GETTING STARTED | MONEY | PROFESSIONAL DEVELOPMENT

NWM is the "Chosen Road"
So, YOU want to make money in NWM?

Learn HOW . . . Right here! Right now! Then, take action!

by **David A. Nelson**

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"Man's mind stretched to a new idea never goes back to its original dimensions."
— Oliver Wendell Holmes

Do YOU Want/Need the Money?

Of course you do! Your disposable income and financial resources have dramatically decreased because of the doubling of prices on gasoline, rising food costs, the shattered real estate market and devastated retirement plans. You really do need a financial "chosen road"!

Dubious Track Record

George Madiou of TheNetworkMarketingMagazine.com states: "*Many people have much to say about network marketing. And it is not all positive. Even millions in our own community feel uncomfortable or even ashamed or uncertain about the profession we have chosen as our primary or secondary occupation.*" How can that be on this "chosen road"?

NWM is an opportunity industry. Many have tried it or have heard about it. They're skeptical? Perhaps doubtful? Angry? Cynical? It seems to have the reputation of the "opportunity" to lose money. The few heavy hitters and company owners make big bucks, but not the masses — the part-time participants. It may be a "chosen road" for the hitters and owners, but it's not for the part-timers!

Here's a fact: Part-timers make up about 95% of the industry. Most

programs don't provide a compensation plan that adequately rewards part-time effort — thus the bad reputation.

> ***Here's a fact: If you want to and are willing to learn, you can make money. You must stretch your thinking to a new dimension . . . and believe it. Then, you too can benefit from the "chosen road."***

Quality Products Are Essential

As I teach the principles of making money in NWM, people often think that I don't believe that quality products are essential. They are! They are a must! **Here's a fact: Most NWM products are high quality.** It's not for a lack of high-quality products that part-timers don't make money. ***That is not the key!*** You can love the product, have the "greatest" product and product story, learn to sell the product... and unfortunately, still NOT make money.

Analyze How You'll Get Paid

You would not accept employment without knowing how you'll get paid. Regardless of how marvelous the product or service or job is . . . you still want to know how you'll get paid. You must do the same in NWM.

> ***Never join a NWM program without analyzing how you can make a positive cash flow on just a few people.***

You MUST Make a Profit on Just a Few People

It's critical that the compensation plan allows you to be profitable on just a few people! In most programs, you must have between 25 to 35 people just to pay for your qualifying product purchase. ***That's unacceptable!*** So, figure it out! Determine what it takes. Evaluate the qualification requirements. How much out-of-pocket expense to earn which bonuses?

When participants don't cover that cost in three to six months, most are gone! They quit. Makes sense to me. ***When you determine that a compensation plan won't pay a positive cash flow on a few people, don't do that program!*** Don't get on that path to financial loss. Remember, you want the "chosen road" of making money. You want this business to bless your life! Then, it can be as George Madiou describes it, "THE MOST EXCEPTIONAL AND REWARDING Of LIFE'S PURSUITS."

Simple, Revealing Analysis

Do a simple, yet revealing cash flow analysis. Assume that you personally sponsor four business partners. **Here's a fact: Part-time networkers can do that when they really want to.** Assume that those four personally sponsor four additional business partners. That puts 20 participants in your group. Assume each produces 100 points of volume that you get paid on. Now, from the compensation plan that is being analyzed, determine what the ***residual*** bonuses would be on those 20 people. To determine the profitability, subtract the cost of the qualifying product purchase. "Chosen road" philosophy is that you can make money when a lot of people each contribute a little.

> ***This is an industry of and for part-timers. The "chosen road' must reward them financially even when they attract a few that each do a little.***

You Must Make a Positive Cash Flow

If on those 20 people, the monthly ***residual*** bonus — don't use temporary fast start bonuses — if the monthly ***residual*** were $100 and you were buying the qualifying product at a cost of $135, then you would have a negative cash flow of $35 per month. That is clearly not good. That is no "chosen road." You have 20 people each producing 100 points you get paid on and you lose $35 dollars per month. **Here's a fact: You got onto the "chosen road" to make money.** You, as well as your business partners, must make a positive cash flow on just a ***very few*** people, even after the cost of qualifying product. If you were to lose $35 per month over a year's time, your "chosen road" has cost you $420. It's

no wonder that so many people are skeptical, even angry about NWM.

Revealing Analysis

So, you really want to make money in NWM? Before you get involved in any program, regardless of how great the product may be, complete the simple, revealing analysis. **Here's a fact: There is so much focus on product because most leaders don't want you to realize just how poor the cash flow is on small numbers of participants.** When you find a program in which you can make, say, $425 per month after-product-cost ***residual*** bonuses on 20 people, you now can have a profitable business. Over 12 months, that produces over $5,000 gross profit. That adds to your life. Now, you're on the "chosen road."

So, How Do YOU Make Money?

You have to talk to people and sponsor people and create product volume and invite others to get on the "chosen road" with you. As you do that, you all must be able to qualify for significant residual bonuses. You can determine that by analyzing the compensation plan ***prior*** to joining the program. If you cannot get the information and answers from the networker who is prospecting you, ***then don't do the program***. Regardless of the product, the product story, the system or the management team, don't do it. Those elements are important. They are critical. ***But . . . so is the design of the compensation plan.***

In George Madiou's quote above, he spoke of networkers feeling "*uncomfortable or even ashamed or uncertain about the profession*." If networkers were helping the majority who are attracted to NWM make money, even say $300 to $1,000 per month, I guarantee you they would not feel "uncomfortable or ashamed." This would become a ***financial*** "chosen road" and the reputation of the industry would change!

Making Money Comes by Retaining Part-Time Participants

Most of the business partners you attract to NWM are part-time participants who want to make money. **Here's a fact: If you want to make money and you want them to make money, you must work a compensation plan that is rewarding for part-time networkers.** You and they must make money on just a few participants in the group. If that is not the case, they do not stay... and neither do you. It's off the path to financial loss. When money is not made, NWM is no "chosen road."

Protect Yourself! Do the Analysis!
If you are having difficulty producing positive cash flow with your program, or if you are analyzing various programs trying to decide in which company you can make money, utilize the above revealing cash flow technique to assist you.

> ***Do not avoid the analysis. Believe the numbers. If it doesn't look good on paper, it surely won't be good in actuality.***

Protect yourself and your time, your efforts, your financial resources. Of course, you must also evaluate the management team, products, support system and timing.

Making Money in NWM Is Awesome!
There has been no greater need to make money in NWM than now. It provides the chance for people to overcome the current economic challenges. And we know that so many people right now need that "chosen road." NWM is for people from all walks of life who desire to increase their income on a part-time or full-time basis. NWM is for the proactive person who takes initiative in developing skills, meeting challenges, strengthening self-esteem, and cultivating lasting friendships and associations. Doing appropriate cash flow analysis is very important. It may be a new dimension for you. Use it! Believe the analysis! Take action! Make money and NWM is absolutely awesome! It truly is a "chosen road."

David Nelson has been a full-time, network marketing professional for over 20 years. He has a successful track record as a distributor and trainer. He's had over 100 articles published in industry trade publications. David has a total commitment to network marketing and the viability of network marketing as a homebased business enterprise for part-timers and newcomers, and not just the select few full-time recruiters. Because of this philosophy, Cutting Edge Media labeled David the "Protector of the Part-Timer." Cutting Edge Media also published his book: *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, teaching and training stock brokers and company executives how to pass the NASD 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 in Centennial, Colorado with his wife, Nanette. They have four children, Mark, Scott, Dana, and Craig and eight grandsons.

David was the number one money earner with a nutritional network marketing company for over seven years. He has consistently been a top money earner in network marketing.

David teaches correct network marketing principles. He loves network marketing and has a passion for doing the business.