital is reasonable. You can build a thriving business on a part-time basis. Because of the time and human resource leveraging, average people are empowered to earn a full-time income on part-time activity. Act upon your instincts. Use networking connections to preserve and/or improve your precious lifestyle. Thousands of first-time networkers are carving out their business niche in the multi-billion dollar world of NWM. They learn the business through upline connections. They expand their business though downline connections. They literally connect people with money and money with people.

“The $300 Solution”

Randolph Byrd wrote an insightful *Upline*® Special Report in 1996. He was discussing issues of how to keep people involved in a NWM organization. Specifically, it was his people in his organization. Most of us know that 80 to 90 percent attrition rates are the norm. That’s the average trend. We also know that some 90 percent or more of the participants in NWM are part-timer networkers. So, what’s “The $300 Solution?”

Randolph Byrd writes, “There are two things which prevent most Network Marketers from achieving success: (1) They don’t make $300 per month quickly enough, and (2) Their downline distributors don’t either!

Surprised? You’re not alone. But the truth is that $300 is the income-earning threshold below which there is no *NWM Sales organization* — because there are simply no Networkers to make one.

> ***People who make $300 a month in this business stick around. People who don’t — don’t. It’s that simple.”***

So, how do you apply the principles of “The $300 Solution” to your business? Make certain that you’re in a program in which the majority of the people you prospect, recruit, and sponsor can make $300 as quickly as possible — and the people that they prospect, recruit, and sponsor can do the same thing.

Integrity and Image of NWM

Just what is integrity of NWM? It’s really offering a viable opportunity for the masses in the industry to make money. The company owners have always seemed to make money. The heavy hitters can make money in any type of a compensation plan — they’ve proven it! But, the part-timers must have a compensation plan in which they can make money based upon the part-time effort they are able to put into the business. Remember, they are part-time! Get them to $300 quickly in an opportunity and see how they thrive!

Once this integrity of NWM is firmly established and flourishing, there will be a dramatic shift in how people feel about NWM. When the small guy and the little lady start to make money, and when the public begins learning of this part-time financial success, the image of NWM dramatically changes. It's going to take more than some positive articles in mainstream magazines and newspapers, and sensational NWM books available in bookstores that promote the big-time money earners to truly alter how people feel about NWM.

> ***The feelings and emotions against NWM will not change until part-timers make positive cash flow.***

Let's get the part-timers making money, talking about making money, and others promoting that part-timers are making money, and the integrity and image of NWM will quickly change for good!

Join Us! Create YOUR Fortune

NWM is truly a system for newcomers, part-timers, or for the full-time career professionals. This basic NWM business can be a miracle for the masses. By following the system and creating a networking business, dramatic financial benefits can be the rewards. For most people, it's much easier to create a business and a lifestyle in NWM than any other way. It's because, it's truly a success system that many, many people can duplicate! Do you want to make more money? Want financial relief? Want to get out of debt? Want to have higher lifestyle? Want some security in your life? Want to have financial stability? Do you desire financial independence? Want to experience time freedom? YOU need to start a home-based business in NWM!

> ***That's right! — a home-based business in NWM! Success to YOU in creating YOUR fortune in NWM!***

David A. Nelson has been a full-time network marketing professional for some 20 years. He has a successful track record as a distributor and trainer. He has a total commitment to network marketing and the viability of network marketing as a home-based business enterprise for great numbers of people, and not just a select few. He has a book published called: *Create Your Fortune in Network Marketing: A Part-Time Distributor's Guide to Financial Success*.

Prior to network marketing, he was a Sales Manager for Procter & Gamble and a District Sales Manager for Johnson Baby Products Company. In addition, he owned and operated the David Nelson Securities Schools of Denver and Dallas. He trained sales and management professionals to pass the National Association of Securities Dealers license qualification examinations.

David graduated number one in his class with an MBA from Brigham Young University after earning a Bachelor of Science in Economics. He lives with his wife, Nanette, in Centennial, Colorado. To get more details about "Posturing for Profits," feel free to contact him at dnelson@denveronline.net or 303-694-4151.