

MLM Business Opportunities and Advantages

Which One Describes Your Lifestyle?

Working 50-60 Hours per Week Just To Maintain Your Current Lifestyle

- Unwillingly getting up in the morning for work
- Regular shifting of residence
- Traveling by public transport everyday when you want to own a car
- Don't remember when you last went for a vacation
- hurdle in perusing higher education due to lack of finance

Enjoying More Free Time with Family and Friends

- Working whenever you feel like
- Owning your dream house
- Driving the latest car model
- Holidaying at your dream destination
- Studying further without worrying about finance



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Introduction of E-book

This e-book outlines strategies and techniques that can help you to start a new successful MLM business and contains a wealth of knowledge, much of which is unavailable anywhere else. It will also reveal to you the necessary information in order for you to begin your network marketing career on the "right footing". This book will also prepare your mindset for network marketing and will teach you how to get yourself organized, set goals and develop the attitude of persistency.



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Traditional Business Vs MLM Business

Here are a few points which differentiate MLM from traditional business:

A traditional business has a vertical supply chain starting from the manufacturer, retailers, wholesalers and then the customers. An MLM business also known as network marketing completely eliminates the traditional supply chain. As the name suggests, it is based on creating a network of associates who further create their downlines. The products manufactured are directly sold to the customers by these associates.

MLM business can operated from anywhere and at any time. Unlike a traditional business where you have to travel every day to your work place, you can work in an MLM business even when you are holidaying.

MLM is all about sharing business opportunity with others. Interested persons join the business and work independently. No one is boss in MLM business. Everyone is an entrepreneur. In a traditional business the employer is the boss and the rest work under him.

As the market of operation is restricted in a traditional business, the income is often limited. It has an access to a limited geographical area. Moreover, you are liable to taxes which include service tax, income tax, employee salary, rent, etc out of our profit earned. The market of an MLM business is much broader than a traditional business due to the growth in the use of telephone and internet. This helps you earn unlimited income. One of the benefits of MLM business is that you get write-offs and since you are solely responsible for your income, you don't have to share your profits with anyone.

The price of the product in a traditional business automatically shoots up by the time it reaches consumers due to the added manufacturing cost, packaging, transportation charges, advertisement costs, taxes etc. In an MLM business the products reach the customers directly with out any extra added cost.

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MLM.....An Overview

MLM or Multi Level Marketing is a business model in which the manufacturers sell the products directly to the customers, eliminating the middlemen. The benefit joining an MLM business is that you can earn as much you want. The associates of the company create their downline and this continues.

The market in the MLM business is wider as compared to any other conventional businesses. Access to the telephone and the internet helps you reach out to different cities, as a result there is no geographical restriction. Obviously, a broader market ensures higher earning. Hence, you can earn unlimited income with little efforts.

Often people are hesitant before starting their own business as there is high amount of risk involved. In case of an MLM business the start up cost involved is very low or nil, so there is no fear of risk.

Due to uncertainty in economies people are now turning towards MLM business for their future security. Our routine job can only provide us with the basic essential commodities of life where as an MLM business lets you earn unlimited income that lets you enjoy the pleasures of life.

MLM gives us an opportunity to be our own boss and run our business on our own terms. With just a little effort you earn as much you want and get to spend time with your loved ones. Work whenever you feel like working, no orders and instructions to follow or no rigid rules to follow.

Due to its convenient operation, MLM has gained wide popularity not only as a part-time, but also a full-time business. It is not time bound, leaves you with enough time to be with you family and lets you work according to your convenience.



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Who is starting Home Based Businesses?

Busy professionals like Doctors, Lawyers and Teachers find it the most convenient and easy way to earn extra income with little efforts. After joining Home based business you don't have worry about spending hours on it. By just giving few hours to it can enable you to earn as much you want.

College students and housewives can meet their daily expenses with out wasting time in commuting. College students often end up taking up part-time jobs such as in various fast-food joints. With Home based business they can study as well as work.

Housewives need not leave their children alone at home or at crèches in order to work. They can work at home as well as look after their household things. This gives them a chance to make use of their hidden creative and business skills. They also get a chance to meet new people in the business

Working in a home based business saves you from all these expenses and gives you tax benefits. With home based business, we become self-dependent and retain our identity even after retirement. It gives us the chance to be an entrepreneur and bear the fruits of success in our own way, without any interference from anyone.



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How to Motivate and Recruit People In MLM Business?

Everyone wants to be recognized for their efforts and achievements. It is very important to praise and reward your downline for their achievements. It doesn't matter whether their achievement is big or small; you need to continually boost their morale in order to get the best out of them. Rewards are one of the methods by which downlines can be recognized for their performance.

Your downline will give their best to the business only when they feel they are a part of the group. They should be encouraged to participate in all business meetings and discussions. Their suggestions should be taken into account. Their problems should not be neglected. Working as a team in unity helps the business to attain its heights.

The downlines should be trained to utilize their abilities to the fullest in the business. They should be given freedom to be innovative in their approach the business.

Abraham Maslow proposed the theory of hierarchy of needs. These needs are essential to be fulfilled in individuals to bring out the best in them. A person when motivated gives his best not only to meet his own needs, but also in the betterment of the organization. So, in order to keep our downlines interested and motivated in the business, we should take care of their needs and help them in solving their problems. An individual joins an MLM business with the motive of earning unlimited income and future security which might not be guaranteed in a traditional business. Often we are not able to afford certain things of our interest due to limited finance since all our earning is spent on meeting the basic requirements. The beauty of MLM business is that it provides quick income with little efforts and future financial security.



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The Challenges

The journey to be millionaire is often interrupted with lots of natural and practical barriers and we tend to retreat from the path before enjoying the taste of success. But MLM business is not about being millionaire over the night. It's all about *patience, persistence and perseverance*. These 3 Ps form the key to success in MLM. Instill these

3Ps as an integral trait of your personality and achieve all that you wanted in life through this proven business model.

Besides a few more the experts of MLM has identified following major barriers that needs to be overcome in order to reap the benefits. These barriers are:

Rejection

Certain people simply reject your proposal or not even care to listen what you are talking about. And if we happen to meet same kind of people more than once or twice in a day, we definitely feel frustrated. But I tell you one secret, 90% percent of such people have tendency to reject everything that tries to invade their routine life. Be it MLM, traditional business, or any other proposal there natural instinct is to reject.

Dealing with rude people

Some people live in their own space and feel they are the world. They have complete understanding of everything that is going around them. Those people often will receive your proposal rudely and mind not to abuse you on eh pretext of invasion of privacy or some other excuses.

Personal attitude/weakness/barriers

We work less and expect more. Sometimes we keep trying hard in wrong direction and expect results to be positive and when it doesn't happens we feel frustrated, blame our luck, people around and everyone except ourselves. Some of the weaknesses acting as hindrance in our growth are:

Lack of ambition

Ambition should not be confused with dreams. I should have fleet of cars. This is simply dream. I am working hard to earn a lot of money so that I could have fleet of cars. This is ambition. The difference in dream and ambition lies in 'ACTION'. Dream may or may not be backed by action but ambition is always backed by action.

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Setting Wrong Priorities

Often people skip to do what is more important and prefer doing what is more pleasing. You had to call up your customer; instead you sit to watch your favorite sports channel.

Personal distractions

You plan to work at home when you are alone. All your hopes are drowned when you have to get up frequently to attend personal calls or receive people at the door. Hence, you end up doing everything except work.

Discipline

How often do you get up late for your work? Have there been times when you didn't feel like working, so you thought of taking a break even when you had a lot of work which was pending? There are people who juggle between work and pleasure at the same time. How frequently you set targets and achieve them?

Lack of leadership qualities and communication skills

Many times leaders bury their downlines even before they face business failure for their own mistake. It is because they themselves don't know where to lead their followers. Many don't pay attention to their downlines and are just bothered about their own profit. They ignore the training of their followers. Often leaders blame the downlines. Lack of effective communication often leads to misunderstanding between the upline and his downline.



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How to train downlines once you recruit them?

1. **Make them feel comfortable:** The downlines should feel comfortable in the team. They should feel that they are a part of the group. This can be done by including them in all business matters and encouraging their suggestions. If they have any doubt or query, they should feel comfortable to come up with it and provided with the desired solution.
2. **Focus on their need:** If you want your downline to give their best to the business, take care of their needs. Don't neglect them. They will lose interest in the business if they feel their problems are not being taken care. Find a viable solution to their problem and make them feel you are there with them in times of need.
3. **Build Trust:** You can recruit your prospect only when they have full faith in you. You are representing the business that you want them to join and they would be interested in it only when they think you are trustworthy. Remember they might be skeptical about the proposal before they join it. Make them feel that you are only interested in providing them with the best home-based business.
4. **Listen to the prospect not just Hear:** There is a difference between hearing and listening. Listen to what your prospects say to you, whether it is a suggestion, doubt, query or any other business related problem. Listening means that you need to hear them with full concentration, understand what they are saying, respond and consequently take actions.
5. **Take the pressure off, act as safety valve for your prospects:** Don't pressurize your downline, rather help them to fight and overcome it if they have any. Try to make them feel free of any kind of burden, if they are facing any and ensure that you are there with them if they feel insecure.
6. **Get connected to your downline:** Staying connected is the biggest secret behind building trust and motivating your downline in performing better in the business. You get to know what all problems your downline are facing and you take actions accordingly. By staying in touch you update them on the latest developments and changes. Using connecting phrases such as, "I relate to that...", "I totally agree with you....." help you connect better with your downlines.
7. **Train them to use picture forming words:** Often the kind of words used while speaking to your prospects can form an image in their minds. Only giving out facts and detail won't help. Use phrases like, "Imagine yourself.....", "What would happen if you really did achieve this..?". By using words to generate hope and the right emotion you can convince your prospects.

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Instill hope not hype: Many times it is seen that in excitement of convincing prospects, people talk in a way that seems unreal and hyped. Be careful while convincing your prospects as hype can give rise to doubts in their minds. Use factual details and past records to gain confidence of the prospects which seems more real.

8. Give your downline not expect from them: People are more attracted to the one that gives them and not takes from them. So your prospect will join your team only when he sees his benefit in the business. As an upline you need to render your services to your downline in the form of advice, suggestions and motivation.
9. Don't be discouraged from results: Never get discouraged if you don't get the desired results. Try and find out the cause of your failure. Perhaps you did not talk to the right persons who were actually looking for your help, or your way of presentation was not up to the mark. The reason can be anything. You just need to find the right solution and put it to use.



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Internet as a tool to promote MLM

Internet has provided marketers with a wide range of options in marketing their products and services, most of which was confined to limited geographical area in the past. Internet expands the sales channel of products offered by a company in a short span of time.

It cuts down expenditure on advertising with the help of search engine optimization.

Search Engine Optimization:

Search engine optimization (SEO) is used to enhance the listings of Webpages in major search engines. A webpage when optimized well gets higher ranks in the listings. People have a general tendency to look at the first two or three pages. So higher the rank, the higher will be the chances of your webpage to get noticed. In order to improve the page rank of your website on the listings of search engines you have to include the relevant keywords, key phrases or title in relation to the business.

The design of the webpage should be such that it attracts readers to your site time and time again. The information provided should be placed under relevant heads, such as Home, about us, Contact us, etc. Make your webpage attractive and unique. A good webpage creates the first impression in the minds of the visitors about your company.

Design and content of the website: The content of your webpage should be such that it informs everything that your business has to offer. It should be simple and to the point. It should be easy to understand and should not confuse the reader. All the information should be placed orderly. This will retain your visitors to your webpage and can turn them in them into loyal customers. Keep updating your webpage in order to inform your customers about the changes and developments. There should be easy online forms which the customers can fill up after going through your webpage.

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