

HOW TO CHOOSE A MULTI LEVEL MARKETING WINNER

The idea of using a multi-level marketing program to produce extra income - to attain total financial freedom - has taken North America by storm! More and more people from north to south, and from east to west are looking around, and attempting to find a real winner.

The problem is, multi-level marketing companies are sprouting up all over the place, and there's just too many of them to keep up with, for the average extra-income opportunity seeker. This makes the choice of the best one or ones to "hook up with" a frustrating and time-consuming process.

Before you "hook up with" any multi-level company, we advise you to run through this check-list.

Think about the product. Is it a product that you would use regularly, and freely recommend to your friends? Is it lower-priced, more convenient to use than similar products available elsewhere, particularly at the stores in your area. And finally, what about delivery - How much of a time interval is involved from when your customer orders until he receives the product.

Find out as much about the operation as you possibly can. Beware of chain letters, pyramid scams, and exorbitant claims relative to distributor profits. Be sure to find out exactly what you'll be getting in return for your initial sign-up fee. Make sure the company provides you with professional sales aid materials, and that they're reasonably priced - many MLM companies rake in tremendous profits just selling brochures and/or other sales literature - check with your local printing outlets and determine your actual cost. Find out about the company's financial backing and corporate officers - are they in it as full-time professional sales people. Be sure to understand/know how the company keep track of all the incoming orders and when, as well as how, you'll be paid.

In essence, before deciding to become involved in a multi-level marketing company and expect to make a profit, it is essential that you understand:

It is a selling proposition - you will be required to do at least some face-to-face selling - and it will require a lot of your time.

You must have a product line that appeals to most people - in other words, information or program/help that will enable people to fulfill their basic wants such as become rich.

Selling vitamins, wrinkle creams, even food, will NOT fulfill those needs because of the intense competition. But, appealing to those people who are already selling a product with a sales improvement or training program, can make you rich.

In addition to understanding what's involved, and a product line that most people want, and will buy from you, you need assistance -

instructions and help - in not only selling the product or products, but in how to find new customers on an ongoing basis.

Once you've decided to try your hand at multi-level marketing, and you've become affiliated with a company that has a product line you feel will appeal to most people, and you have your advertising/sales materials, the next thing is to determine how YOU want to sell it - will you be selling door-to-door, via home parties, public seminars, by mail, or a combination of all these methods.

Remember, the amount of time you spend in actually trying to sell the product will determine the amount of money you make. The more presentations or sales calls you make, the more money you're going to make - but unless you make those sales calls, you won't be making any money.

It's up to you to decide just how much time you'll spend with your extra-income producing project.