

Home Business: A Beginner's Guide

By www.Networklegacy.com

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Preface

Networklegacy provides a free downloadable ebook for all you entrepreneurs and aspirants in home business. Get complete information on the concept of home business and how you should be getting started.

The book is a treasure for those who have been endlessly searching for that basic information on the subject. It is a valuable guide to those who need answers on areas like what business should they start or which company should they join.

While all care has been taken to keep the book informative, we have avoided mentioning redundant topics that you anyway would get on other sites on the web. The whole idea is to make you understand why home business is different from other businesses.

It doesn't leave anything to your imagination. It probes you deep down and asks in-your-face questions that you need to ask yourself as an entrepreneur. The attempt is to differentiate between a serious and a non-serious entrepreneur.

Home businesses today are flourishing but at the same time any number of people give up everyday and go back to their old jobs or professions. We know why this happens. As starters, most entrepreneurs find themselves confused and without any direction. They forget those basic attributes they need to maintain within them to succeed. The e-book makes you revisit those attributes and virtues and invigorates you to improve upon them.

Home business is not a get-rich-quick scheme. It is a proven system about people and their businesses and how they work towards reaching a common goal of achieving financial independence. Just like any other career, it entails enough commitment and perseverance to succeed.

All through, there are references to mega leaders in the industry who have achieved success and motivated others to do the same. It would be in your interest to know about them and learn faster. Links to their sites have also been mentioned so that you could have more knowledge if you want to.

I trust you will benefit from our efforts of creating this wonderful book for you.

Introduction

When people or entrepreneurs associate with an organization at different levels in the hierarchy to do business, the arrangement is called network marketing or multi-level marketing (MLM) or affiliate marketing or even home based business franchising. So 'network' in network marketing stands for people and 'marketing' stands for the companies, and together they create the foundation of the industry. The companies do the marketing and the people do the networking and build their own enterprise of more and more people. Along the way they may also choose to become customers within their network and get compensated. Such compensation is called commission that an entrepreneur earns on the business generated by him and his entire enterprise. A single company may have any number of entrepreneurs and their enterprises.

A network marketing company could be into products or services and there are a number of such companies operating across the world today, the major ones being Amway, Avon Products, Herbal Life, World Financial Group, Primerica Financial Services, etc. According to the statistics, approximately 50% of all goods and services are already being sold through such businesses. And for that reason itself, these companies over the years have been detested by other traditional organizations that are seeing them as a threat. The products and services offered by the network marketing companies are of quality par excellence and the entrepreneurs promoting them are continuously trained to enhance their product knowledge and entrepreneurial skills to do better business. Broadly speaking, these are the two major reasons why the traditional industry feels threatened. Many old economy organizations have of late started their own network marketing operations to combat this unstoppable growth that is becoming a cause of concern to them and staring them in the face.

Often network marketing is confused with direct marketing. Let's understand the difference between the two. Direct Marketing has roots in direct mail and catalog marketing but today includes reaching people in other ways like telemarketing, television direct-response marketing (home shopping

programs and infomercials) and online shopping. Many direct marketers see it as playing a broader role, that of building a long-term relationship with the customer to sell. So it is only about marketing and selling and has no space for aspects like building networks and enterprises as in network marketing.

If we look at the history of home based business, the industry is already more than seventy years old and has grown exponentially. Largely, the products have been fast moving consumer goods or health products. In services, MLM has been making a remarkable headway, especially in the financial services arena.

By the seventies, many MLM companies were getting labeled as illegal or pyramids. Some of them even got sued. That was something which till date has caused great harm to this business model. Companies that have vowed to practice good ethics too have been painted with the same brush. Despite that, good response to them from people and this amazing business model have contributed manifold to their continuous growth over these years.

By the eighties, the industry started taking its present shape and more and more organizations started recognizing the need to practice good ethics and values.

What is very interesting to observe here is the evolution pattern that the industry has gone through. No other industry has ever covered so many stages in shorter period of time. Probably, the reason is the quality of people who have willingly joined the home based business out of their own passion to earn more money. In fact, women contribute close to 75% in the entire scenario. Now this is something which is unheard of in any other business model!

Why do people move into home business?

We all want freedom, don't we? How many times have you thought sitting in front of your office computer of quitting that job that has been nibbling you bit by bit everyday? The very thought of doing something of your own and making your own fortune has struck you time and again, more so when your boss or your superior becomes more unmanageable than the job itself.

Mostly, it is because of their discontentment in their jobs that stimulates people to look for better horizons. And once they start thinking on those lines, there starts a mental contention - what business to start and how to start? There could be so many apprehensions that crop up in their minds. But the best part of the story is - the process towards self betterment gets initiated. Network marketers are on an ongoing search for people who want to be on their own. Generally speaking, it is this category of people who would be the best candidates for home based businesses.

There could be so many reasons why people move into home business. For some, having that monthly salary is just not enough. It surely can pay off all the bills and provide a short term mental security, what it is not capable of is providing people with a lifestyle that they always dreamt to have for themselves. When you see that snazzy luxury car zip by you on the road while you are in your own modest middle class car, the urge to immerse yourself into a cause that can bring the desired lifestyle to you, hits you back with a vengeance! Now, I am not propagating something irrational here. I am not saying - Hey! Start a home business and become rich. The point is an answer to the basic question - why do people move into a home business and the answer is – **they want wealth & freedom.**

The wild idea of quitting your job to start something of your own in its first instance appears lucrative. But when you go further deep into the train of your thoughts, you realize if you do not want to do a job, what else would you do? Believe me, it's not easy to think of something new as a career for yourself. Daily you would have new ideas and plans and daily would they get dismissed by your own fears. The fact of the matter is, people are not able to come out of those fears and remain distraught in their comforts. Distressed

in comforts? You would be wondering what am I talking here! It sounds weird but the whole point that I am making here is, the very thought of coming out of that comfort zone by moving into something new, appears scary to you. You prefer staying distressed but would not make any efforts to fix that problem. That is a mediocre way of thinking, great men don't think like that. Ever occurred to you why only the tiger is always portrayed as the mightiest in the jungle and not an elephant or a bear or any other animal? It's plainly because of the energy and the self-belief this animal oozes out in its environment that refuses to die out ever. We all know it, no one ever scientifically measured the strengths of animals. But the tiger is what it is more because of its indefatigable attitude. Writers have chosen this creature and no other when they have wanted to refer to values like fearlessness and power. If we all imbibe those characteristics of this wonderful animal, we can bring that desired change in our lives. To learn more on how to come out of your fears, go to www.BobProctor.com Bob Proctor has spent 40 years studying the human mind and has mentored and enlightened people to have better and meaningful lives.

As you go through the 'learning curve', you reach a stage when you realize there already exists something for you that would fulfill all your ambitions and give you enough leeway to work the way you have always wanted to. That's when people like you get into home businesses- because **they find the model more practical** than starting something which would require enough capital and would be too much of a risk to handle. With the household debts increasing by the year, families have been finding it difficult to pull through. They raise their standards of living by overspending and become attached to lifestyles they would find almost impossible to give up no matter how high their debts are. They wouldn't hesitate in cutting down their grocery expenses but would maintain a façade to the outer world by faking prosperity that never ever entered their homes. According to the data from IMF, the debt per household in the US is \$15000 (ending March 2006) and this does not include the mortgage debt. Such families have been

desperately trying to find an antidote to their dire financial straits. They certainly would not think of borrowing more money to pay their mounting debts. Many of them have already tried that and fallen into an abysmal debt trap. So the only way out for them is to get into a venture that asks for minimal investment and has the capacity of generating a regular income to support them and pull them out of that scary trap. Families today want to do home businesses because **they want to get rid of their debts.**

Different people have different reasons to start their home businesses. Women usually would do that to support their husbands and at the same time manage the home front. Most of them hate the idea of doing a full time job and neglecting their families. They want to work but not at the expense of their families. That is the reason why increasingly women have been excellent resources for the network marketing companies.

Whatever is the stimulator, all have one common attribute - there is a strong desire to earn more money for a valid and a justifiable cause.

And what is a home business?

Now before I talk further, it becomes important for you to understand what is this home business concept all about. Try recalling if you have ever been approached by an entrepreneur from a network marketing company to do business with you. His or her only task would be to include more and more people like you in the enterprise and maintain long term relationships with them. And that's what the essence of this business is - **a long term relationship to reach the top.**

The network that so gets formed is what an enterprise is. A leader in a company may have one or more enterprises. The new members, once they join and start their own businesses, go on to become entrepreneurs and may become leaders once they start having their own enterprises too. The greater the enterprise, the greater are the commissions earned by them. A single entrepreneur earns commissions on the businesses generated by him or her and the entire enterprise. So if the quality of members in the team is not so great, the commissions earned by the entrepreneur are as poor too.

As a leader you would have to pay a good amount of attention on building your network. If that is taken care of, business takes care of itself. You should not ask incompetent people to join you. Do not waste your precious time on people who want to join the business thinking they would earn a fast buck without being committed to the cause. One *has* to go through that learning curve. Of course, once they do that, they get rewarded endlessly. The most attractive differentiating point between network marketing and other business models is the residual income that one can earn. History has it, earning and enjoying what you earn have rarely happened simultaneously. Stop working and the money stops coming in too. Don't you want to spend more time with your family and friends or holiday more frequently in the year? Well, the fact is - we all want to but we just have those twenty four hours in a day.....can't do much to have more time for ourselves in our present state of affairs.

Network marketing promises you a life in which you earn even when you are not working! The residual income that you earn as a commission on the business of your enterprise is something that has given millions of people that luxury to pamper themselves in leisure. Robert T. Kiyosaki , author of "Rich Dad, Poor Dad" says, 'If I had to do it all over again, rather than build an old style type of business, I would have started building a network marketing business.' Why didn't you think of moving into it before?

I would refrain from exaggerating my point and would give an unbiased picture here. You don't suddenly become a rainmaker for the company you join. There would be any number of network marketers who would paint a rosy picture about the quick way in which you can rake in money for yourself in the business. Believing them would only take you faster to shutting your shop. Hey! You don't have magic wands here, do you? Just like any other business model, the concept warrants your time and effort. If you follow the system and avoid reinventing the wheel, the results are going to be faster and remarkably better. Trying to be a perfectionist is a big mistake here. Once you have reached the stage of managing your own enterprise only then

can you start reaping the benefits of your dedicated and committed work (that residual income).

Which is the best home business for you?

Home businesses have flourished across the countries in different product and service lines. When you finally decide to join a company, my only advice to you ambitious folks out there is - **think before you leap**. Now you can't just move into any business type you come across. Wouldn't you want to first understand what you would be comfortable doing? Quite often, one would get into a home business to get out of the frustration in his or her current situation. I am sure you wouldn't want to extend your current scenario by plunging into a wrong business. Take time to identify your personality type first. Are you the type who would be comfortable in handling cosmetics or you would prefer healthcare products naturally? Try imagining yourself as a part of that environment. Instead of only concentrating on one aspect, I suggest you also give enough importance to the company standards and teamwork. What I am conveying here is, just because some smart cookie left you all spellbound by his impressive presentation in a gathering of people like you, you wouldn't just jump the gun to become his member. Follow your intuition about the company that you want to join on a long term basis. Only then can you expect that residual income to hit your pockets on an ongoing basis. Women entrepreneurs may look at their own lines of interest like home care, cookware, etc. I personally know of a few doctors' wives who have opted for healthcare products with the intention of utilizing their husbands' knowledge and support. A number of beauty parlor owners have preferred cosmetics as their product line. Insurance agents, with their experience to promote services have been hugely successful in joining companies that are into financial services.

But this is merely a point of view. Doing the same old job for years may have left you feeling sick to the stomach and you may now want a breath of fresh air in your life.....so go ahead and join an entirely new product or service line!

Choose the business that appeals to you and you think you would be justifying yourself in.

I would be sounding clichéd, but it's as simple - do something that gives you satisfaction and happiness. After all, that's one thing your home business can guarantee!

Are you joining the right company?

Assuming you have pondered well over the abovementioned aspects and have finally chosen a business for yourself, we come to the next important stage and that is choosing the right company. There are hundreds of network marketing companies providing a whole array of products and services across the world. Identifying the right one could be a complicated task in itself. However, there are a number of factors on the basis of which you can decide which company to join:

- **Survival** – Most of the network marketing companies collapse in a couple of years after they start operations. So let's say, if the company that you have chosen has survived its first five years, it would at least be standing in better stead than so many other not-so-old ones. You should still investigate its financial statements and revenues earned in the past five years. This could be a crucial factor to gauge the company's stability in the market.
- **Entrepreneurs** – Even among the older ones, you can rate them on the basis of the total strength of entrepreneurs. A large size company with its high strength would always appear impressive, but if you care to probe further, you may learn it is already at its maturity stage with no innovative plans for the future. Doing business here would be like driving a vintage car that you take pride in but at the same time wonder if it moved faster than the pedestrians on the pavement along the road!
- **Products** – Analyze the market potential of the products being offered by the company. Are they really in demand? What is the quality level? Are people happy using them?

- **Compensation plan** – You may balk at the compensation plans many companies follow to their own benefit. Be careful about what you are getting into. Good companies would extend limitless incomes.
- **Training** – This is one aspect that only good companies have been able to pay complete attention to. So if you are joining a company that is into a product line new to you, ensure they conduct regular and effective training programs.
- **Tools** – Is the company taking pains to provide proper presentation material to support you? Generally, that shouldn't be an issue but you would still do well to correlate them to the real market environment and problems.
- **Management** – Have an overview of the company management and governance. Check the credentials of the top people in the team. Best way would be to carry out an internet search of those names in the management team.

Getting started

While moving ahead on our understanding of the home business, let me introduce the concept of 'autoship' to you. Autoship is the amount that you pay on a periodic basis to buy the products of the company that you join. This you have to do to receive your commission checks. So after every week or month or whatever agreed upon period, you will have to pay this amount or you don't receive the checks. Autoships could be of different amounts, so one has a choice.

That means, what you are doing is not selling but buying the products to get commissions. That's another difference between network marketing and other business models.

Having joined the company, with a song in the heart, you are ready to conquer the world! Congrats! But that's just the beginning. You have just embarked upon a new business for yourself. Lao Tsu, the father of Taoism says, 'A journey of a thousand miles must begin with a single step.' Don't get

carried away by the success stories that you would be downloaded with in your induction programs.

Keep your personal finances in place. Till the time you are able to stand firm and start making enough money out of your investment, ensure you have sufficient funds to pull you and your family through. Generally, this suggestion would be for those who have decided to make it a full time career, but even if you intend going part time, your vision should be clear. Why have you moved into this business? What milestones are you going to achieve and how are you going to go about that?

Your first step should be to **get familiar with the product profile** as early as possible. Devour each presentation and brochure to bring your understanding levels in sync with the company's. Talk to other people in your leader's enterprise or other enterprises if possible. Understand from them how have they been wading through their tasks and what have been the challenges and bottlenecks faced by them. Hey! Don't think you have joined the wrong company or the wrong business just because your initial learning about your new environment has not been so pleasant. Believe me, you would always come across people who would sound negative about the state of affairs but that would have happened in just any company you would have otherwise joined. I am not trying to pep you up here, but that's the way it is even in the top graded MLM companies.

What you should be concerned about is the plan that you ought to make to quickly **earn back your initial investment**. This you should try to achieve in the first few weeks itself and if that happens, you are on the right track at a very initial stage of business.

Take tips from your leader and corroborate your business plan with his advice and guidance. Once you have gone through the initial formalities and firmed up your basic plan, drill down to the micro levels about building your enterprise.

Tapping them

The audience that you would be reaching out to depends upon what your product or service is. Who could be your people and how should you approach them? You may want to contact people you already know - your friends or relatives. I would suggest you not to do so at least at this nascent stage.

Ask your leader where possibly you could advertise and what kind of support you would be getting from him. Generally, you would do well to advertise in the local newspapers and magazines for quicker responses. Companies may restrict you from disclosing their names in such advertisements....but that should not be a deterrent. Your ad copy should make people at least call you to know more. Nowadays, with the internet as a powerful medium, entrepreneurs are using their own sites or blogs for business. You may also get listed in the network marketing directories for a better visibility. Whatever your mode of advertising or promotion is, be very careful of what you mention in the advertisement. It should at least mention three basic points - the opportunity to make dreams come true; the benefits of that opportunity and how it can change personal lives; and the third point of course is your contact information. But these are only promotional tactics. The rest totally depends on how people respond. There could be queries from people who would want to have initial information just for the sake of having it. Such people fall into the category of those who have that desire to start their own businesses but are still in the phase of exploring. Don't ignore them. Provide them with all the information and maintain a good follow up. But don't expect much from them either.

All said and done, if you **have a good look around**, you would be surprised to find a good number of people for your enterprise in lesser amount of efforts. Try talking to the manager you meet at the departmental store or your cable operator who has a reason to listen to you as you are anyway his privileged customer. This approach has worked many a time - the person being a seller to you would at least give you a good hearing. But refrain from talking in a hyper pitch when you initiate the conversation. Best way would

be to fix an appointment and go prepared with your presentation. And with that you begin the process of developing your own connections.

If you are a member of a club, utilize the opportunity of meeting the club members to your advantage by casually extending your business card to them and giving a very informal introduction about what you do. In fact, you could break the ice by talking about the latest event that the club had organized and how entertaining or boring that was! It's all about relationship building. Be patient and spend time and effort to do that. **People connect with greater conviction if they are aware who they are dealing with.**

USA is an ideal place for home businesses. I do not want to give a discourse on 'Market Segmentation' here but would miss out a very vital point if I don't even make as much as a mention of it. And that is – segmenting your target audience on the basis of the following factors:

- Location of the people
- Age, sex, marital status, income, education and occupation
- Personality, lifestyle, perception and attitude
- Race, culture and religion
- Product preferences

Spend some time carrying out research on your audience profile and link it to **what is required by the business**. If you are into a business of homecare products, analyze what particular segment your probable enterprise member falls into – is he a family man or a bachelor, because the latter would be the one to shun you the very first time you open your dialogue with him. Likewise, each product line would have its most promising market segment and you could save a lot of time and energy running helter skelter if you can comprehend the basics at an early stage. You would be amazed to learn the enormity of the market potential your product would then have. The whole idea is to **not to go to someone who doesn't have the right inclination.**

Building that enterprise

According to statistics, only 3% of the people in the industry are successful and out of the remaining 97%, many don't even care to do anything about their status. What they only start working towards finally is planning how to get back to their jobs! The scenario isn't as bleak as it appears though. Entrepreneurs hardly make an attempt to understand their people's abilities and attitudes while approaching them. The only thing they are concerned about is the sign up fees they would get by including them in their enterprise. That is a sad part of the whole scenario.

Your people in the enterprise would be the ones who would bring that moolah to you, let us not forget that. Having incompetent members to build that enterprise is the most immature thing to do. Many entrepreneurs without even spending a good amount of time in understanding the business model and its dynamics, have set out on a wild goose chase to network with more and more people in their enterprise. In that process, they overlook some very crucial aspects that could be detrimental to their own businesses:

- They end up networking with equally incapable and immature people who do not understand much of what is conveyed to them.
- In a bid to have more members in their enterprise, the entrepreneurs completely forget they had to train them as well. As a result, their members do not get proper orientation for the business and there develops a chain of non performers.
- Often people get influenced by good persuaders and smooth talkers who they couldn't say no to. Despite hating to join such entrepreneurs, they are unable to say no out of their own politeness. Usually such people are friends or relatives of these entrepreneurs who would not want to discourage them in their efforts to grow their businesses.

Finally what happens is catastrophic. No one works in the enterprise and within a short span of time the new members become labeled as inactive. This could be really devastating for a sincere member who unfortunately got stuck between non performers. You ought to be really lucky to be a part of a prosperous enterprise. But if you think you have it in you, no one can stop

you from building one on your own. So all you capable ones out there, I have a few pieces of advice:

- When approaching people for your enterprise, do not hesitate to ask questions like – What do you do at present? Are you looking to have an extra income? Would you want to give a few hours on a regular basis to earn such an income? If yes, why do you want that extra income in the first place? Do you have that inclination towards the product line or services offered by the company? What are your goals in life?

Over and above that, there is always an advantage in knowing about his family background, his qualifications and his current income if possible. It's very simple. If you were to recruit someone as your subordinate in your old job that you were doing, you would have thoroughly interviewed the candidate, isn't it? There you would just not want to hire some one who would not have the right experience and skillset. Now how different is this scenario of approaching someone for your own enterprise? If you look at it closely, it is more serious. There in your traditional job, you could still afford to have a misfit and fire him if he didn't perform; in the network marketing business that you have ventured into, having an incompetent member on you would be more disastrous! So **know well who you are talking to.**

- Never exaggerate or lie about the company and its products or services to some one you want to associate with. Doing so would only wrongly build his interest in the company which isn't quite like you presented to him. And if that person joins your enterprise, he would take no time to cry foul! At the same time you as an entrepreneur would also run the risk of being held for misinforming people. Such companies that network with members on false promises don't take much time in maligning their own name in the industry. So it is best to **portray the real picture** about your company.

- Identify what personality type you are talking to. If at all we classify the target audience into different personalities, we can have extroverts or introverts, novelty seekers or conservative, aggressive or hesitant, positive or negative, early or late adopters, influencers or followers.

I have something very interesting to tell you about the personality types. From ancient times, human beings have been classified based on their nature or temperament. Ancient Greek philosophers like Hippocrates and Galen have classified people on the basis of excess of one of the four bodily fluids in them corresponding to their characters. The personalities were termed as "the four humors" – choleric, melancholic, sanguine and phlegmatic. Carl Jung in the early 1920s, classified them as – intuitor, thinker, feeler and sensor. Dr. Tony Alessandra described them as director, thinker, relator and socializer. Others have classified them into mammals as shark, urchin, whale, dolphin or into stones like ruby, emerald, sapphire, pearl or into colors - red, blue, green, yellow. They all have been named differently but carry the same meanings in the following manner:

Phlegmatic is the same as:	Relator, Whale, Pearl, Yellow
Sanguine is the same as:	Socializer, Dolphin, Sapphire, Blue
Melancholic is the same as:	Thinker, Urchin, Emerald, Green
Choleric is the same as:	Director, Shark, Ruby, Red

Yellows represent 35% of the society. They are kind, loving and gentle and have slow paced verbal communication skills. They love to help people and have the potential to create huge organizations. They dislike pushy people and think network marketing is only about sales that they are not open to. But they would not be so open in conveying this.

Blues are 15% of the society. They get motivated by fun, like to relate with people, usually are the first ones to start a conversation and get along well with yellows. They have fast paced verbal communication

skills and are direct in coming out with their feelings. But they have the tendency to get distracted fast and might even quit the network marketing business if boredom sets in.

Greens represent 35% of the society and have analytical minds. They are closed and indirect. They would want more information before moving into a business. Best way to deal with them is to allow them enough time to think and meet them only on a later date. They have slow paced verbal communication skills and would invest a good amount of time carrying out a research before they venture into something new.

Reds represent 15% of the society. They are direct and self contained and do not care much about who you are. They really get motivated by power and money. In the network marketing business, they would grow their organizations fast but would not do much about empowering their own people.

To know more about these personality types, go to www.ClubRhino.com and order the magic of colors I highly recommend you do!

Developing a good understanding of these personality types takes time but in the long run you would have a great advantage in your own business. In other words, **be clear about the personality of the person you want to associate with.**

- Certain products are region specific. What sells like hot cakes on the eastern coast could become real tough to sell on the western coast of America. If you intend networking with people in other states or regions of the country, be wary of the differences in the tastes and preferences of the inhabitants there, or your people in the enterprise would face discouraging rejections while doing business. **Have the right knowledge about the tastes and preferences** of the target audience.

How to start the network

People who are serious about their businesses do not wait and sit for miracles to happen. They come into action!

Jim Rohn, a leading motivational speaker, philosopher and entrepreneur says, 'You must either modify your dreams or magnify your skills.' So either expect less or strive to achieve the best. Successful entrepreneurs pass on an unsaid message to people around them about the viability and scope of this wonderful business model. Seeing you flourish, people would gradually start coming to your doorstep to join you. And that's a phenomenon which could be seen in the industry today. **Actions speak louder than words!**

Once you have a fantastic enterprise working for you, your only job would be to receive commissions sitting cozy at home! Sounds too good to be true? Wait till it happens with you! But for the moment, you would do well to hold your horses. So get on with the task of establishing your business first. Those who have made it realized this at a very early stage. Here comes another commandment – **make your business an enterprise and not a pastime.**

The first aspect that you as an entrepreneur must concentrate on is your introduction about your business to people you want to network with. When I say introduction, it has to be short and crisp. That's more applicable if you are meeting someone at a public place or a gathering and the meeting is not a scheduled one. Always remember, the interest level of a first time listener could be discouragingly low. That's a natural behavior that you shouldn't get upset about. Your objective in this impromptu meeting should be to seek an appointment from him and leave the rest for later. Once you have exchanged business cards and briefly told him what it's all about, he might say, 'I'll get in touch with you.' Then it wouldn't be wrong to ask him, '**Could you suggest a suitable date and time for a meeting?**' If he is genuinely willing, he would at least give you an approximate date. On the contrary, if he was just trying to politely shun you away, your simple question would compel him to say no. There are people who are honest, straightforward and

quick in their responses. You would not have to waste much time following up with them. In other words, they do not mislead an entrepreneur by initially showing enthusiasm and later making an abrupt about turn. However, you should be wary of those who have very deceitful responses and behaviors. They lead you on in your interactions with them and neither join you nor say no to you ever. But I would blame only you for this. It was entirely your mistake if you failed in recognizing the response. Another simple question here that can foretell so much about your probable member is – **'Are you really looking for a business opportunity?'** Ask this question not the first time you talk to him but when you have interacted with him at least thrice and he still seems to be leading you on. The powerful question directly hits his thinking system and would suddenly shake the truth out of him.

In your quick standing meeting with the opportunity seeker, if possible, do not forget to leave necessary marketing literature with him. That would only reinforce your introduction to him in your absence.

So far so good! The next step is to meet him on the scheduled day. The time is ripe for a full fledged presentation. Many technology savvy leaders nowadays are using their laptops for this purpose. However, that's not so important. What is important is the content of your presentation which must include the following vital points:

- Company information and its management
- Product info and their prices
- Compensation plans, bonus, etc.
- Success stories

Try having at least one hour from the concerned person for the meeting. Your presentation could be 20 minutes long and the rest forty minutes could be spent on answering his questions. The blunder that the network marketers often commit is attempting to make the person they meet their member at such an early stage. No one would be in the state of taking a decision so early. Secondly, you must have complete knowledge about the

company and its products and of course its plans when you go to meet him. **A listener's conviction develops faster if you are well informed.** If he has other grown up family members in the house, ensure everybody sits in the session. A good presentation is to the point and answers all possible questions. Use simple and grammatically correct language supported by facts and figures. Keep talking while you flip over the colorful and glossy pages of the brochure. The most important trait in a successful entrepreneur is his ability to talk well. His communication skills should be such that people end up saying, 'He really sounds realistic' or 'I think he is talking sense'. When the listeners start saying all that, you can safely assume you have hit the nail on the head!

The time for a little persuasion comes soon after an overwhelming response. Closely observe your audience behavior. Persuasion is an art and a slight error on your part can spoil the whole show! You must remember, it gives its best results when the audience has at least shown a good response. Any stage before that is premature for that purpose. Most network marketers fail to understand this. Almost immediately after their presentations, in their excitement, they presume they have left their people spellbound and would leave their premises only after they have made a fruitless attempt to make a killing! Unfortunately, they aren't able to sit for long with dignity after that. The other person starts getting fidgety and waits for his mighty guest to leave at the earliest.

If you feel, the right time for your persuasion hasn't come yet, you might as well say something like, 'So! It was a pleasure meeting you. Look forward to hearing from you.' Sounds formal but gives him a comfortable feeling. Say thanks and walk out with a smile. The message is – **leave him happy and not offended after the meeting.**

Generally, experienced marketers maintain a good list of people for themselves. A methodical approach to maintain communication is needed in each case though. There are different ways of doing that:

- Phone call – Old but still the most effective way to communicate. Timing here is of great importance. Depending upon the business-interest level of your probable member, decide when you are going to call him. A person who you think had almost agreed to join you after that presentation, should be contacted within three days of the scheduled meeting or presentation. Slight delay in such a case can bring him into a different mindset altogether. Your sentence for such cases should be, 'Hey Steve! How're you doing? Is it okay to meet on Monday?' The message is '**hit the iron when it is hot**'. For others, you may give at least a week's time to talk back. Your follow up sentence on the phone should be, 'Hey! Mike. How're you doing? Just wanted to check with you on our meeting the other day.' Allow him to speak now. He will then say what he has to say.

I suggest you call only on landlines. Calling on mobiles should be avoided unless allowed by probable member. I remember an embarrassing incident, when a novice in his enthusiasm called up a prospect on his mobile only to be snubbed by him who at that point in time was in a funeral! If at all communicating on a mobile is essential, send a message.

- Email – Perhaps the safest way to communicate. Entrepreneurs and leaders have been regularly using this tool to update their target audience. The mails serve quite a purpose in keeping them informed and reminded. Like the phone calls, the best mails are those that are to the point and just one or two sentences long. **Don't bombard him** with so much information that he gets appalled. Instead, try a simple sentence like, 'Hi Mike, this is regarding our meeting the other day. When do you suggest we can talk further?' Chances of getting a reply are much higher for a short and simple mail like this and the reason is – you didn't intend wasting that person's time by sending him a bulky mail. Short mails get answered.
- Print – You can send printed newsletters to your target audience. Such an approach is good for the elderly who still prefer reading the find

print rather than sitting in front of their computer screens. Even otherwise, printed material has its own **advantage of being read just anytime and anywhere.**

People take time to digest information and will revert and respond only when the brand name has registered in their minds. Your strategy should be to place your brand on top of their minds. Whatever be your mode of being in touch, be ready to face rejection, indifference or simply no response from them. Stay cool when that happens. This will only make you stronger as a professional. As Og Mandino beautifully puts it, 'Every defeat, every heartbreak, every loss, contains its own seed, its own lesson on how to improve your performance the next time.'

There is no dearth of data to assert the fact that a methodical approach results in increased business.

Can network marketing happen online?

The first step is to have a simple website for your business (don't worry, over the years the costs have come down remarkably) and try increasing the traffic on it. There are various ways to increase the web traffic. I suggest the following techniques:

- **Search engine optimization** – Also called SEO, is an online marketing campaign carried out to increase the volume and quality of traffic on a particular website from search engines like Google, Yahoo, MSN, etc. This entails creating content that has words often used as keywords by users. The coding and presentation are also optimized for the purpose. The optimizers claim to bring the site in the top ten search results of any search engine.
- **Pay-per-click** – Also called PPC. These are the sponsored links or ads that appear along with the search results. If the user clicks on one of these ads, the advertiser pays for that click. Google's Adwords offers this service.
- **Auto response** – The queries you would get on your site would be through email. Such email addresses should be stored in your

database that could be utilized for sending newsletters, updates, etc. on a regular basis. There are softwares available in the market to do this. You don't have to spend time on the administrative job of sending mails. The time so saved could be utilized elsewhere.

- **Blogging** – Creating a blog for the purpose of your home business is a good idea, though a website has its own advantage.
- **Listing with Alexa** – Alexa Internet is a technology company that provides reviews on websites. You can get that done for your site too.
- **Affiliation** – Get your site affiliated to other sites that have high traffic. As a result the traffic increases on your site too.
- **Article marketing** – If you are with a healthcare products company, you would do well to post health related articles on the site on a regular basis. The more they are close to the ailments and sufferings of people, the better would be the response to know about your products and company.

To mention another important point here, try searching the results for "network marketing" on Google. It gives 205,000,000 results. Maybe by the time you read this book, the figure would double or even triple. You really can't compete against that! You will probably have to find a niche market with high KEI (Keyword Effectiveness Index). Go to <https://adwords.google.com/select/KeywordToolExternal> to read further.

Here it would be relevant to mention Site Build it or SBI which is a web hosting platform that supports thousands of entrepreneurs and small businesses. Go to <http://www.sitesell.com> or you may also go to www.networklegacy.com to see the videos of people who have benefited from this amazing tool.

You can try the benefits of technology. Though it's all about a positive word-of-mouth in home business!

Your compensation plans

Different companies have different compensation plans for the entrepreneurs in home business. They are - the stairstep, the unilevel, the binary, the breakaway and the matrix. The plans have different components like retail profit, bonus, team overrides and perks like cars and trips. To know about these plans in detail, log on to www.passionfire.com and get a better understanding from Doug Firebaugh who is an MLM Network Marketing Expert Trainer, Speaker and Author.

What is a pyramid?

A network marketing business that doesn't offer any product or service is a pyramid. For it to be legal, network marketing business has to have a product or service or it would be a scam with just money passing from bottom to the top. Such businesses are illegal according to the laws and anyone being a part of such a business could be held guilty by the law. Many companies had to close their operations as they were found to be operating as pyramids and it's because of such illegitimate businesses that such a beautiful concept gets maligned at times.

Network marketing is not a get-rich-quick scheme. It is very much a legitimate model and follows all the quality standards and business ethics that are expected from any business. People in such companies earn money by their own efforts and also enable others to benefit in the process. Pyramids on the other hand are established only to swindle people out of their money.

Secrets to success in home business

You need motivation for success. In other words, ask yourself a basic question – why do I need success? And that will do the back-work in your mind. One needs success to have a lavish lifestyle or power or security or to have more time with the family. So let us ask ourselves another basic question – how do I achieve such success? Well, the answer is simple – by getting that financial independence. So there you are! It all boils down to

earning enough money for yourself to be called successful, so that in turn you have a better control on your life. But finally, who is called successful? One who doesn't allow wealth to control him. Wealth is to serve and not govern. It should only bring more satisfaction and make you happier and not vice versa. People who value their internal peace more than affluence are the ones who have understood the real meaning of attaining financial independence.

Now let us see how to get that financial independence. People often misunderstand this. They think money can only be earned by working in isolation, on their own. They completely overlook the power of what others can play in the whole process, more so in the home businesses where it's all about associating with people and harvesting the benefits from the combined efforts of such an association or duplication. When you **duplicate your own style or values in others**, you only start moving closer to achieving success. J. Paul Getty, who created one of the world's greatest fortunes, said 'I would rather make 1 percent on the efforts of 100 people than 100 percent on my own efforts.' A film-maker is an apt example in point. He has the entire know-how of the movie business. He has amazing abilities to replicate them in his actors who in turn reach the masses and earn money for him. A good word-of-mouth in public only multiplies his returns. The actors get paid limited amounts for their work, whereas the film-maker makes a fortune as his movie becomes popular. Relating this concept to our old network marketing business model can work wonders for the entrepreneurs who often ignore the power of duplication. They disregard the fact that to reap the long-term benefits, they need to nurture the same values and professionalism in their entire enterprise.

Let me tell you a short story of Eric Richards in Texas. He finished his studies and graduated with excellent grades. As a good student he was, he didn't take much time to get three good job offers. With the same energy and optimism that he had shown for years as a student, he started as a trainee in the Underwriting Department of a large insurance carrier, only to leave it

after three months. Reason why he quit – wasn't happy doing clerical stuff. So this time he was with another insurance carrier that promised him a better profile in a different function that was Sales. And this time he was better. He quit in two months. His reason – Sales wasn't his cup of tea! One year down the line, he was already into his first home business and that wasn't paying him back either. A distressed Eric didn't know what was happening? Would he ever make a career for himself? All his questions could have been answered had he only understood one simple point – Try anything but **success would come only when you have shown enough commitment, made the right efforts and have gone through that learning curve** irrespective of what you do – whether you are doing a job or setting up your business or even trying to learn something as mundane as driving. It is ironical we all know this but have forgotten the basic chapter that we learnt as students. And that's when I ask, 'Are we thinking a bit too much and becoming a hindrance in our own success?' Ninety percent of the times people fail in home business because they are using their brain cells more often than making simple efforts to succeed.

Are you keeping a track record? Just as it is essential to maintain accounts to have that finance control, maintaining a record of your efforts vis-à-vis your goals and plans would only help you have the real picture all the time. The best way would be to maintain a weekly effort report to this effect, review it every week and analyze it on the basis of your achievements. This would have two positive effects: one, you would know where you stand that very week and two, you would have work ready for the next week in terms of further efforts. Continuous micro management of your activities this way would finally start giving back results in terms of business growth. Remember, it is a cycle and you can't jump the initial stages to reach the final ones. I suggest you go back to the nature to understand this. The heat of summer brings the clouds, the scattered clouds go dark and dense, there's a lightning and thunder and then it rains! So in order to become a rainmaker for your own business, you too would have to **gather the rain bearing**

clouds (associating with people) before you expect the rain. When I say maintain a track record of your efforts vis-à-vis your goals, I am only conveying it is the first step towards a heavy precipitation.

Success is like a journey on a long and winding road. Enjoy the journey while you set yourself wholeheartedly to reach the destination. It's good to visualize your success which only motivates you to march ahead with greater passion, but let me tell you, not appreciating the process to reach your goals is the biggest mistake you would commit. Life isn't only about destinations or we all would be happy only after reaching our graves! That's the final destination for all of us, isn't it?

The results are always short-lived. It is the process that lasts longer. So why not celebrate every small achievement on our journey towards the final success? People who only wait to reach their destinations to celebrate have actually missed to understand this very vital point. They stay so focused on achieving their results that the joys of crossing the small milestones are not even felt by them.

Embrace each moment of victory no matter how insignificant it is to you and **experience the momentum**. Your home business is one model that gives you enough milestones to rejoice. So don't just sit and wait for the D-day to celebrate when you would start getting your residual income. Look back. You have already accomplished so much. But you didn't even care to congratulate yourself when you made that first impressive presentation or when you brought in the first member in your enterprise or even when you received your first check for a small commission. You thought you would be content only when you would get that fat check for your residual income, right? Well then I have some news for you – you are heading towards a destination that would keep shifting farther and farther the faster you try reaching it! It's like a mirage in the desert. And I guarantee, you wouldn't be happy for long even when you finally reach your so called destination of receiving that residual income, because then the destination would shift to earning a higher

amount! I only have one suggestion here – start appreciating the small returns that life keeps showering on us.

In an effort to give our best shot, most of us try to become perfectionists. The reality is, perfection doesn't exist. Whoever desired to see a flawless piece of work, never saw one. **Shirk that thought to be a perfectionist.** Go step by step, mile by mile.

It's so much part of the process to commit mistakes. What didn't come out so well the first time would be better the next time. The Japanese follow the business philosophy of *Kaizen* in productivity and performance. *Kaizen* means continuous improvement. Your effort should be to keep improving by the day and by the milestone.

An excellent way to reduce the size of your problems is by seeing others with bigger ones. You are upset over your business not getting established. Just compare this with the problems of others in the business. Now here, be careful who you compare with. Best would be to read some success stories and get enlightened. Most of the times you would realize that all successful people practiced enough perseverance, dedication and commitment. Your own problem is not so different from theirs. Think of great men in history. You would admire their incredible spirits to reach their goals against all odds. Believe me, after that you would only feel embarrassed at being unnecessarily perturbed about your trivial problems.

The best course that you can buy on topics related to 'success' is by Ellie Drake, CEO of Braveheart Productions. She is a keynote speaker, coach, doctor and a successful entrepreneur. She came to America from Iran around 14 years ago and is now a multimillionaire. She touches people's deepest core and heart and her specialty is to show people how to work with ease instead of struggle. She teaches how you can make things work for you to get that success. You can download her newsletters and e-books about working with ease from her site. I highly recommend you subscribe to her course. Log on to **www.BraveHeartProductions.com** or

www.homestudysecret.com Her course is worth diamonds. She will teach you 'how you should be' as a person. See for yourself the transformation in your thinking system - from 'nothing works for me' to 'everything works for me'. If you can afford it, I recommend you to buy it as an investment to achieve more success in your career.

9 mistakes people commit in home business

They go emotional

One rejection and you go back to square one! That's what the budding entrepreneurs do when they get rejected. Warren Buffet says - 'Until you can manage your emotions, don't expect to be able to manage money.' How true it is! Emotions have no place in business. Rejections do happen and it is up to you how you take them. You could either sit back and revisit the whole idea of moving into the business or take it as another step towards success.

They follow their own set of rules

You could be absolutely sure of the way you are going about in your business but for all you know, you could be moving in a totally wrong direction. Did you bother to learn the standards in the first place? Almost 97% of the network marketers fail because they go by their own rules. Prejudices have proved to be calamitous in business. Rather than discovering the most appropriate way of doing things, spend some time learning from the experiences of others. No point reinventing the wheel and landing up nowhere.

The best way would be to get a good script book and try implementing what's mentioned there. If you were to travel for the first time from Florida to Illinois, you would do well to have a map with you, right? Understand it this way, a script book is just like a map to take you where you want to reach in the shortest possible time. If you feel bound by following a script book, at least grasp the basics and later on you could tweak that to your own style. The message is, before you deviate it's always advisable to understand

the standards or rules of the game or you would never be able to know to what extent you deviated. Jim Rohn aptly explains this in one sentence – 'Be a good student and not a follower.' However, some mega leaders like Tracy Biller, do not advise using a script book. They feel if you do that you wouldn't be yourself. In my opinion, as a beginner there's no harm in following one. You would only learn to do things the right way.

To order an effective script book you may go to www.networkingtimes.com It tells you how to handle the objections in the process of building your business. For those who do not like to read, there is this talking e-book by Myron Golden that you can get at www.fortunenow.com It will guide you about what to and how to talk to people and get them into your business.

Dani Johnson, internationally sought after speaker, author and Relationship Marketing Expert, has created an amazing script book that has guided hundreds of entrepreneurs. The script book tremendously helped a company come out of its problems and brought about a miraculous turnaround in its balance sheet making it a billion dollar company. You may suggest your organization as well to buy that script book and benefit from the valuable guidance provided by Dani. To order you can log onto www.thescriptbook.com

They become informative agents

While introducing the home business concept to people, a lot of entrepreneurs don't even realize they are just passing on information and that too in a formal tone. They forget people don't listen to words, they listen to tones. If the tone is not friendly, the response too would be cold. Try stepping into the other person's shoes and imagine how *you* would respond if you met someone talking unabatedly to you about ways to have a better life. Most likely, you would respond negatively unless you were told of things that actually mattered to you.

Relate your business introduction and model directly to the person's aspirations and desires. Best way to go about it would be to first learn a few

aspects about the person that you are talking to and then do that talking. So if you say something like, '.....And Dave this is one business that will make all your dreams come true.....you could have a good lifestyle.....' You probably pressed the wrong button here. Maybe that guy isn't even looking at having a better lifestyle. Maybe he is pretty much already content financially. So the response that you get from him would be, 'I am not looking for earning more money.' There are myriad reasons why people want to start a home business. William E Bailey, a great network marketer himself, says, 'It is not the money people are looking for. What they want is freedom.' People want freedom from their monotonous life or their current state of affairs. Probe more before you reach a dead-end with him. Maybe his goal is to simply have a new career as he wants some excitement in his dull life! Here your entire story should be attuned to his own goals and not your assumptions about him.

They convince or beg

It never helped anyone to convince or beg. Pass on an unsaid message to your audience that it's they who should qualify to join your business and not just anybody could be eligible. On the contrary when you start convincing them, they would only repel as if you were trying to coerce them into something unpleasant. If your business is a pleasant thing to be into, why in the first place should you be begging or convincing anyone to join you. And that's exactly what any person would think when you try to convince him. Your conduct should be to convey what you have to with enough grace and let them decide whatever they want to.

They are product focused

If that's what you are too, you need to go back to basics to understand the business first. That means you haven't understood the difference between network marketing and other traditional business models. You are not promoting any product here. What you are doing is providing an opportunity to people to fulfill their dreams, whatever their dreams are – monetary or

related to self actualization. By mentioning the products, you are only giving them a feeling that it is about selling those products. That's outrageous to the whole concept of network marketing!

They are not able to get out of their social groups

Your friends and relatives don't have the heart to tell you this, but on their behalf I am doing so. They hate it when you incessantly start talking about your business every time you meet them. Hey! Don't do that. You would only lose them. If at all you feel you have to at least introduce your concept to them, do that but only once. Just because they are accessible to you any time doesn't mean you take that liberty. They know what you are doing and would surely ask you if they are looking for such an opportunity. So be patient and stop offending your close ones. First demonstrate your success and prosperity to them and you would naturally attract them into your business.

They set unreachable goals

It's good to aim higher but only after you have successfully passed the initial phase, which is, having at least one member in your enterprise. Entrepreneurs commit the mistake of setting very high goals for themselves too early. The end-result is only an expected one – they are not even able to reach halfway. Setting goals should be detached from any biases. Just because you have read and heard enough success stories doesn't mean you overlook your own set of circumstances. Compare apple to apple. If you have got inspired by a hugely successful network marketer, have complete knowledge about him. Go through his dossier and achievements and the circumstances that he worked in. Only then you should set the goals for yourself. Chances are you would tone your goals a wee bit down this time. Remember great and successful people do different things differently. For you to emulate their approach, you would do well to first imbibe their virtues. Your high goals would surely become reachable then.

They buy fake leads

Many network marketers, in order to establish their home businesses at a faster pace, buy cheap and fake leads from dubious companies or sources. Most of these leads are sold to a large number of people who are budding entrepreneurs like you. The whole idea of such unethical companies is to make quick money by duping people. Entrepreneurs waste a lot of time and money on such leads and finally when nothing comes out, put the blame on the system rather than understanding the inefficacy of these. However, there are good sites from where you can buy genuine leads. Mega leaders in the network marketing industry suggest www.cuttingedgeleads.com for buying genuine leads of opportunity seekers looking for freedom in their lives. Another site that you can go to is www.GoldenMasterMind.com Here you can get quality leads from Jeffery Combs and Erika Combs. To work your leads the right way, go to www.networklegacy.com and click on the microphone picture that you see on the left hand side. What you get is hours of free training on how to work on the leads.

They disregard the merits of training

Entrepreneurs wrongly assume that once they have enough people in their enterprise, their task is over. They completely disregard the advantages of providing at least the basic training to their enterprise. Though most of the training in network marketing today is from outside parties and individuals, the model of the business warrants at least the fundamental training from the entrepreneurs to their enterprises. Around 19% to 29% of an entrepreneur's time and effort should be spent on training his new members who know nothing about how they should get started. A caring entrepreneur would take a new member on a call while prospecting. This would give him a tremendous exposure on how he should be introducing the business. He would also learn how his leader addresses the concerns and objections of the other person. It's a fact, you learn faster when you actually experience it live.

The entrepreneurs should spend at least 1% of their time and effort on solving the problems of their people in the enterprise. That can happen by discussing problems and issues on a conference call with them. However, the most effective way in which training could be imparted is by attending conference calls, seminars, workshops, training programs and courses conducted by the mega leaders of the industry like Dani Johnson, Ellie Drake (go to www.BraveHeartproductions.com), Tracy Biller, Myron Golden and Doug Firebaugh to name a few. All these mentors and trainers provide excellent programs for you and your organizations absolutely free.

A mega leader in the industry, Doug Firebaugh, highly recommends you to go to www.networkingtimes.com and purchase this extraordinary CD – 'THE ENTRANCE from mediocrity to monumental'. It guarantees to touch people's hearts and helps move them towards making a change in their lives by starting a home business.

At www.danijohnson.com you can subscribe to conference calls and get hours of free training.

Barry Donalson, a trainer on 'leadership', conducts high-energy leadership speeches and sales seminars. Read more about him at www.mmgmarketing.com Jeffery Combs shows the path to financial and personal freedom. Read more at www.GoldenMasterMind.com

Being a fabulous leader

'A good objective of leadership is to help those who are doing poorly to do well and to help those who are doing well to do even better.' --Jim Rohn

Your main role as a leader in the home business is to make the whole concept viable which is based on only one facet – your people. No people, no business, it's as simple as that. In order to retain quality people in your enterprise, you will have to demonstrate certain qualities in yourself. An effective leader is a torchbearer who informs, directs, motivates and creates a favorable environment for all. If as a leader, you are not able to create your own replica in your people, you are only wasting your time in business. I have the following points for you to consider for practicing good leadership:

- **Lead from the front** – You will have to set examples for others to appreciate and follow in your enterprise if you intend leading and duplicating. Many entrepreneurs forget that they have not given their enterprise a single reason why they should be accepted as leaders. They have not demonstrated any commitment themselves and they intend leading their people! First give them a reason to follow you. Show excellent knowledge about the business, answer their concerns intelligently. Position yourself as their guide. Hone your own skills before you advise them. Such should be your conduct in front of your people in the enterprise.
- **Share your vision** – As an entrepreneur, you have a vision for your business. Unless you share it with the enterprise you will not be able to reach your goals. You may have a vision to sponsor people who would bring you the benefits of networking and make you and your entire enterprise successful in a certain period of time. But who knows this in your enterprise? For all you know, they could be having a completely different understanding about the whole thing. Or they may not even have the maturity for such a vision.
Tell them why you started the business and what short term and long term goals you have for yourself as well as for the enterprise. Ask them to share their own dreams with you, ask them what motivated them to join. The whole process would have a magnificent effect on them. They just needed to have someone to acknowledge and approve of their own dreams.
Motivate them to build the same understanding about your goals and vision. A leader who fails to do this rarely gets the best out of his home business. He has a team that is not in sync with him.
- **Solve their problems** – A beginner would always remember the support extended to him by his leader in his tough times. Never lose that opportunity to earn the respect of your people when you can easily get it. So if he has problems related to not being able to build his own team or he is not able to get enough returns out of his

business, try understanding how he is working. Does he have a good understanding of the company or not? What kind of people is he trying to meet and where? To your amazement, as a senior in the hierarchy, you would realize how basically he could be wrong in his entire approach. But when he is able to get solutions to his problems from you, you would do two things – a) you would instill the faith in him to move ahead and b) you would create your own replica in him.

- **Training them** – As already mentioned in the previous section, though this function is broadly covered by the outside parties and individuals, leaders should take the onus of at least imparting the basic training to their enterprise.
- **Having clarity** – Earning residual income is your reward for being a great leader and for being able to replicate your values in your enterprise. Do not digress from the point why you are there in this business. Surely to achieve financial independence. Clarity of thought concerning your final goal should always be there in you. Do not get muddled in issues with the enterprise and enjoy every moment while you work with them towards the goal. That would be an exemplary way of working as a leader.
- **Developing self-motivation attributes** – Possibly the most important function or role of a leader. Every business has its teething troubles. Many beginners, who have never ever worked in a business environment, are the ones who get frustrated very early in their efforts. And many even decide to exit without ever being counseled. A leader's role is to develop self-motivation attributes in his people that can sail them through the troubled waters on a long term basis. The best way to do this would be by encouraging them to participate in conferences, seminars and training sessions. Man is a social animal and can't stay or work alone for long. Such events would give your enterprise members a chance to share their experiences, doubts and progress with other members. The whole activity can actually create a

positive team spirit that would lay the foundations for a robust enterprise.

Always remember, a demotivated person may cause a great harm to you by spreading negativity around him. If that starts happening, others who any way have no other reason to disagree with him become influenced too and soon the whole structure crumbles in time much lesser than you apprehended.

Commitment and perseverance

These are two major attributes required in a person to succeed in any business. Though to many both appear to carry the same meaning but there is a difference.

Commitment is giving in unconditionally to a cause. You could be unconditionally committed to make your home business successful. Perseverance is one step ahead. It is a continuous effort to make that commitment a success. All your efforts and actions to become a successful entrepreneur are nothing but perseverance. In other words, you start persevering only after you become committed to a particular cause. To achieve success, the two are inseparable.

Commitment is just like sowing a seed. The seed in itself though can't bring results. It has to be sown and watered regularly and taken care of to grow it into a sapling and then into a tree. The whole process that goes on after sowing the seed is perseverance.

Commitment is complete faith in the cause. There are people who start questioning the efficacy of the business model even before they seriously start making efforts. Such people are not committed and nor would they be able to persevere. You have to have a sound belief in what you plan to do or you would only waste your time in the whole process. To put it the other way, success is never served in a platter nor it is a cakewalk. There would always be adverse circumstances without any guarantees to succeed, but if you still decide to move on, that's when you are committed.

According to Jim Rohn – **the opposite of perseverance is procrastination.** He says people fail to persevere as they are afraid of failures. They are not even able to start doing a task forget completing it. The basic reason why people behave this way is because they succumb to the enormity of the job or task. But that's not the right way to look at challenges. If your task appears mammoth, break it down into doable parts and focus on one single part at a time. There is no reason why you shouldn't be able to do it. If you were to drive from Boston to Seattle, you would shudder at the thought of doing it at a stretch. But if you break down that journey into different destinations, the task would suddenly appear feasible.

Women have an edge

Home business is the most opted for business by women. It gives them an opportunity to become successful entrepreneurs even as they continue to take care of their domestic affairs. They certainly have an advantage over their male counterparts when it comes to carrying out different tasks like associating and networking with people. That's inherent in them. Their **extraordinary interpersonal skills** are their plus points in this business. Men build networks faster if they have a solid reason to do so. But women have it naturally in them to socialize for no reason. Ever seen two women who met for the first time at the airport or while waiting at the bus stop? They mingle in minutes and the way they discover their areas of interest is just beyond most men to even practice with someone they are meeting for the fifth time! As a result women build networks much faster. Whether it is their workplace or home parties, the topics generally revolve around their 'personal lives' which is the whole premise of network marketing. The introduction of the home business concept happens in such a natural and smooth way that the other person responds as if it is some topic of personal interest, and that's what any network marketer would want to convey in the first place.

Women are the decision makers when it comes to buying household items and many network marketing companies promote products for domestic use.

As a result they are better able to understand the buying behavior of people. They are easily able to put themselves in their shoes while introducing their business to them and answering their queries.

It's that female instinct. There are times in business when you have to take a decision. They would be best at gauging a person's inner qualities while trying to network with him or her.

A female leader can be really effective with people who need a human touch and motivation. They any day understand emotions better than men. There are a good number of examples of women in home business who have made it out of their sheer will to succeed. Mega leaders and trainers such as Elllie Drake and Dani Johnson are examples in point.

A sermon from an angel

There is this interesting story about a network marketer, John Williams, who made news in the early eighties and later went on to write his own success story. In the early stages of his home business, he only faced hurdles and rejections. After spending around two months in an effort to get people in his enterprise, he started getting disheartened at the sad status. He was committed but still not getting the results.

As usual he set out one morning to meet a lawyer and with whom he had a meeting scheduled. It was around eight on a Sunday morning and the lawyer was reading the newspaper in his garden when John walked in. After introducing himself and settling down, he started his presentation when in the middle of it, the lawyer interrupted and asked, 'Hey! Is this about network marketing?' The nervous marketer could only utter, 'Yes'.

'Well I know these businesses don't work. Thanks for visiting me but I am not interested in this and sorry to bother you on a Sunday morning.' Before John could even gather the right words to address the lawyer's concern, he had gone back to his newspaper. A crestfallen John, looked at the brochures, literature, collaterals and other fine print material

scattered open on the table wondering what went wrong! He quietly put the sales material back into his bag and walked back towards the gate wondering if he should start looking for another day job the very next day itself. And then he heard someone calling him from behind, 'Hey! Come back.'

To his amazement, when he went back to where they were sitting, the lawyer said, 'Now come on! Cheer up! I hope I wasn't rude! But I am sure I did what so many others must have done to you till now. How could you, without even knowing my interests and aspirations, start your routine detached presentation! Moreover, I rejected you and you just walked away without even trying to address my concern! That's not the way you do it my friend. Know me first. Talk to me about my dreams and why I would want to earn more money. Bring me into that frame of mind and only then introduce your business. You did have forty five minutes from me, didn't you? But it seems, you couldn't control your emotions and left feeling dejected! Hey! Don't get disheartened and improve upon your weaknesses. **The first area to improve upon would be punctuality.** I called you at 8 o' clock and you reached my place at 8:05. You wasted five minutes of the meeting time by showing up late! Believe me every minute is important.' John only listened and wondered who that person was.

The lawyer continued, 'When you entered my premises, your face read – Ha! Another one to reject me. Well that's exactly what I did then. **Always remember to wear that smile when you go out to meet people.** Smile is so contagious that the other person can't help but reciprocate the same way. Dump all your personal problems and worries at home when you set out to meet people. Your cheerfulness would only convey how happy you are doing this business. We all have problems in our lives, don't we? If I don't see you happy doing what you are doing, how on earth do you expect me to join you?'

'On being rejected you could have confidently asked me – Well, I appreciate your concern but since we have time, could I just take you

through some of the success stories in the business? Or you could have simply asked me if I had more concerns or that was the only area of doubt. But unfortunately, your only reaction was to pack up and leave with a sad note.

Your stance should have been to **ask for referrals**. I am a practicing lawyer and have many connections in the town. Possibly you didn't realize you could make a resounding success in that direction.'

John by then was full of admiration for the wonderful human being whom he met that morning, 'How do you know so much?' he finally asked.

And the answer was, 'Well, I am a lawyer but your job is not so much different from what I do in my profession. You think you fail when someone doesn't agree with you and has preset notions, I feel like a failure when I try to make a point in the court but get nowhere close to proving it. Failure in my career really takes a bitter turn when I lose a case. As a matter of fact, last week I won my first case in the court only after losing eleven others in the past! Talk of failures! Name a profession or a job or a business where you don't have to face failures. A doctor suffers failures when his patients don't go back to him, top actors feel rejected when the public starts hating their movies, sportspersons get rejected by the crowds when they lose, a guru fails when his followers go astray, parents fail when their children refuse to follow the values they tried to inculcate in them. I can go on citing examples endlessly. And there you are feeling you have reached the end of your world just because you haven't been heard and responded well to? Life is full of such instances when you have to stand unfazed with a smile to shun the negative feelings away. Stepping back is the easiest thing to do my friend, but it takes some courage and will to move on in adversities.'

Mesmerized, John listened to the discourse that he knew was going to change his life. He had been brought so close to the truth of life that he had always failed to comprehend. Why did it never occur to him that he was a walking heap of blunders! The lawyer had told him what he

needed. Failures happen across all the realms of life. But great men improve upon them and move ahead.

The lawyer himself did not do business with him but gave him good references. After John left his house, he was amazed at the transformation he felt within him. He could feel the positive vibes. He was a changed man and now he knew what he had to do.....

So friends, if you have already taken a decision to start your own home business, rest assured you are here to make it happen. I can only congratulate you on your good decision and at the same time wish you all the very best in your ventures!

So make your journey counts go for your dreams as you deserve it!
