

WHY NETWORK MARKETING?

Let's continue down the road a bit to discuss why network marketing is the vehicle you want to get you where you want to go in the twenty-first century.

Why Network Marketing?

Again, I must say, no hype here. For me to spend the next few minutes hyping up Network Marketing would be like a Dodge Viper sales person wasting time with useless razzle-dazzle trying to sell a magnificent automobile. In short, whether you like the car or not, it speaks for itself. It is up to the buyer to determine whether he or she has the resources and desire to buy the car. In the same way, Network Marketing is so dynamic and lucrative, to try to build it up with razzle-dazzle would only bring it down. And, like the potential buyer of the Viper, the only two questions you have to answer as you decide on network marketing are, do you have the desire and are you prepared to develop the resources to obtain the life you have always wanted.

Where else today could you start your own business for a few hundred Dollars/Pounds or Euros? And what are the other benefits of this business? No boss, no employees, no payroll, no you owing anybody and nobody owing you. You work from home, you set your own hours, and the list goes on and on. You swap the 40-year plan for the 4-year plan. (You'll want to read on to find out more about that.) And regardless of your education, your current level of finances, or anything else, in just a few years you can earn as much as you want. More than your doctor, more than your lawyer.

What Are the Down Sides?

What are the downsides to this business? That's up to you! You see it is all about you! You're your own boss. That's the best thing about network marketing and, in all honesty, that's the worst thing about network marketing. You're your own boss. So you will determine what the downsides will be.

What I mean is, the only risk that you put on the table when you get involved in network marketing is your ego. But, what I know is this: Anyone, and I mean anyone, can succeed at network marketing! That does mean you!

I have read enough rags to riches stories, I have heard enough testimonials to know that that is the truth.

The owner of our company, Paul Orberson, has a phrase that I particularly like. He always says, "Do you want a lie or do you want the truth?" And, of course, without fail, everyone says, "The truth." His honesty was one of the reasons I chose my company as my vehicle. You see, in today's world it is hard to find "truth." It is hard to find people who tell the truth. And without truth, there can be no trust.

What I want to do is share with you some of the facts or "truths" of the network marketing industry. And when you choose to get involved in network marketing, you will know what you can trust.

The journey that I will share with you will help you to trust in yourself, trust in the industry, trust in your company, and trust in your future. Follow the other stepping stones as they lead you on the path of the greatest journey of your life.

Television Advertisers in Trouble

How far we have come from the golden age of Madison Avenue! A generation ago, advertisers ruled the roost. Captive audiences sat helpless before a barrage of televised images. Ad agencies funnelled their messages, at will, straight into the consumer's mind. But now the roles have reversed. It is the consumer who controls the information flow, while the advertiser resorts to ever more desperate means to seize his/her attention. The average person today is exposed to 145 commercial messages daily--a 36 percent increase since 1960. But the chances of any one advertiser making an impact have plummeted. Armed with remote controls, today's consumers now flip from one cable station to the next, bypassing all three commercial stations. As the number of media outlets proliferate--from cable TV to the Internet--advertising messages are lost in the ever-widening data streams.

Americans Are Cocooning!

Channel-surfing is only one of many ways that people today protect themselves from commercials. To the alarm of advertisers, more and more people are adopting a fortress mentality toward psychological intrusions of any kind. Consumers pay premium subscription fees for non-commercial cable stations. They withhold warranty applications, lest they wind up on mailing lists. They fast-forward through the promotions and retailers on rented videos. They delete commercial e-mail messages without reading them. They screen out unwanted calls with their answering machines. Nearly one in seven American households today has an unlisted phone number. It's all part of the cocooning trend, foretold by marketing consultant Faith Popcorn more than a decade ago. Americans are retreating into cocoons, says Popcorn, because they are overwhelmed by the frantic pace and social chaos of the Information Age. They are seeking a quiet, private retreat where they do not have to see, hear, feel, or do anything except by their own choice. "Cocooning is about insulation and avoidance," she writes in the Popcorn Report, "pace and protection, coziness and control--a sort of hyper-nesting" (37).

People Are Staying at Home

The true Cocooner still knows there is no place like home! And that is bad news for retailers. "It's the end of shopping," Popcorn observes. "It's tough to go to stores with kids. It's a very cold environment." Depending on where you live, shopping can be dangerous. Popcorn and Marigold note: "A recent survey showed that 33 percent of consumers have changed their shopping habits because of fear of crime. Of these, 43 percent no longer shop after dark" (39). This is not good news for the American retailers, especially those experiencing the need to lengthen store hours to make up for shortages in net gains.

The twenty first century will see profound changes in shopping habits, Popcorn predicts. "Instead of going to the store," she says, "the store will come to us." Consumers have already taken drastic strides in that direction. Billions of dollars have been diverted from conventional retailers into catalogue sales, televised home shopping, and virtual stores on the Internet. Network marketers play an ever increasing role in that shopping revolution. "In the future, we'll be looking at network marketing the way we look at regular marketing today," says Popcorn (39).

What are the Specific Benefits of MLM?

Are there specific benefits? Or am I just trying to present the best of the bad? Actually there are some very good specific benefits of MLM over traditional retailing methods. Just step lightly across these stones to the other side of the mud:

1. MLM Enters the Cocoons!

"If there's one urgent business lesson marketers will have to learn," warns Faith Popcorn, "it will be finding new ways to reach the hyper-cocooned consumer . . . Don't expect consumers to come to you anymore. You'll have to reach them in the cocoon itself." No marketing method does this better than MLM. Even the most elusive Cocooner will still lend an ear to the occasional friend, relative, associate, or co-worker who recommends a particular diet supplement, investment plan, or Internet Service provider. Word-of-mouth marketing penetrates the thickest psychological defenses, with the efficiency of a uranium-sheathed armour-piercing shell. "Nobody wants to go to stores anymore, and network marketing has the solution," Popcorn concludes. "Network marketers are going right into the cocoon. They know how to invade the home, without being thought of as invaders" (41).

2. Allows You to Stop Running the Rat Race!

The rat race "has been used on every continent, and translated into every language, to depict traditional business. 'Rat race' literally means a sprint between the world's most deplorable rodents. And what is it they are so steadfastly pursuing? Refuse and rotten grain in a hopeful pursuit to eat enough to see one more day. If for no other reason than to help people avoid that, we feel that this book (Your First Year In Network Marketing) whose time has come because the human condition should be a joyous flight among eagles, not frenzied dash among rodents" (Yarnel 25). The rat race is well known by the baby boomers.

The baby boomers and their children are beginning to discover that the road to riches promised by their parents has ended without warning on the brink of disaster. Too many boomers are facing old age without adequate retirement benefits. Everyday more stories circulate and speculate about when social security will

"run out of gas." Without doubt, what worked for their parents will not work for the boomers or their children. Now, without warning, and without additional options, many boomers will be forced to work into their seventies, eighties, maybe even their nineties. Unless their children chart a different course, they may be destined to follow the well-worn and rutted road to despair.

A symbolic story serves to illustrate: "[Terry] Hill was trapped. Unless something changed, she was doomed to run like a hamster on a treadmill till the day she retired. Hill wasn't alone in her plight. Millions shared it. In the 1980's, rising costs and plunging living standards had forced millions of baby boomers to scramble fruitlessly through 60 to 80 hour work weeks just to make ends meet. Those lucky few, like Hill, who made it to the top, often sacrificed health, family and peace of mind. Children languished in day-care centres. Husbands and wives dragged themselves home at night, exhausted and bitter, picking wordlessly over the microwave dinners like strangers in a skid row soup kitchen. Like Terry Hill, many young professionals were getting fed up. And like the American colonists in 1776, many had become angry enough to do something about it. Hill and her generation weren't the first to fantasize about quitting their jobs. In pioneer days, disgruntled clerks and bankrupt shopkeepers could just load up the wagon and head out west. But for the last hundred years that option had been closed. Now, suddenly, in the 1980's, an alternative appeared, a new frontier for the restless and the bold. Fuelled by new technology and innovative marketing ideas, a small core of cutting-edge companies had set out to change the way Americans lived and worked. To corporate America, they offered a secret formula for lightning growth and global dominance. To people like Terry Hill, they offered a chance to start a business at minimal cost, to work comfortably from their homes in the bosom of their families, and--for a fortunate few--to achieve rapid wealth beyond their wildest dreams. Their ideas were revolutionary. Before the 1990's are out, the movement they started will have utterly transformed America herself. It's called the Wave-Three Revolution." (Poe Wave Three 4-9). Those fortunate few had discovered multilevel marketing.

3. Replaces the 40-Year Plan with the 4-Year Plan

"The forty year plan is the best that folks can hope for in traditional businesses. So, what is the forty year plan, you ask? By age twenty-five, most people have an idea of what profession they'll enter, anything from a fishing guide to a surgeon. But forty years later, out of a typical 100 people, 5 are still working, 36 are dead, 54 are dead broke (or at least earning far less than when they were employed), 4 are well off, and 1 person is wealthy. Thus, the forty year plan means that for four decades most of us go back and forth from home to work, back and forth, back and forth, like silly, sick caged lions . . . and yet at the end of that time only 1 out of 100 persons has something to show for it! In stark contrast is the Four-Year Plan. Work diligently for one MLM company for four years, build an income based on the honest, movement of products or services and you're set for life. Even more exciting, so are your heirs. Every person's MLM business is fully inheritable. If trading the forty-year plan for the Four Year Plan doesn't get your heart pumping you may need to have your heart checked" (Yarnell 60).

4. Requires No Extraordinary Talents

The face of network marketing has changed over the past several years. In the past, network marketers relied mainly on their own personal talents. To excel, you had to be extraordinary. Distributors were expected to single-handedly stockpile inventory, fulfill product orders, keep track of all the paperwork, prospect for new recruits, and stay up all night taking phone calls from angry or depressed people in their downline. Wave-Two disturbers were encouraged to hold mass meetings in hotels and to speak before crowds--despite the fact that social psychologists have discovered that most people fear public speaking more than death. In short, Wave-Two distributors had to be consummate entrepreneurs. And most people just are not that. Wave Three has changed everything.

Like the VCR manufactures, network marketing companies have been working behind the scenes to simplify their systems. Now their labors bear fruit. Today, the most advanced VCRs are easy to program. You just talk to them. You say out loud the time and date of the program you want to record, and the machine records it.

The lesson? As technology advances, it becomes more user friendly. So it is with the Wave-Three organizations. The most advanced network-marketing companies today stress simplicity above all. They use computers, management systems, and cutting-edge telecommunications to make life as easy as possible for the average distributor. They have taken Rehnborg's dream to its logical conclusion. For decades, network marketers have

been promising financial freedom to the masses. But only with advent of Wave Three has the promise been fully realized. Wave-Three technology takes away the need for extraordinary people. In today's Wave Three organizations, distributors rely upon a twenty-first-century network of systems, procedures, media, and technology that simplify, standardize, and automate the most difficult aspects of the business.

Picture this, with the Fortune Online Personal Web Page (PWP) and your Team Site www.fortuneprelaunch.com you can distribute all the media info you want, track items, sign up recruits, and shop--all online, all on one site. Your job is to get your website in front of people and to be there for them. A new distributor no longer has to "wing it" when he or she pitches the first prospect. The prospect is put on a three-way phone call with an experienced recruiter and that distributor listens quietly to learn how the pitch is done. Or the distributor can simply lend the prospect a professionally produced 30-minute recruiting video to view.

5. Provides Up-to-date Innovations and Support Teams

No longer do distributors need to stockpile their own inventory and keep track of all the paperwork. They simply direct customers to a toll-free number. The company fulfils the order, credits the distributor for the sale and prints out a computerized commission check at the end of the month. Gone are the days when each rank-and-file networker was expected to act as leader, mentor, public speaker, and champion motivator for his whole downline. The Wave-Three networker invited recruits over for a televised pep talk from the top trainer in the company broadcast direct to the living room via satellite.

Each new support system that comes on line makes network marketing a little easier. And each innovation opens network marketing to a larger group of people. All this technology takes time, effort, and money to install and operate. But the company--not the individual distributor--takes care of all that. A wave-three company is like one of the new, voice-activated VCRs. On the inside those VCRs are filled with complex micro circuitry. But, on the outside, they display only a few simple buttons. Likewise, the "inside" of a Wave-Three organization is packed with computing power and complex management systems. But for the distributor, the procedure gets simpler and simpler all of the time.

6. Values Individuals

Paradoxically, all this computerization enhances and magnifies the importance of the human element--the value of each individual distributor. As computers take over more and more of the work that people used to do, they free up human beings to focus on those things people do best--dream, plan, strategize, solve problems, and interact with other people. Wave-three distributors will discover ways of being productive that have never existed. In every industry, the human factor is being similarly unleashed by systems and automation. But in most industries the unleashing is accomplished through layoffs. No high-tech workplace has integrated the human factor more quickly and successfully than the Wave-Three organizations.

7. Provides for Time Freedom

A major problem with the rat race and the 40-year plan is the lack of time allotted to us for time for ourselves, time with our families, time for recreation, time for our children, time for our church responsibilities, time for civic responsibilities, time for being a good citizen as well as a good human being. The rat race allows time only for being a good worker. Life has to be more than that. And MLM provides the key.

"Time freedom is directly commensurate with wealth and prosperity. In our opinion, nothing in life equals the joy of spending quality time doing the things we most enjoy with the people we most love. In traditional professions, small businesses, sales or corporate management, everyone is struggling through eighty-hour weeks doing mundane, boring work in order to have, maybe, a Sunday afternoon with their family. Nothing is more precious than free time" (Yarnell 60).

8. Allows You to Be an Educator

Have you ever heard the old adage, "Give a man a fish, he will eat for a day. Teach a man to fish, he will eat for a lifetime"? Well, there is a great deal that can be said for becoming an educator. In fact, being a teacher is one of the most valued professions in most advanced countries of the world. Yarnell helps us to understand how MLM helps us to become educators: "You are first and foremost an educator. You are not a salesperson, nor are you a professional recruiter. Your job is to teach as many people as possible that there's a better way

to live and to earn residual income. The only way you're ever going to convince people to change careers and to join your in MLM is if you can get them to agree to sit down with you for forty-five minutes to take an objective look at your business. No product or service, except perhaps a lure to a better career, is exciting enough to cause people to want to change professions" (60).

10. Provides Potential for Unlimited Income

Another advantage of network marketing is its unlimited income potential. You don't have to wait for a raise or a promotion. You create your own raise! You're in control of your income! In most corporations, only a few people get to the top. Most employers are paid at the bottom of the corporate scale. There's room at the top for only a few positions that pay well--the CEO, CFO, VPs, department heads, design and marketing people, and so forth. In network marketing, everyone benefits when profits are made.

In addition, "there is literally no ceiling, no limits on earnings. A lawyer can only bill so many hours in a day and a doctor can only perform a handful of surgeries in a day. Some great people working in traditional business haven't had a raise in ten years. But, in our case, we can create a raise for our family every day if we choose. Since we can recruit an unlimited number of people who each can do the same, we are ultimately paid on the efforts of hundreds of thousands of individuals. We can't speak for you or any other, but we can tell you this: We absolutely love the fact that it's possible to earn one million dollars a month. There's just something appealing about life when you first catch the vision that if you apply yourself, your grandchildren will be considered 'old money' in your town" (Yarnell 60).

Let me ask you a question Yarnell asks in his book: "Listen, I'm going to ask the same question of you that was asked of me a couple of weeks ago. 'If you were absolutely convinced, after a full due diligence, that it was possible for you to earn--legally and ethically--up to \$20,000, \$30,000, even \$50,000 a month, and kick back and relax in a few years, still earning that much without a major investment, would that be a business that would interest you?'" (132-133).

MLM: The Final Frontier

Richard Poe tells us in his book, *Wave 4 Network Marketing In The 21st Century*, "As jobs vanish, millions of MLM opportunities arise to replace them. The proliferation of new media dilutes the power of advertising, forcing more and more corporations to turn to MLM for direct, word-of-mouth access to the consumer. Network marketing companies are fast evolving into an alternative Distribution Freeway, through which an ever-growing number of Fortune 500 corporations choose to channel their goods and services. The universal acceptance of MLM as a legitimate--and even superior--marketing tool by mainstream business has accelerated a phenomenon that futurist Barry Carter calls mass privatization. As explained in Carter's book *Infinite Wealth*, mass privatization entails a wholesale transfer of business ownership from centralized, corporate bureaucracies into the hands of millions of self-employed individuals. 'It is an organization system based upon personal ownership and individual liberty,' says Carter. 'Each individual owns the specific work that he or she performs and is interconnected and interdependent with other individual partners through the internet and Information Superhighway. There are no managers, salaries, bosses, hierarchies, employees, or central controls'" (23).

Who Will Claim this Final Frontier?

Those of us stuck in the JOB ruts. Those of us who realize that doing the same old thing is going to get us the same old thing. Those of us who are willing to make a new plan, chart a new course, equip a new vehicle, pull into focus a new destination.

Poe says, "What fuels the grassroots interest in my books is the same force that propelled network marketing itself into an \$80 billion business--the yearning of the masses to attain personal and financial freedom through business ownership. Microtechnology has transformed corporate America. Automation is wiping out blue-collar jobs, while decentralization forces more and more white-collar workers into the open market, to peddle their skills as freelance contractors. Unfortunately, most people are ill-equipped to fend for themselves in the twenty-first century marketplace. They lack vision, resourcefulness, or ingenuity to create their own enterprises. So they turn, in ever-increasing numbers, to turnkey business systems such as network marketing" (Wave Four 22).

In, *Wave Three New Era In Network Marketing*, Poe explains further: "For those who value the American spirit of enterprise, Wave Three offers a shining beacon of hope. In an age when bureaucrats intone darkly about the need for government-managed industrial policy, when small business is taxed beyond endurance, when giant corporations meld into hemisphere-spanning supermonopolies, some have speculated that the age of individual enterprise is dead. There American dream is obsolete, they say. Our children must accept a future of ever-shrinking living standards, increasing regimentation, and limits to growth. Yet, like an elemental force of nature, network marketing has risen from the soil and roots of America's heartland, boldly promising wealth, freedom, and limitless horizons to those with the courage to seek them out. In network marketing, the American spirit of free enterprise find its purest incarnation today" (26-27).

Why Don't More Boomers Know About MLM?

Poe continues, "Most Americans still don't know that network marketing even exists, nor do they understand how it's destined to change the way we live and work in the years ahead. From my first exposure to the industry, I sense that it was more than just a business. I believe it foreshadows a future world in which men and women will no longer cower before bosses and bureaucrats, but will stand tall, like the pioneers of old, masters of their own destiny. That's what the Wave-Three Revolution . . . is all about. It really began over 50 years ago, when Carl Rehnborg invented network marketing--a business style designed to make it easy to anyone to become an entrepreneur. MLM's rough and ready days lasted 40 years, a formative period that I have named Wave One. Wave Two took hold in the 1980's, when PC technology made it feasible to start an MLM company from your garage. That created a groundswell of new companies. But Wave-Two network marketing still tended to work best for those who needed it least--aggressive, sales-oriented entrepreneurs. It is only Wave Three, now making its entrance, that finally offers the masses a realistic promise of financial freedom. Through new systems and technology, Wave Three enables average men and women--not just super salespeople--to enjoy the fruits of entrepreneurship while avoiding many of its hardships. 'If Wave Three lives up to its promise,' says Michael Gerber, author of *The E-Myth*, 'a whole new type of network marketing will evolve in which the distributor functions mainly as a human contact point through which the company's communications or information stream is channeled. Someone who doesn't have strong communications skills, strong selling skills, strong management skills will need them less and less.' The idea is, 'You do what you do best, and we, the company, will do all the rest.' Wave Three will transfer massive power into the hands of common folk--the power of self-sufficiency, self-management, and self-mastery" (17).

But What if I Don't Know Anything about MLM?

The answer is, you know because you're already doing it. "You are already doing network marketing every single day of your life! When you say to somebody, 'Hey, did you see that new hit movie? That was a great film!' The person says no and asks you to tell them about it (tell them why it is worth seeing.) Without realizing it, you've marketed that movie--for free! In fact, the studio counts on you to do that! Your comments get people interested so they take their friends to see the film. You've made money for that movie theatre and that movie. Those people you talk to tell their friends, who go see the film and they tell their friends, and so on. This is what happens in network marketing, but in network marketing, you get paid! That's why when a movie is about to come out, it's heavily advertised--until it hits the theatres. After that, word of mouth is sufficient to bring moviegoers into the theatre. You no longer see commercials for a movie after it hits the theatres--there is no need to spend advertising dollars. (Of course it also works the other way--heavily advertised smash flop can't be salvaged by the best ad campaign). Your questions of others about products they use influence what you buy. Your comments about what you own and use influence other people to buy that automobile, dress, brand of coffee, or whatever. When you recommend a product or service that you like, you're doing word-of-mouth advertising, suggesting that your friend should purchase that item based on your own personal experience and observation" (Paley 48)

I hope this has been helpful in your understanding of why MLM is the wave of the future and why now is the time to get involved. And, like the potential buyer of the Viper, the only two questions you have to answer as you decide on network marketing are, do you have the desire and are you prepared to develop the resources to obtain the life you have always wanted. Continue and find out why Our Company is poised with its telecommunications products and E-commerce mall to ride the crest of this coming wave.