

Why Network Marketing



Why network marketing?

People often ask why network marketing is a better way of making money than a job or a traditional business. Having done both to make money, we have a simple explanation as to why we believe network marketing to be the best vehicle out there for the average person to create a better lifestyle for themselves and their families. We have broken down the ways people make money into three basic vehicles and, to help you remember, we will explain the advantages and disadvantages of each using the following analogy.

1. The Bicycle (a job)

This is the vehicle that most people use to get where they want to go. The reason a bicycle is so appealing is primarily the comfort level. Bicycles are easy to obtain, and if you lose one it's not very difficult to get your hands on another. Typically not much thought is required to ride a bicycle once you get the hang of it. They are little to no cost financially to own and it's easy to settle for this vehicle because most other people are on bicycles as well. The issue with this vehicle is that it takes forever to get to where you want to go. Imagine your favorite destination and how long it would take you to get there riding a bicycle. Now think about your dreams and how long it will take you to reach them with a typical job. Most people have to work 30 to 40 years with a job just to hopefully have the possibility of retiring and that is if they are lucky and something unexpected doesn't happen such as a layoff or a downsizing. Although there may not be much financial cost to owning a bicycle, the real price is how much of your time and/or energy and effort will go to this vehicle, and there is still no guarantee of getting to your destination.



2. The 1975 Corvette (traditional business, real estate, sales, etc.)

Sometimes people realize that the bicycle is just too slow or they understand that it will never allow them to reach their destination in their lifetime. Many who understand this tend to trade their bicycle in for a 1975 Corvette. The 1975 Corvette is very appealing because it has the potential to go so much faster than a bicycle. You can arrive at your destination in a fraction of the time, and just the thought of being in a Corvette versus a bicycle is very exciting. What's the downside? It was made in 1975 so it can be a very unpredictable vehicle. The Corvette may run great in the summer, but terribly in the winter. With traditional business, your business may run great when there is a great economy or when you are on your game working 16 hours per day ... but what happens in the winter (bad economy)? Your vehicle may stop working completely. It can be an absolute drain of your time and cause you to sink all of your money into it just to keep it working. Even though the nature of the Corvette is to be much faster than the bicycle, the

downside is there are so many things outside of your control that can completely destroy your vehicle. When this happens, most people go back to a bicycle and have to start all over from scratch once more, slowly heading toward their destination.



3. The Leased Jet (network marketing)

The jet is the fastest of all vehicles the average person can choose to reach their destination. Regardless of where you want to go, there is nothing out of reach of the jet and it will get you there fast ... once you learn how to fly. The reason network marketing is classified as a jet is because of these five characteristics:

1. **Residual Income** (The ability to do the work once, yet continue to get paid over and over)
2. **Leverage** (The ability to get paid on the efforts of others vs. just your own)
3. **Proven System** (Franchise model has an 80% success rate vs. 80% failure trying to figure it out on your own)
4. **Mentor** (The most important thing is having someone who has mastered the system and is willing to teach you step by step)
5. **Low startup cost** (with most opportunities costing less than \$500 to start, the amount of risk is greatly reduced over most businesses out there).

When you have these five things all together, you have a jet. An added benefit, however, is that you get all of the benefits of the jet without having to personally spend the millions of dollars to buy the jet yourself. That's why we call it a "leased" jet. You own it without having to buy it!



With network marketing, you get the benefit of having a multimillion-dollar opportunity at your fingertips without having to personally spend the millions yourself trying to create the company.

With the power of a jet at everyone's fingertips, why don't more people take advantage of it? Most likely it's because in order to fly a jet you must obtain a pilot's license. Unlike the bicycle and the Corvette, learning to fly a jet is much more difficult and requires that you learn and master some skills before you can fly the jet to your dreams. These skills can take time to acquire. It's so sad to see people get into the jet, go to the cockpit, take one look at all the buttons and dials, then get overwhelmed thinking it's impossible to ever become a pilot and then trade in their jet to go back to a bicycle. Here's the good news: Even if it takes you five years to master these skills and get your pilot's license, the jet will still get you to your destination much faster than a bicycle or a Corvette!

01

TAX BENEFITS

STARTUP COST

Low startup cost vs. a traditional business a) typical MLM <\$500 dollars to join b) average cost to start a traditional business: \$30,000

02

03

PROVEN SYSTEM

Franchise model has an 80% success Rate vs. an 80% failure rate to start on your own

PART TIME

Can be done part time and from home

04

05

NO EMPLOYEES

GLOBAL

Global opportunity potential reach

06

07

LESS OVERHEAD

You don't have to increase your overhead to increase your income

POPULAR

Perfect business model to capitalize on the explosion and rising popularity of social media

08

09

IMMEDIATE ROI

You earn while you learn

TOTAL CONTROL

Can typically will the business, sell it or transfer it.

10

10 REASONS

Network Marketing is a Powerful Business Model

HARSH FACTS

ACCORDING TO
FORBES MAGAZINE

60% 

of college graduates can't
find a job in their field

70% 

of people hate their jobs

Americans owe over

\$1.48 TRILLION

in student loan debt, spread
out among about 44 million
borrowers. That's about

\$620 BILLION

more than the total U.S. credit
card debt.

The average
student loan debt
for Class of 2017
graduates was

\$39,400

up 6 percent from
the previous year.



According to CNN Money

**19% OF ALL
HOMEOWNERS OWE**

25% MORE

on their mortgage than their
home is worth



IT IS ESTIMATED
THAT SOCIAL
SECURITY WILL
RUN OUT IN

2033



**FOR EVERY 100 PEOPLE WHO RETIRE
AT THE AGE OF 65**

1

is wealthy

4

4 have adequate
capital put away
for retirement

3

3 will still be
working

63

are dependent on
social security,
family, friends or
charity

29

29 are dead

USEFUL STATISTICS AND REALITIES OF NETWORK MARKETING

Over **200 MILLION** people will enter the network marketing industry over the next **DECADE**

The typical **40-YEAR PLAN** is history, with the average person going through 7 career changes in a lifetime

Every week, more than 55,000 people in the United States alone sign up as network marketers **150,000** per week worldwide

Someone joins a network marketing company every **10 SECONDS**



52% of all small businesses are home-based

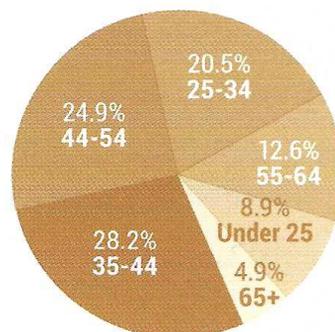


The network marketing industry is a **183.7 BILLION DOLLAR PER YEAR** industry globally

If you stay with a network marketing company for over 10 years, you have a 90% chance of being in the top 1/10th of 1% of money earners. (If you are in a large enough company that should make you a millionaire.)

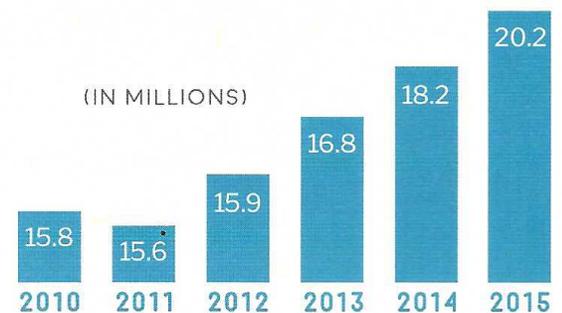
Direct sales did **183.7 BILLION** globally in revenue in 2015.

Direct selling accounted for **36.74 BILLION** sales in 2015 in the United States alone up from 32 billion 2 years ago.



PEOPLE INVOLVED BY AGE

(IN MILLIONS)



PEOPLE INVOLVED IN DIRECT SELLING

Average cost to start a network marketing business: under

\$5

Average cost to start a small business:

\$35,000

Industries that have created the most millionaires

2. **NETWORK MARKETING**



1. **REAL ESTATE**



NATIONAL FOOTBALL LEAGUE **9.5 BILLION**



VIDEO GAMES **67 BILLION**



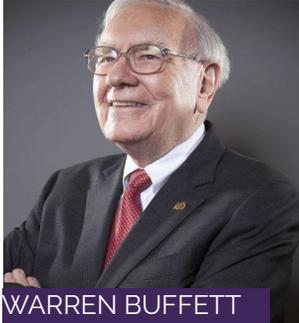
WORLDWIDE MUSIC INDUSTRY **16.5 BILLION**



MOVIE INDUSTRY **80 BILLION**

Famous supporters

of the network marketing industry



The second richest man on Earth owns three direct selling companies: The Pampered Chef, Kirby Vacuums, and World Book Encyclopedia.



Best-selling author and real estate mogul praised network marketing in his book, "The Business of the 21st Century."



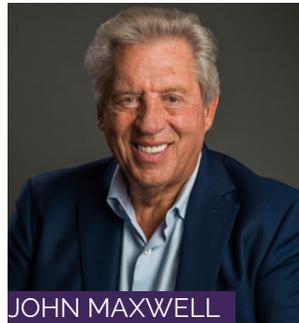
Founder of the Virgin brand has been involved in several network marketing companies and also owns one called Virgin Vie at home.



Media mogul had a show with Robert Kiyosaki as the guest where she specifically discussed why people should join a network marketing company.



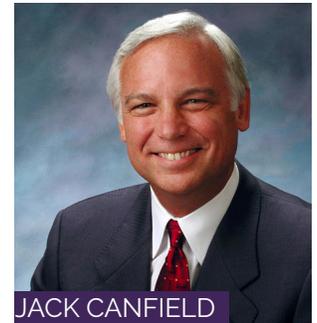
Praises network marketing in his Millionaire booklet and also frequently speaks highly of it on his podcast as a way to generate positive cashflow to invest and learn valuable skills.



John Maxwell, author of "The 21 Irrefutable Laws of Leadership," and one of the top leadership experts in the world, mentors some of the top network marketing income earners.



Motivational speaker and entrepreneur, Robbins pointed out the benefits of network marketing without the headaches of the supply chain. "Network marketing is amazing," he said.



Best-selling author of hundreds of millions of books was quoted as saying, "Network Marketing has been nothing but good for everyone I know who's been involved with it ... it's a constant barrage of success stories."