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How to Choose the Right MLM Company for You

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When I am looking at a business model, the main question I want answered is number two. Years ago I read an article in Success Magazine that said

"If people WANT what your selling, you'll get Rich!"

I have never forgotten that statement, and it has been one of the foundational principals on which I evaluate any business model. Until that time in my career I had marketed products and service that I believed in, that people really NEEDED, but they didn't **W A N T** !

You must honestly be able to distinguish the difference for yourself! I see too many people promoting products and services that do not have mass appeal. There is a delicate balance, on the flip side, some people decide coffee, most of the world drinks coffee that is a great network marketing product, then you run into the challenge of brand loyalty that is talked about here. The same challenges can occur even in the Wellness market. Let's face it at this point in history, most people either believe and take nutritional supplements, or they don't. If they don't the odds you are going to get them to start is not real good, if they do take supplements you may have to deal with brand loyalty. All of these factors need to be considered when evaluating any product or business model.

In general, **the trend is your friend, as long as the trend will make sense to the masses**. I know that is kind of confusing, but if you asked me to explain what I am trying to communicate in one sentence that would be it. I want to get in front of a trend, but the trend (product or service) needs to make sense for the masses, and not a small select group of people who wouldn't be buying the product or service if there was not a comp plan attached.

1) What kind of Income are your looking for?

The first thing you have to ask yourself is, What is your ultimate goal? I have personally believed that network marketing is about "Creating Wealth" … period. I believe if you want to make a few hundred extra dollars a month, there are better business models.

If your goal is to create a full-time income and fire your boss, my advice would be to **THINK BIGGER**. Think Wealth Creation!

2) What is the TRUE market potential for the product or service?

Quite frankly, this is where many people miss it. They get involved in products or services that they personally perceive to be cool or trendy, but they never ask themselves, Does this product have a real market with people that are not going to actively participate in the business? Who is going to buy the product? This is a very important question you need to ask, and honestly answer yourself. A recent example of this is the ILivingApp program that swept through the internet for about a month, and now is basically over. This is a good example of people not asking the question, who is going to buy this product? Read more here

I had a corporate guy from ILivingApp trying to argue with me a few months ago, and wanted to know what I had against their opportunity. I told him, IT IS NOT PERSONAL, it is my honest opinion, and I am not a hired gun that will say what you want me to say if you pay me! My readers expect me to not sugar coat things and to express my real feelings and that's what I do. Here is a training video I did way back in 2011 before ILiving App was started.

Click Here to Watch Now

3) What does it take to get my initial investment back?

People need to recoup their initial investment as quickly as possible. If it takes enrolling more than 3 customers/members to recoup your initial investment, you need to proceed cautiously.

4) What does it take to make $1,000 a month?

If people that are willing to work can get to $1,000 a month, within 90 days or so, then leaders can create wealth. It is all about getting people into profit as quickly as possible. There are many good companies, with great people involved in them, but the math simply doesn't make sense.

As I stated previously, If people would honestly ask and answer the 4 questions above, they could quickly eliminate 90% of the opportunities, mlm or otherwise within the market place. However if it is a go on the product or service and upside income potential then you need to do some research.

5) Find a Pinnacle Leader and Plug 100% into their System

In network marketing you are looking for the Pinnacle leader in that company. If you are not familiar with the term "Pinnacle Leader" you can download a free pdf here. **This is the team you want to work with**. Get in, and plug in, and the leaders will find you! Yes, most people do business with those they know, like, and trust, but in network marketing, or any business model that can be a recipe for disaster! I only do business with those that have already done what I am trying to accomplish.

If you are looking at a business model outside of network marketing, then find the best teacher, and plug into whatever training they offer. The challenge with this is if you are in front of a trend, there may not be a clear teacher to follow. That has been the case for Dawn and I over the past couple of years as we have been developing our Kindle publishing company. We have spent thousands of dollars on training programs and hundreds of hours. Unfortunately there is no clear leader/teacher in the industry and the business model is still so new, that it is constantly changing. Most of the courses and programs we purchased a couple of years ago are obsolete today and not applicable to the current Kindle market place which is always a challenge when you are dealing with technology.

After you find the right team to associate with, plug 100% into their world.

Don't miss a conference call, webinar or event, especially within your first 90 days. Follow the recruiting systems and direction they give you, work your business consistently, put your hand to the plow and go for it! The bottom line, if their systems have taught other 27%ers to be successful then you can expect be able to duplicate their success.

END

P.S. I can anticipate the questions. Number one being, Dale, I am already in a company I love with products I love, and people I love, however there is not a Pinnacle leader in my upline, what should I do?

The simple answer is …… decide to become a Pinnacle Leader! The truth is I offer all the training resources and programs you need, but I can't internalize them for you. Start with The MLM Trainingclub, and your path will become clear.

Dale Calvert started his first business from his parents home at the age of 14. For the past 25 years he has been supporting entrepreneurs and marketing professionals with some of the most powerful training programs in the industry.

MLMHelp.com is Dale's Catalog site featuring training articles, quotes and poems, MLM greeting cards, and more. This is where you can subscribe to Dale's Top Rated Ezine.

Dale Calvert is a 25 year marketing professional. A directory of Dale's websites can be found at DaleCalvert.com. His new course will teach you 21 Ways to create leads in your local market. You can get all the details at LocalMLMLeads.com