

The Best Business Keeps Getting Better

It does not take a Ph.D. To figure out how things won't work for you. Actually, any idiot can decide that fate. It takes vision, courage and creativity to figure out every day how it will work for you.

by **Richard B. Brooke**

938 words | 4 pages

"(MLM) is the best kept secret in the business world."

— *Fortune magazine*

"Dollar for dollar, (MLM) is the best investment I've ever made."

— *Warren Buffet*

Many businesses are downsizing, going virtual or going offshore and taking our jobs with them. That's bad news. The good news is that as a country we keep growing anyway. U.S. household incomes rose from \$13 trillion in 1991, to \$40 trillion in 2001. And during the recession years of 2001 to 2004 it increased another \$8 trillion! How is that possible? In part because of a home-based business boom.

Network Marketing accounts for a significant portion of the revolution. Those of us who have pursued Network Marketing have gone from relying on an employer to pay us and take care of our security, to us "getting it" that we are our only security.

***What was once considered risky-
is rapidly becoming known as the
smartest way to reduce taxes,
increase your income, build net
worth and create free time.***

The traditional business for most of us is out of reach. Hundreds of thousands in start-up capital- all at risk and far more than a full-time effort with competitors around every corner. There are no solid mentors and no life beyond the business. Network Marketing provides an alternative for those serious about their net worth and their freedom.

In his best-selling book, *The Automatic Millionaire*, David Bach says, “the beauty of this industry is that it’s all done for you. The only thing you need to do is find a reputable company-one that you trust, that offers a product or service you believe in and can get passionate about.”

Robert Kiyosaki, author of *Rich Dad, Poor Dad* says, “you’re actually building an income-generating asset. Direct selling gives people the opportunity, with very low risk and very low financial commitment, to build their own income-generating asset and acquire great wealth.”

And what once may have been looked down upon as a peddler’s opportunity is now seen far differently by those that should know. In the past few years alone, Network Marketing has been showcased in *Forbes*, *Fortune*, *USA Today*, *US News and World Report* and the *Wall Street Journal*.

“The best kept secret of the business world.” That’s how an article in Fortune magazine described Network Marketing in August 2004.

In 2002, Warren Buffet got many people’s attention when Berkshire Hathaway purchased a major direct sales company. Buffet now owns three direct sales companies and has said, “dollar for dollar, it’s the best investment I’ve ever made.”

Sir Richard Branson, founder of Virgin Records and host of other Virgin companies, founded Virgin Cosmetics in the UK- a direct sales company. The list of major MLM investors reads like a who’s who: Bertelsmann, The Body Shop, Crayola, Hallmark Cards, Jockey, Nestle, Remington Industries, Sara Lee, Unilever and Time Warner.

In his most recent book, *The Next Millionaires*, Paul Zane Pilzer forecasts 10 million new millionaires in the U.S. over the next 10 years, and predicts many of them will be people who are getting involved in their own Network Marketing business now.

Network Marketing has grown every year for the past 20, jumping over 91 percent in just the past 10 years. Today, more than 40 million of us enjoy annual sales of \$30 billion in the U.S and \$100 billion worldwide.

Every week, an average of 175,000 new people in the U.S., and an additional 300,000 worldwide, get their starter kit, learn their products and start offering their opportunity to others.

Some will persevere with a personal vision of fun, health and abundance and go on to live extraordinary lives. Others will not harness this personal power and will move on.

Either way, the opportunity to be part of a great movement in our country and the world is available to all of us.

We cannot deny that we are smack dab in the middle of the opportunity to change our lives and the lives of our families for generations to come. Not just with the wealth we can create, but with the wisdom to live lives worthy of such abundance. What we do with it today, tomorrow and everyday is entirely up to us. As good ol' Henry Ford said profoundly: "If we think we can, we will. If we think we can't, we won't."

It does not take a Ph.D. To figure out how things won't work for you. Actually, any idiot can decide that fate. It takes vision, courage and creativity to figure out every day how it will work for you.

***Make it happen for yourself. Do it
ANYWAY.***



RICHARD BLISS BROOKE, President of *Oxyfresh* and founder of High Performance People, has been leading coaching and training leaders – from high school sophomore to multimillionaire business builders – for over 20 years. He conducts a variety of personal and leadership development workshops and retreats. Through Richard's influence, hundreds of "new leaders" have discovered new distinctions in listening, leadership, courage, relationships, public speaking, team spirit, and big-time fun. He authored the books *Mach II With Your Hair On Fire* and *Mailbox Money: The Promise of Network Marketing*. He also co-authored *The New Entrepreneurs...Business Visionaries for the 21st Century*. To learn more, visit Richard's website: **www.RichardBrooke.com**.

*Copyright© 2005 by High Performance People, L.L.C.
Used with permission.*
