COLUMN | SYSTEMS

The Due Diligence System

There are over 3000 companies in this industry, you will find the right one if you do your due diligence, this is your first system to your success.

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The leveraged success of an organization revolves around systems that work.

When you observe the most successful organizations and the most successful companies, it's not by coincidence that they all are following a consistent system. The system could be incorporating systems on training, prospecting, presenting, product knowledge and so much more.

Those companies or sponsors that just open the door and have their new associates just wing it on their own, are soon out of business. A lack of systems and direction is the single biggest reason in creating network marketing orphans. Unfortunately the industry has far too many of these orphans.

The very first system a new networker or a networker who has found themselves without a company (or facing the need for a change) is a personal system of due diligence.

The due diligence system is hardly ever practiced in our industry but it is the most critical step for anyone making a

decision to start a business in network marketing.

People who buy a car or buy a house or choose a school for their children, or make a decision on starting a new job or even the decision for a spouse, go through a due diligence process. These are all important life decisions. Well why wouldn't you go through the same serious step of doing your due diligence when you are starting your network marketing business?

I've always said that network marketing is the least expensive and best value a person can have to start a business. That's the good news... Oh by the way that's also the bad news!

I've also always said that if it cost someone $25,000 to get into their network marketing business, people would be a lot more careful in the choices they make and will go thorough a more thorough due diligence process before they jump in. The other thing that would take place is that they would treat it like a business, not a casual non-profit hobby.

People are constantly asking me why so many networkers are not enjoying any success in their business. I'll tell you one of the most distressing things I see today is the number of MLM junkies that are out there. These junkies jump from company to company, often joining 2, 3, 6 or more companies at a time. They then contact their friends, family members and down-line with some exciting story of growing hair or curing cancer or diabetes. Promises of the greatest vitamins or travel or grocery energy saving and you should get in them all!

These junkies wouldn't succeed and the people they badger wouldn't succeed. The most successful leaders that I know don't change companies 4 times a year. That's not to say they never change companies, but what I'm saying is these top leaders have done such great due diligence and continued learning about their company and the success systems, and they have a PASSION for the business that they're

in that you couldn't hit them with that machine gun of chatter to get them to even look at your deal of the week.

So here is the bottom line. The reason you are in or looking to get into your own business is freedom, personal and/or financial. Do your homework.

If someone hit's you with the machine gun of excitement and enthusiasm, take a deep breath. Go to their web site and review it. Ask yourself "can I be excited about this?" Ask for names of the most successful people in their up-line. Call the company and pick their brains. Understand the compensation plan, what will it take to make money and are you willing to do what it takes. Then take some time and step away for a period of time and see if it feels as good when you come back and revisit again and ask more questions. Search out the person you want to sponsor you. This is an important part of the process. Oh by the way there are over 3000 companies in this industry (some come and some go every day), you will find the right one if you do your due diligence, this is your first system to your success.

Aim High!

George Madiou

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George Madiou is a full-blooded Entrepreneur, complete with validating credentials, Degrees in Marketing and Management from SUNY and

NYU (could ya guess he's a native New Yorker!) To date George has owned over 30 businesses, and says they varied from wildly successful to outrageous learning experiences. Among other successful ventures George has achieved high pin levels in two different network marketing companies.

George loves the thrill of teaming up with great people and seeing projects come to life and that passion is responsible for this magazine getting off the ground. George partnered with his good friend John Milton Fogg and here we all (and we includes you the reader) are, making history happen.

George lives in a small town named Boca Raton, Florida. He says "If this isn't Heaven, I know that God at least vacations here." Without question, the joy of his life is his family. He and Debbie are celebrating their 30th anniversary this year. They have two great young adult children, Sara and David.