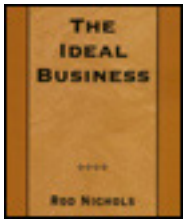
INDUSTRY | PROSPECTING | REVIEWS & RECOMMENDS

The Ideal Business

This book will do your sifting. Prospects will either be very interested or not at all - it's rejection free marketing.
Paperback, by Rod Nichols
529 words | 2 pages



Industry best-selling author, Rod Nichols has written a powerful book that should be a must read for every person, particularly everyone involved in network marketing. Nichols paints a compelling picture of our bleak economic future and the importance of making changes now. One of those changes is that each person should take control of their financial future by owning a business, but not just any business... *The Ideal Business*.

Financial giant, Paine Webber, included in their employee manual a document that outlined the twelve characteristics of the ideal business. This list included: Sells to the entire world, rather than a single neighborhood; has minimal labor requirements; low start-up and operational costs; is a cash business; and is portable, so it can be operated anywhere in the world. Nichols includes this list in his book and compares the characteristics of an ideal business to the various types of businesses, with only one standing up to the criteria – network marketing.

The book goes on to give a persuasive explanation of why network marketing is truly the ideal business. This includes a characteristic by characteristic description of how network marketing is the perfect fit. The balance of this section is seasoned with amazing, but true rags to riches

stories that further build the case for network marketing as the ideal business.

Nichols goes on to use historical evidence to give the reader a comprehensive guide to selecting the right network marketing company. He stresses that there are many solid companies and that it is critical to success that each person find the right company for them, their personality, and stage in life. Finding the right company doesn't insure success, but it will at least head the person down the right path and increase their odds. In this chapter, Nichols delves into company age, management team, product/service, compensation plan, and more.

The Ideal Business is powerfully concluded with some great tips on how to succeed in network marketing. Nichols' twenty-eight years of experience are evident throughout the book, but particularly in this final chapter, as it is packed with million dollar gems. This chapter alone is worth a hundred times the price of the book to the average network marketer.

I found *The Ideal Business* to be a quick and interesting read. It's a book that should be included in every new distributor starter kit, as it will increase belief in the industry and give distributors the ammo they need when confronted by skeptical prospects. *The Ideal Business* could also be used as a great little prospecting tool.

In a small number of words, Nichols has written what is likely to become one of the "must read" books in the network marketing industry. I recommend that you order at least twenty copies – one for yourself, one for each downline leader, and few left over to give to new distributors and tough prospects. You can order by going to www.TheNetworkMarketingMagazine.com/TheIdealBusiness

Aim High!
George Madiou